

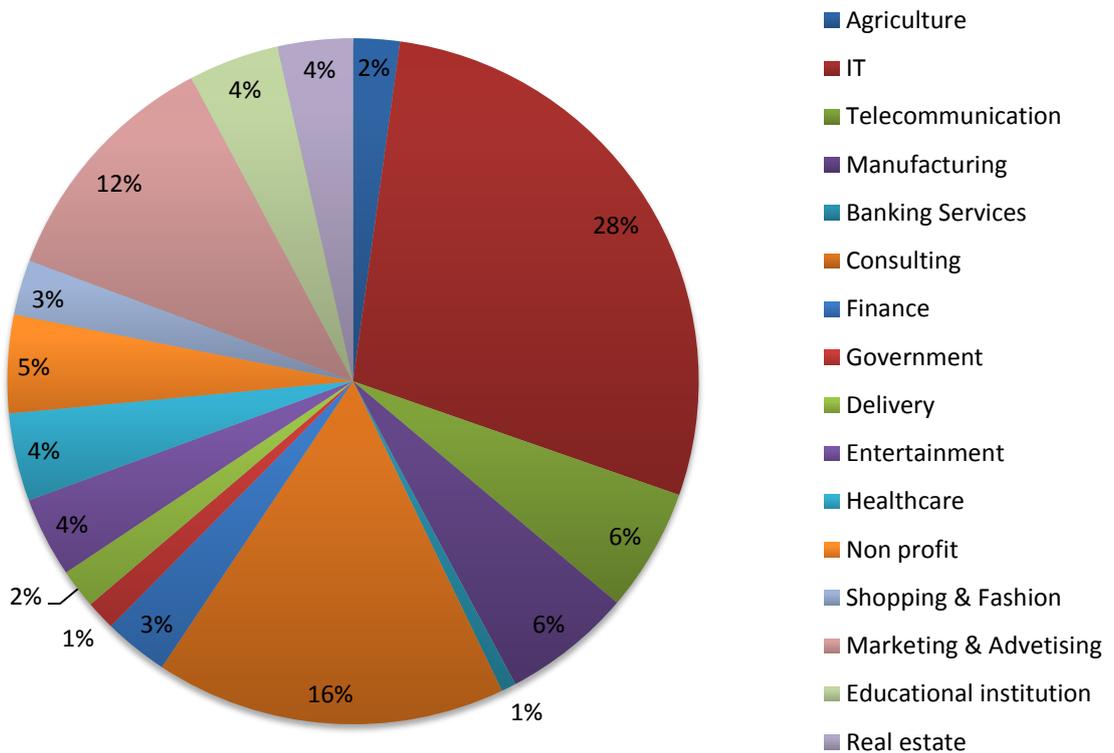
THE MOST IMPORTANT COLLABORATION TRENDS 2016

Collaboration software has been growing in popularity and rapidly evolving as the nature of work changes with new technological advances. Bitrix24 is a leading free online collaboration platform used by over 1,000,000 companies worldwide, giving it a unique insight into how companies collaborate, what tools they are using and how the choice of collaboration platform impacts organization. The findings are based on our internal statistics and 1295 companies surveyed.

IT LEADS THE WAY

IT companies are by far the leading segment of collaboration software users. Roughly one third of companies that use collaboration tools identify themselves as belonging to IT (28%). Consulting, marketing, and telecommunications are the next three industries that heavily rely on collaboration tools. Curiously, banking and government are the outsiders, constituting about 1% user base each. Clearly, concerns about confidentiality and security make them reluctant users of solutions that encourage information sharing. It's interesting to note that IT companies take 30% of all collaboration software users in the USA in comparison with just 15% of IT companies in China.

