

TAKE FLIGHT COLLABOSPHERE

GENERAL SESSION

WELCOME ADDRESS

ISAAC GARCIA, CEO | CENTRAL DESKTOP



About

Isaac Garcia
CEO + co-founder
Central Desktop



Thank you.



Itinerary



- State of Central Desktop
- Why are we here?
- “Take flight” into the cloud
- Your flight plan for Collabosphere 2012

Class

First class

Departure

Santa Monica

Arrival

Cloud 9



STATE OF CENTRAL DESKTOP

Many accomplishments...

- New office in India to improve engineering velocity = responsiveness to market needs
- User experience improvements
- Security and performance enhancements
- Stevie Gold Award for customer service
- Integrations with key partners



...but some challenges too.



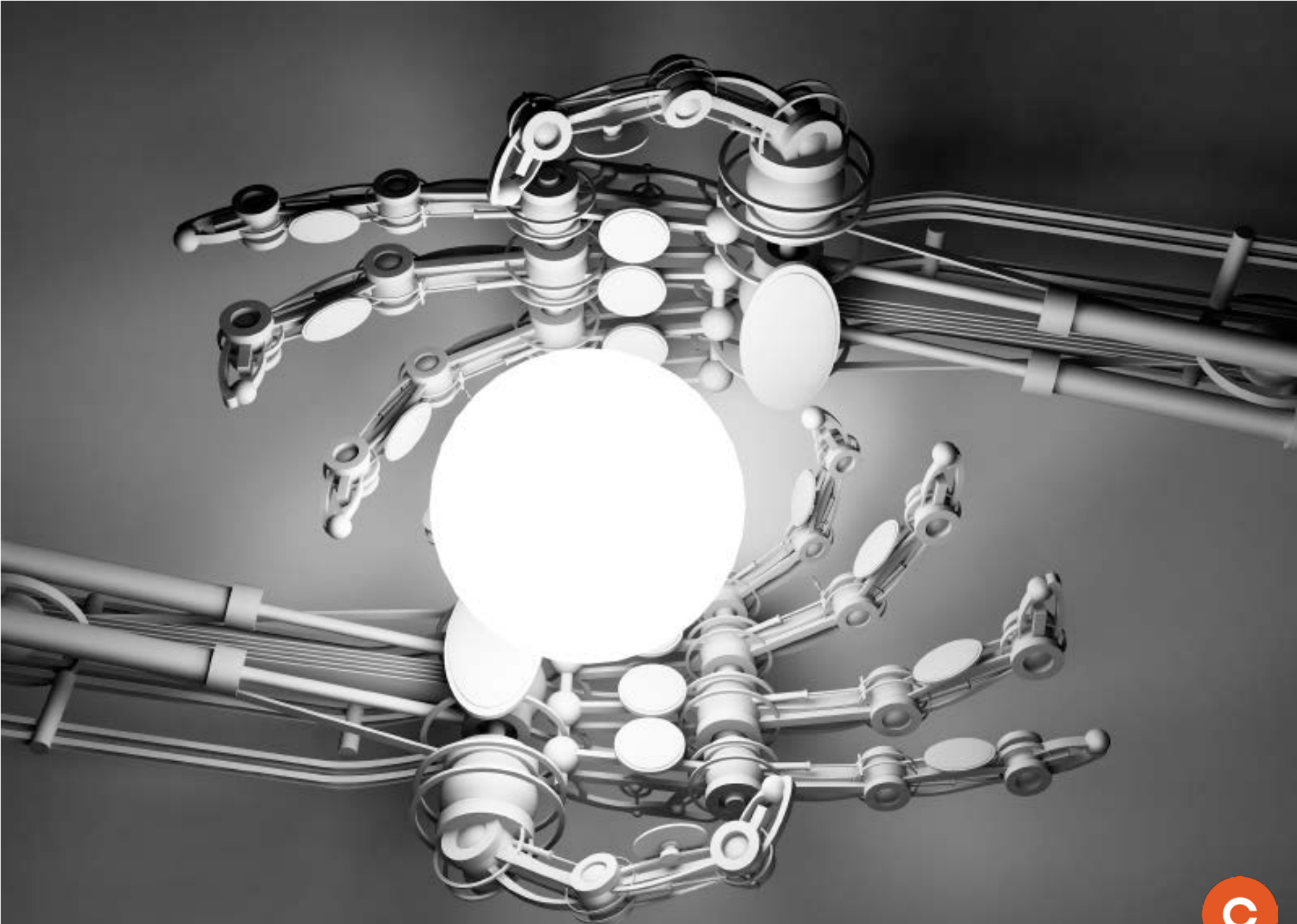
BUT WHY ARE
WE HERE?

