

PPD 3D

Transforming Business with Immersive and Socio-Collaborative Technologies

Companies (and Employees) are Overwhelmed

Source: Microsoft Unified Communications Research 2010, and Gartner 2009 Research

Growth in Workforce Distribution

Shifting workforce: About 1/3 of US workers are currently freelance

Work from home: 63 million will telecommute in the US by 2016

Lack of Technology Integration

- Overwhelmed: Businesses average more than six devices and five comms applications per employee
- Frustrated: Collaboration inefficiencies waste up to 25% of staff time

Demand for New Modalities

- 75% of real knowledge transfer: is human to human, not document to human
- Enterprise customers are committed to virtual meetings & virtual learning: but the current experience is disliked, and lacks real engagement



Collaboration is Strategic

- Effective knowledge transfer and knowledge sharing are essential to the life cycle of our core business – drug development
- Current screen sharing tools lack the sense of presence, immersion, persistence, and interaction to drive truly effective collaboration and learning activities
- PPD and its customers are looking for *innovative* solutions to:

Leverage Technology Investments

Drive Collaboration

Improve Operational Effectiveness



Where PPD 3D Comes In

Immersive, Participating Model





Users Collaborate in Familiar Work Spaces



Classrooms



Meeting Rooms



Auditoriums



Trade Show Halls



Mobile Training

Any Content, Any Time, Anywhere!

- Rapid Development
- Ability to Leverage Existing Content
- Just-in-time Learning
- Multi-Device Support(HTML 5)





PPD BUZZ! Global Social Business Platform

Enabling
Enterprise
Collaboration &
Transparency
like never
before...





New Innovation Storm Platform





Company-wide on-demand ideation integrated to our social business platform



Social & Collaborative Entanglement



















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