

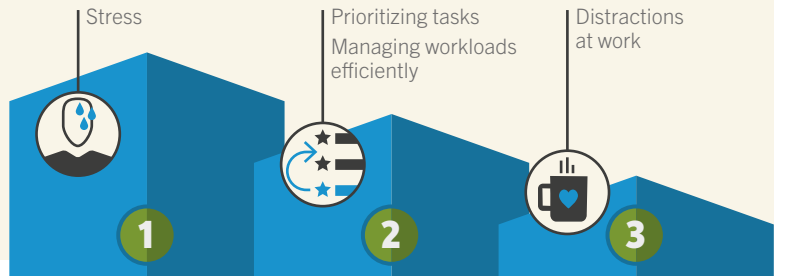
THE NEW ERA OF PRODUCTIVITY

AN EVOLUTION: FROM DOING TO ACHIEVING

REDEFINE

In this new era, productivity has been redefined as achieving rather than doing

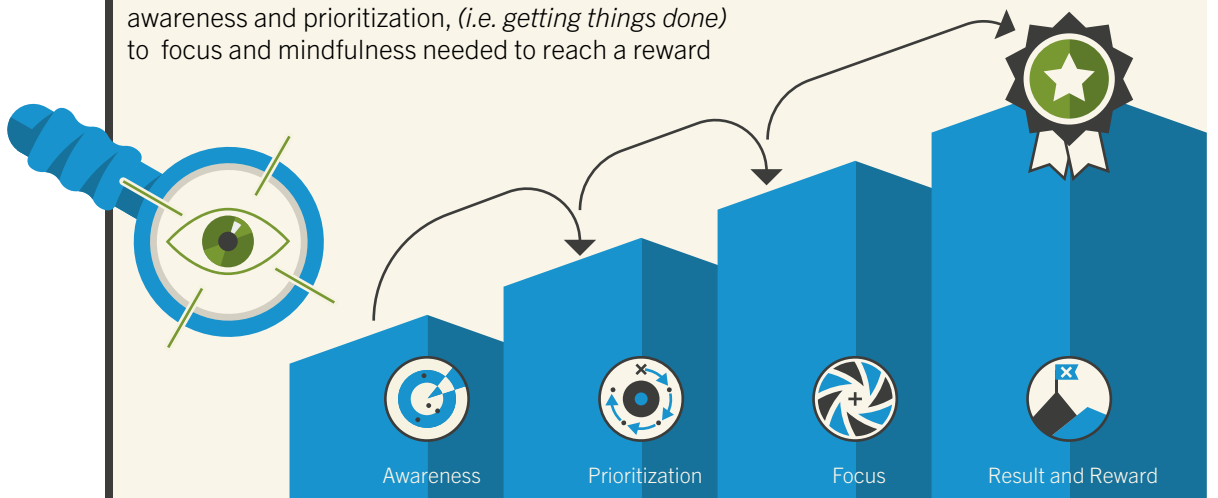
Stress, distractions and an overwhelming number of things to juggle and manage are cited as the biggest barriers to productivity



Busily ploughing through to-do lists and just 'doing' is no longer enough – there needs to be a greater sense of personal reward (*financial, career or social*) at the end of it



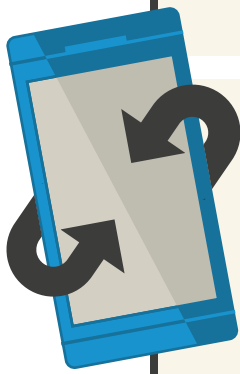
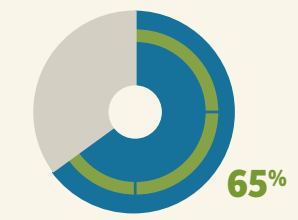
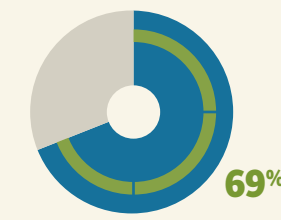
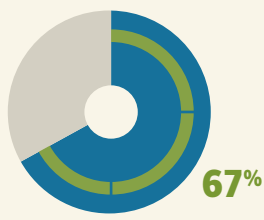
Therefore, "productivity" has moved from traditional awareness and prioritization, (*i.e. getting things done*) to focus and mindfulness needed to reach a reward