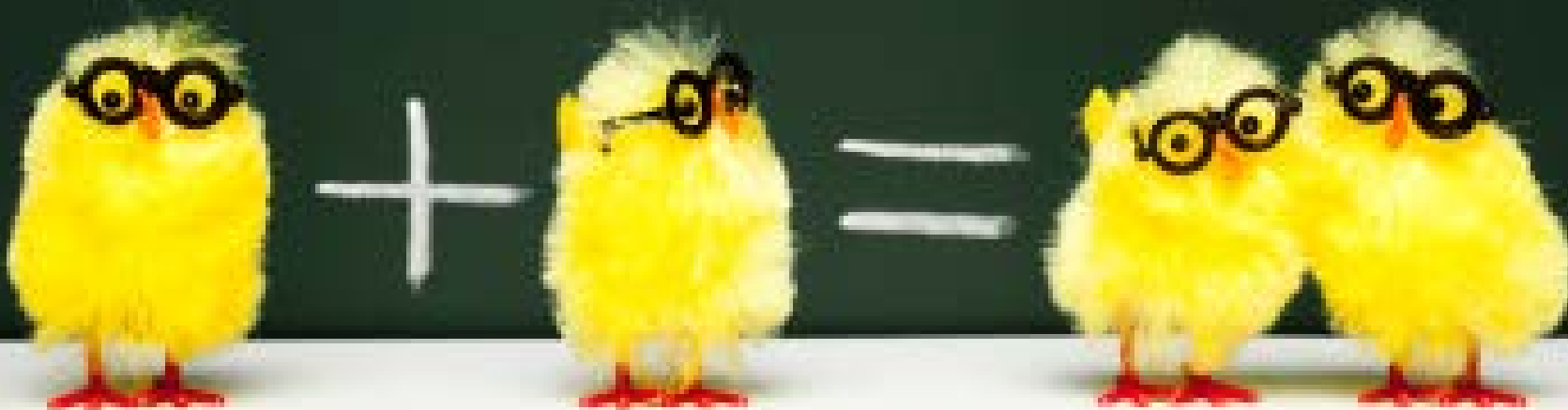
**WE ARE
OBSESSED**













WORK
TOGETHER
IN ANYWAY
YOU CAN
NEVER
THROUGH IT
POSSIBLE.



SO TAKE FLIGHT
...BUT DON'T LOSE SIGHT



How NOT to take flight into the cloud?

In board rooms, strategy meetings and management offsites all across America, CEOs are declaring:

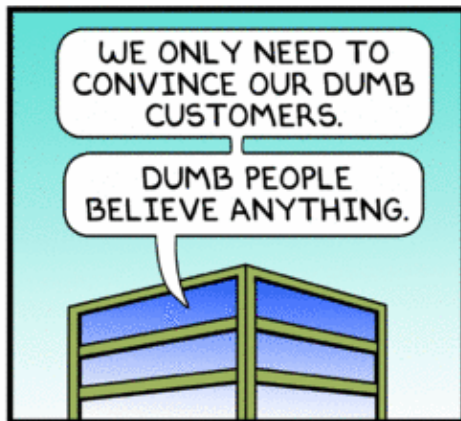
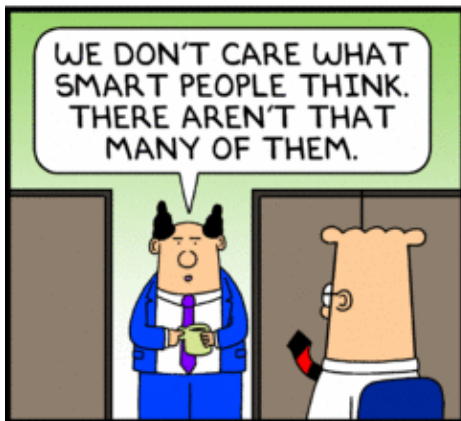
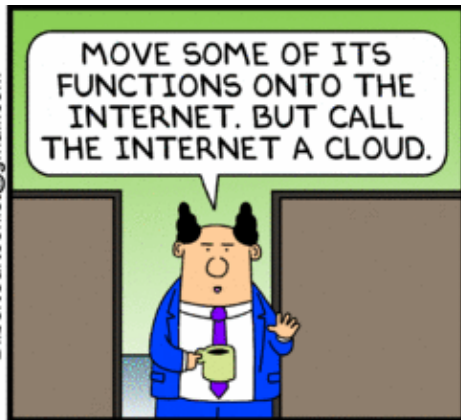
This company needs to be more social.

