



Unify Vision Statement

At Unify, we are inspired by the workplace of the future. We are working now to develop the tools and platforms that enable tomorrow's workers and organizations to survive and thrive. Find out more about our Vision for the future of work.

At Unify, we are inspired by the workplace of the future. Social collaboration, mobility, ubiquitous access to networks and the cloud are driving the future of work. But there are human forces, demographic shifts and emerging technologies that will serve to create even more disruption, more change, and more opportunity. And with that brings a more satisfying and productive work experience for each employee.

Millennials are already the largest single segment of the workplace and will comprise the majority in ten years. With this shift, we see an expectation of flexible work lifestyles, remote working, and virtual teams that form to tackle projects and solve problems on an ad hoc basis. Formal and rigid organizational structures will be gone, and attracting and retaining talent will mean adapting and providing the environment and tools that allow tomorrow's skilled workers to prosper.

Intersecting with this are emerging technologies like software and hardware based robots, artificial intelligence and automation that we believe will relieve the human worker of routine, repetitive and low value tasks. Synthetic cognition may jump start ideation and creativity, and tomorrow's professionals will be sought for 'softer' skill sets like creativity, leadership, self-direction and social ability (both personal and digital).

Unify is anticipating a new world of work that revolves around solutions and services that are accessible on any device, anywhere, on any network. At the heart of this is a flexible, innovative platform that is the central element for facilitating communication, collaboration, content and creativity. Through open standards-based connectors and interfaces, both legacy infrastructure and next-generation business applications will connect into this central platform and enable a networked hub of sharing, solving, creating and productivity.

Unify has an enviable history of engineering the most dramatic leaps in enterprise communications. In 2004 we pioneered a new category with OpenScape - defining 'Unified Communications', and the industry followed. One decade later, Unify launched Circuit - a totally new conversation-based team collaboration platform that leverages social collaboration, digital content, mobility and cloud services. Once again, the industry is following.

Now we are investing in the next chapter. We are working now to design and develop the tools and platforms that enable tomorrow's workers and organizations to survive and thrive. We believe it will be a rewarding prospect for individuals, organizations and communities as the future of work unfolds.

It will be an exciting ride - and we look forward to earning your trust to join us on this journey of innovation.

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