

# Better collaboration isn't about more tools

zoom

It's about fewer handoffs, less friction, and work that actually moves forward.

## • Problem

Teams today work across dozens of apps — messaging here, meetings there, documents somewhere else. The result isn't better collaboration. It's often lost context, wasted time, and rising costs. Workers can lose significant time just toggling between disconnected tools. **94% of employees** encounter friction across the meeting lifecycle that erodes productivity every week.

## • Solution

When decisions and information travel with the work itself, teams stay aligned and keep moving. That's what faster, more resilient organizations are built on.



## Get hours back, not just minutes

Every meeting, message, document, and handoff creates an opportunity for work to move forward. Or just get stuck.

Employees spend nearly an average of **25 hours a week** on meetings and meeting-adjacent work, much of it searching for information, recreating context, scheduling follow-ups, or manually capturing next steps. AI-first collaboration can reduce the time people spend in unnecessary meetings.

**3 hours** saved on average per employee per week with next-gen collaboration features (Deloitte, 2025)



## Work keeps moving, even when people can't

When someone is out, work can stall. **71% of workers** experience delays when a teammate is unavailable, and **88% report losing at least a full day** catching up after time off. In fact, **42% report avoiding PTO entirely** because disconnecting creates more work than it's worth. When people can't disconnect without falling behind, the platform is part of the problem.

**42%** of workers report avoiding PTO because disconnecting isn't worth it (Morning Consult / Zoom, 2026)



## Spend less on tools that do more

When collaboration feels fragmented, employees find workarounds, duplicate effort, and lean on unsupported tools. That's more tickets, more licenses, and more time spent managing tools instead of work. Many enterprises are already paying for the problem: **96%** run more than one collaboration platform.

**96%** of enterprises pay for more than one collaboration platform (Deloitte, 2025)



## When your platforms work better, people do too

As teams grow and platforms multiply, IT inherits the overhead. **35% of IT leaders** say their collaboration infrastructure can't maintain continuity without manual intervention. That can mean more tickets, more workarounds, and more time spent keeping tools running instead of letting people work. When platforms can't adapt to absence, time zones, or scale, the cost often shows up as burnout: collaboration drag creates a **15x** higher risk for marketing employees.

**15x** higher burnout risk for marketers facing collaboration drag (Gartner, 2024)

See what modern collaboration looks like.

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