Chart 1: Collaboration software users by industry

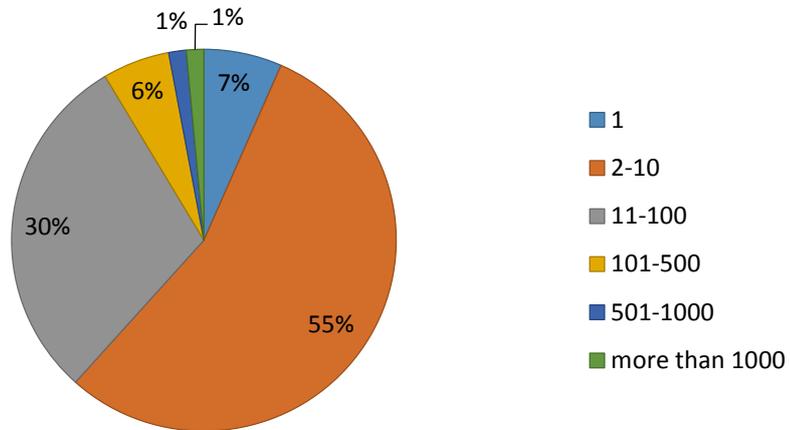


THINK SMALL

The vast majority of collaboration tools are used by small teams (2-10 people). This explains why early collaboration platforms based on enterprise social networking that targeted large employee groups are rapidly declining in popularity, and the new ones based on contextual chat are getting

more and more popular. Curiously, an average team size of commercial accounts in India is twice the size of an average team in the USA.

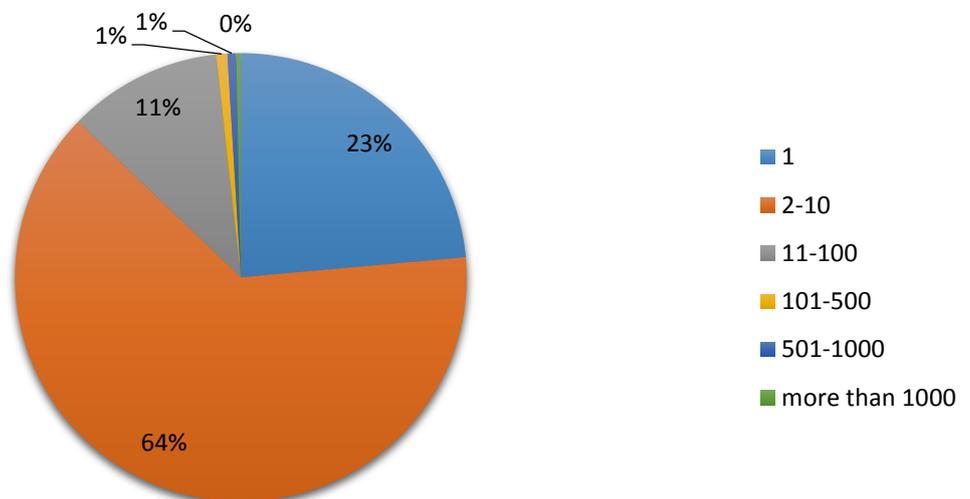
Chart 2: Team size of collaboration software users



SO NEAR, SO FAR

Most companies that use collaboration tools have at least one remote employee and this number is growing rapidly. 11% of companies report that the number of remote workers ranges between 11 and 100 employees in each organization. Interestingly, the Philippines is the country that relies most heavily on remote workers.