We need a mobile strategy.

2013 is the year of the cloud for this company.







The cloud is a tool,
not a destination.



The cloud should solve problems.



The cloud creates challenges for the travel industry

- Easy online reservations reduce the need for airline reservation agents
- High cost of running call centers full of idle operators



The cloud creates challenges for the advertising industry

- By 2016, \$77B will be spent on interactive advertising
- Agencies are required to specialize in websites, microsites, social media, YouTube videos and mobile apps to meet client demands

**EVERY
THING**
— IS —
Marketing



The cloud also
provides *new* solutions.



The cloud creates challenges for the travel industry

- Easy online reservations reduce the need for airline reservation agents
- High cost of airports full of idle operators

Cloud solution:

At JetBlue (est. 1998), agents work from home – leveraging cloud VOIP technology to take phone reservations.



The cloud creates challenges for the advertising industry

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- Agencies are specializing in micro You apps

Cloud solution:
Agencies leveraging cloud collaboration platforms to share, review and approve digital assets

**EVERY
THING
IS
Marketing**



The cloud changes everything



The cloud changes everything

- It's creating NEW PROBLEMS and NEW CHALLENGES
- It's DISRUPTING entire industries
- It's forcing us to look to NEW solutions to meet the challenges in front of us
- It's changing HOW we work and interact with others
- It's changing WHERE we work and interact with one another
- It's changing WHAT we use to work with others



How do you CD?

3, 2, 1,
BLAST OFF!



Collaboration success...beyond the cloud

The purpose
A shared purpose.
A mission.
Greater good.



Collaboration success...beyond the cloud

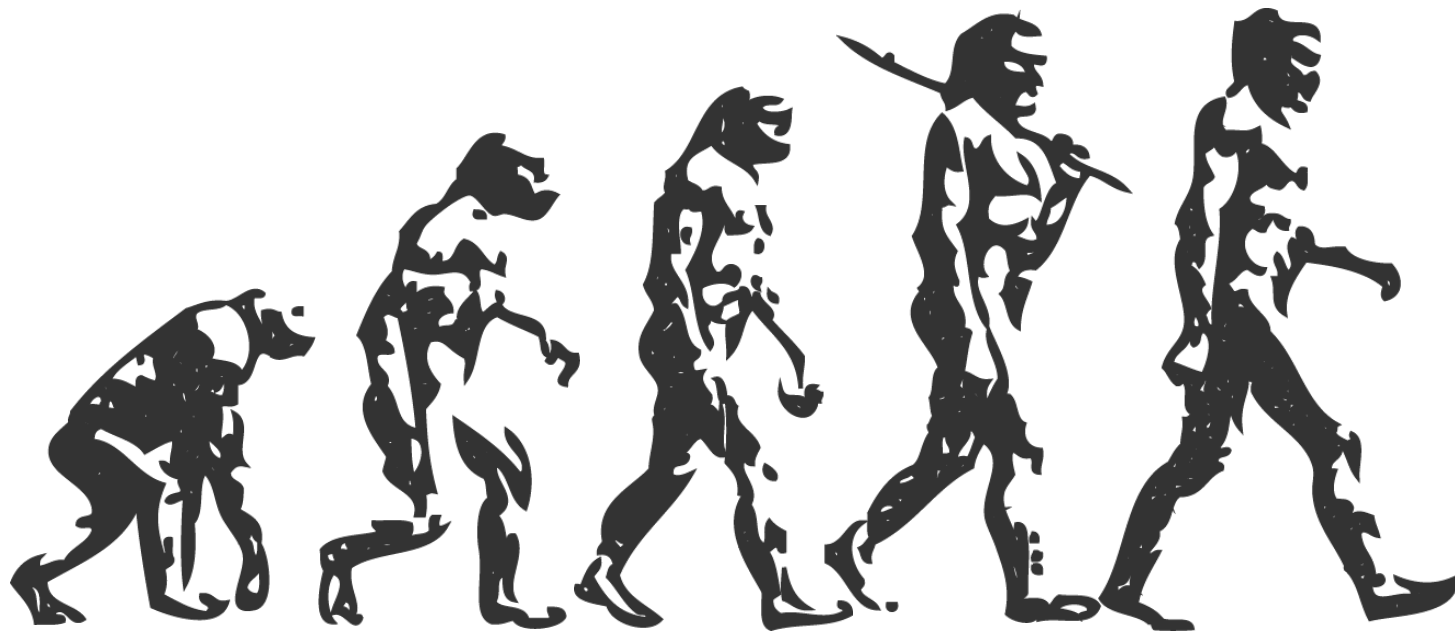
The people
Supporting,
educating and
understanding them



Collaboration success...beyond the cloud

The culture

Management sponsorship from the top.
Champion support from the bottom.
Transparency. Collaboration.