EMPOWER

The key elements of harnessing productivity today

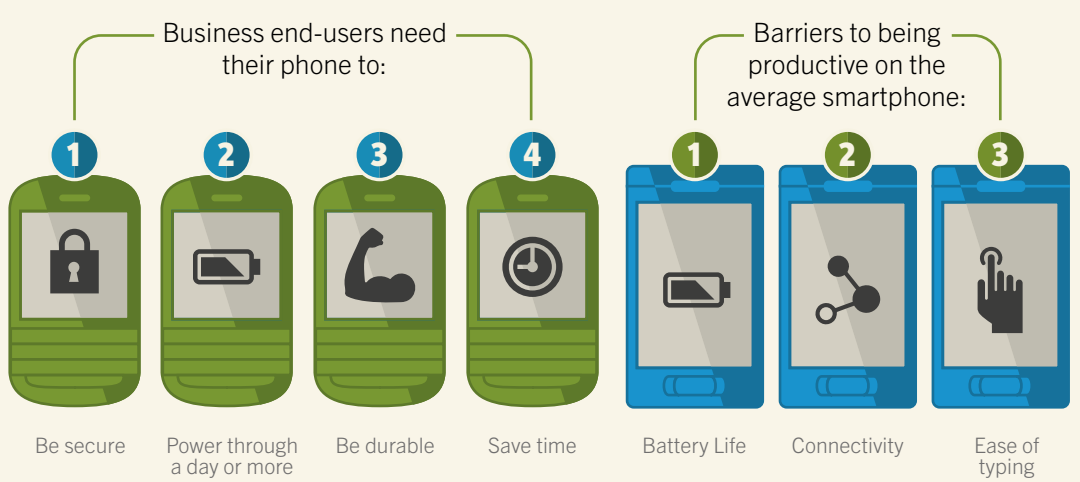
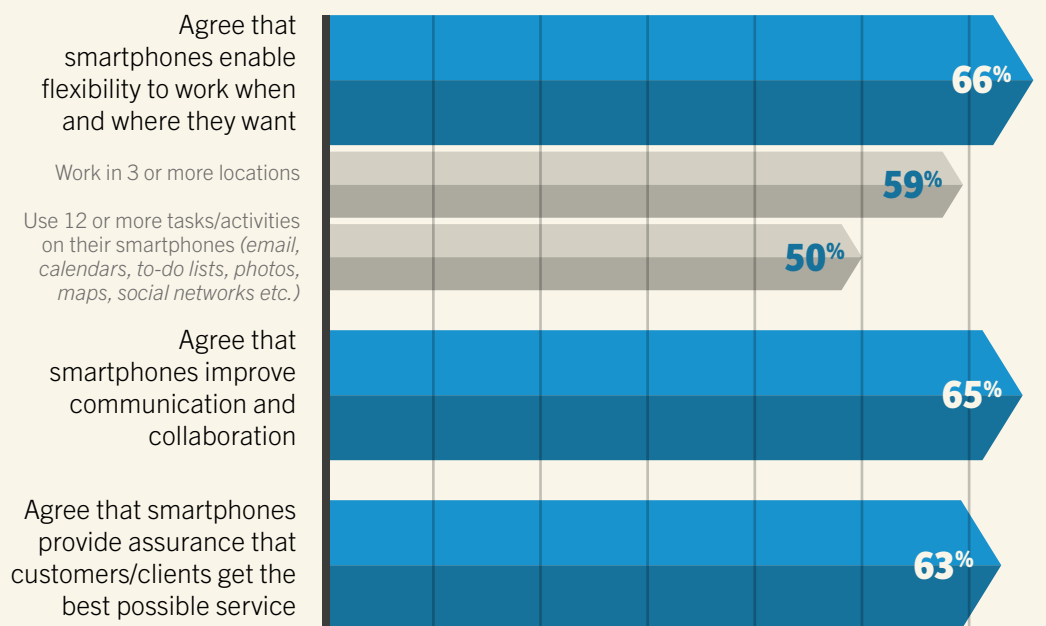
People seek control over their own productivity – now seen as a personal priority (rather than just important to companies), the key is finding balance and having impact and success in their roles



Smartphones play an integral role in achieving productivity, with some core functions and features



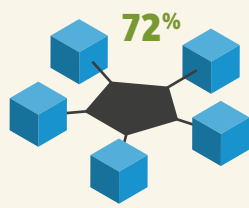
Saves time
One-third of business smartphone end-users said smartphones save them more than 5 hours over an average working week



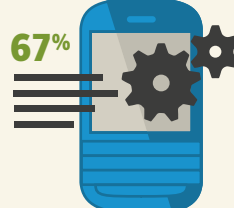
MOTIVATE

Future features and functions to promote productivity

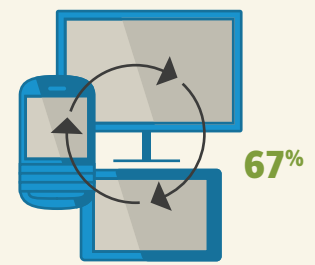
Future features and functions that could improve productivity and control, considered of high value to business end-users



A central 'hub' that allows access to all messages and content across all devices



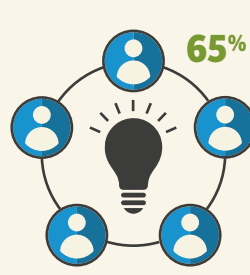
The ability to optimize device usage to improve focus and output



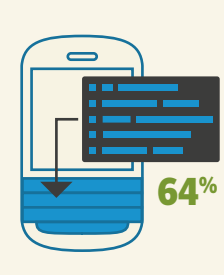
Integration and communication across other devices



Devices that learn how you work to assist with the planning and scheduling of goals



Collaboration with colleagues and work teams in meetings and on projects



Keyboard technology that enables faster and more accurate typing

Smartphone apps that enable productivity now go beyond just to-do lists and reminders. Apps that enable focus include...



Concentration boosters



Time-trackers



Blocks and filters