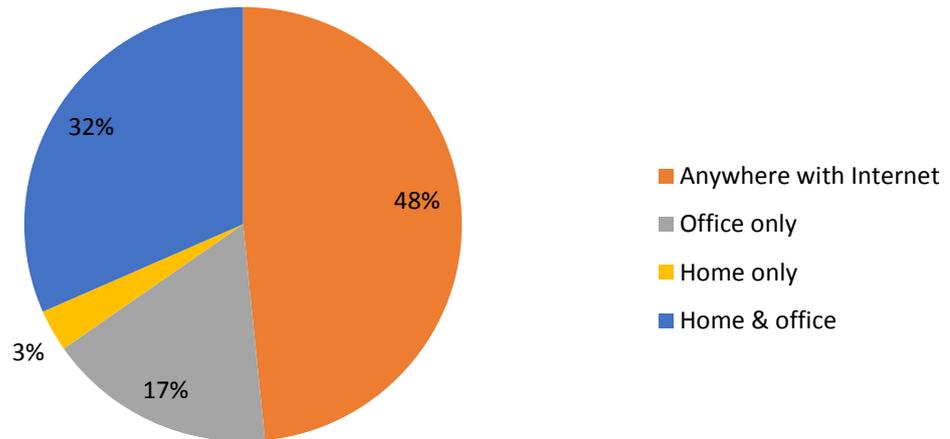
Chart 3: Number of remote workers per company



OUT OF OFFICE

Only 17% of collaboration software users access their company accounts exclusively from the work office. One third of all users report that they access tools from both home and office. Almost half of all users (48%) state that they collaborate from any place that has internet access. From the geographical point of view, about 30% of employees in North America work from both home and office, while only 17% of workers from South America access their work from home.

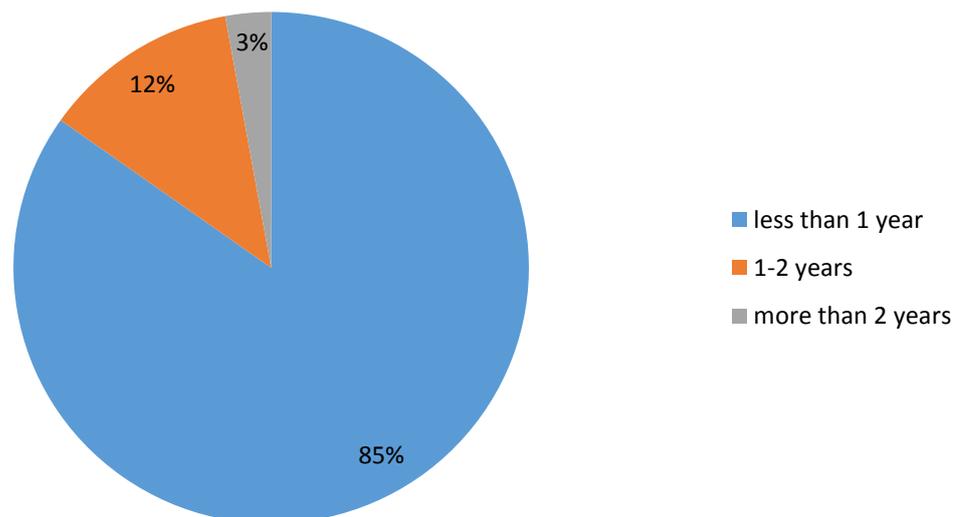
Chart 4: Where employees work from



OUT WITH THE OLD, IN WITH THE NEW

Although collaboration software exists for over two decades, the vast majority of respondents use their current tools for less than 2 years. Only 3% of the companies surveyed reported that they are using the platform that they've selected over 2 years ago. Interestingly, 93% of Chinese companies use their collaboration platform less than a year. In Germany, on the other hand, 14% of companies have been using their current collaboration platform for over 3 years.