Collaboration success...beyond the cloud

The screenshot shows the Go Interactive Agency Intranet Home page. At the top, there are navigation links for Workspaces, My Dashboard, Favorites, Account, Help, and Sign Out. The main header features the Go Interactive logo and a search bar. Below the header, there are tabs for Home, Company Directory, Company Files, Company Calendar, Settings, People, Properties, and Add Tab. The main content area is titled "Agency Intranet Home" and includes a grid of images, social media icons, and a "What are you working on right now?" section. The "Status Updates for All Internal Members" section lists several updates, including one by Eleanor Maxwell about a pitch for a lifetime. The "All Workspaces Activity" section shows a recent update about reviewing information architecture for Starbucks. The right sidebar contains a list of links and an "Announcements" section with a new announcement about Go Interactive being named Agency of the Year by Adweek.

The tools
Must serve
industry needs.
Must meet market
requirements. Must
be progressive.
adaptable.



YOUR FLIGHT PLAN



Your mission



Learn from us



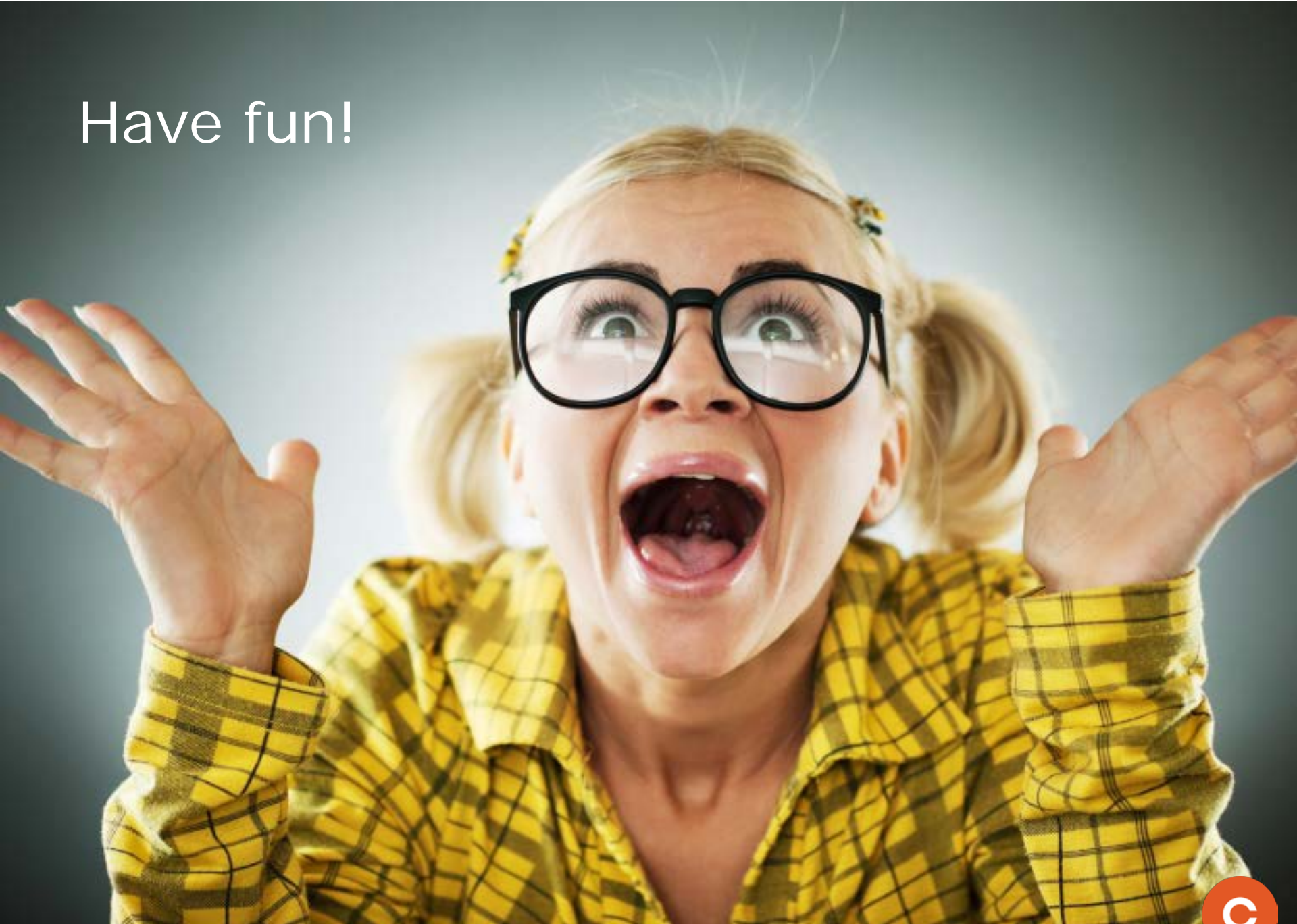
Learn from others



Share with each other



Have fun!



So while you spend the next 30 hours talking to each other and hearing about best practices and learning about the cloud and our platform...

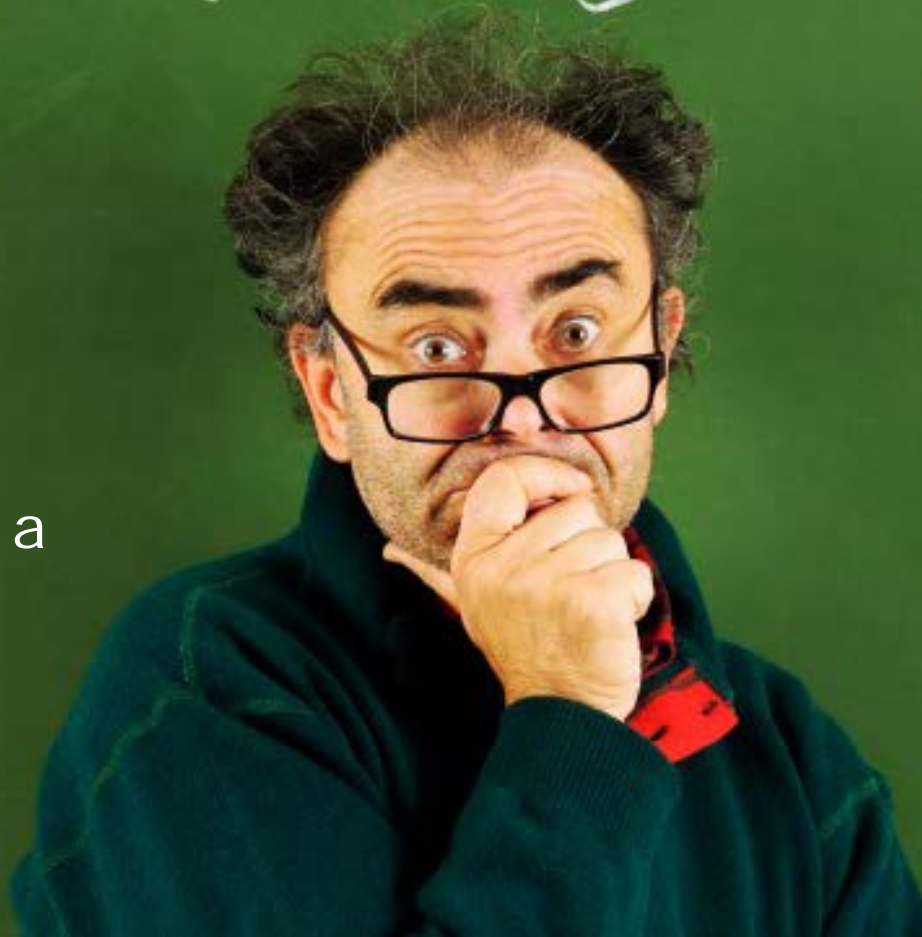


omg





...you are going to become a collaboration expert, a cloud expert, a cloud security expert, a Central Desktop expert and a SocialBridge expert...



...but never lose sight that at the core of your collaboration success will not be the cloud nor will it be Central Desktop, it will be your people and the collaborative culture that you provide for them.





THANK YOU FOR
FLYING WITH US.

GET READY FOR
YOUR NEXT
ADVENTURE



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