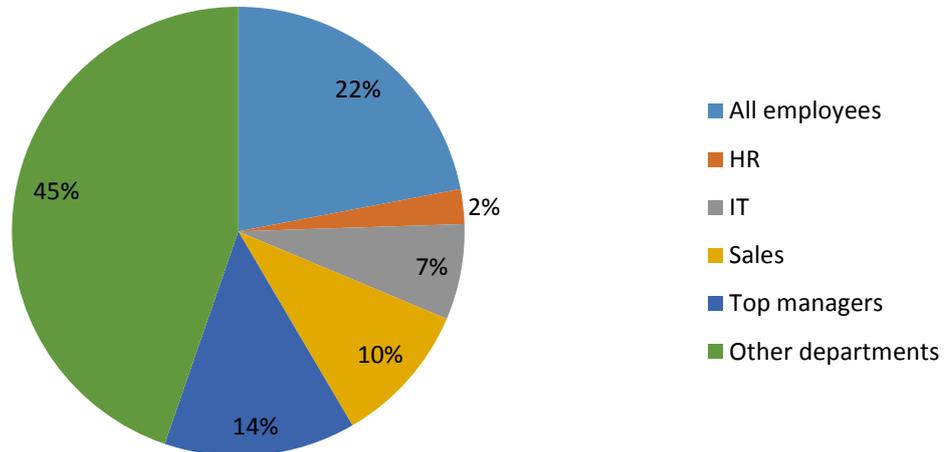
Chart 5: How long companies use collaboration software



NO COMPANYWIDE COLLABORATION, YET

Only 22% of our respondents stated that every single employee uses the same collaboration software in their companies. Collaboration tools are most often used by top management, IT, sales and HR department.

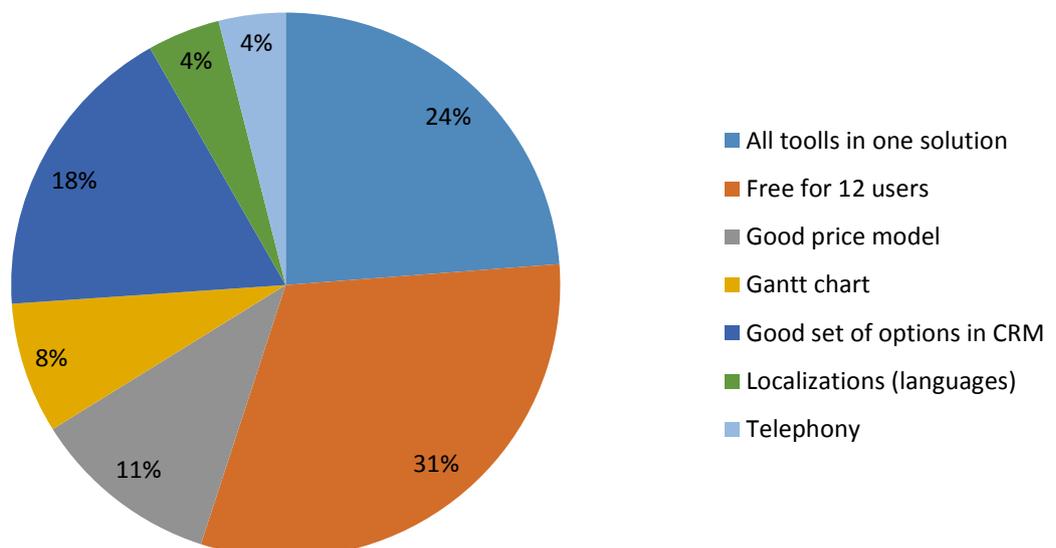
Chart 6: Departments using collaboration software



COLLABORATION WANTS TO BE FREE

One third of respondents chose their current solution because it was free (31%) or priced affordably (11%). Beyond the price the second single most important factor is having several collaboration tools available to them in a single place. According to the statistics the companies in Great Britain spend 4 times more on collaboration tools than the companies in India.

Chart 7: Reasons why companies chose their current collaboration software



COLLABORATION ISN'T ABOUT INSTANT MESSAGING

Only 7% of companies are able to collaborate using exclusively instant messenger and video calls. The most popular collaboration tools are actually tasks, projects and workgroups. Online documents and shared calendars are widely used collaboration tools as well. Surprisingly about 15% of our respondents use CRM as a primary instrument for collaboration in their company or department. The survey revealed an interesting cultural difference: Germans assign 1.7 times more tasks per employee than the users in the rest of the world.

Chart 8: The most popular collaboration tools

