



DIGITAL BUSINESS CONSULTING

Companies are increasingly transforming their operating models to incorporate digital capabilities. According to the Gartner 2016 CIO Agenda survey, the average CIO expects digital revenue to more than double—from 16% to 37%—within the next five years.

Re-engineering business processes is no easy feat for established companies. Consulting firms have developed digital business service offerings to guide these companies on their journey. For these consulting firms, deploying a cutting-edge, visual collaboration solution helps accelerate digital business transformation and innovation for their clients.

Visual Collaboration for Digital Business Consulting

Mezzanine is an immersive visual collaboration solution that defines the next era of computing by enabling the simultaneous display of images, videoconferencing, and screen sharing from multiple devices across screens, walls, and locations. By integrating with and enhancing traditional videoconference technologies, Mezzanine turns telepresence into Infopresence™, and transforms traditional meeting rooms into data rich environments that actively facilitates information discovery and inspires more confident decisions.

DELIVER SERVICES IN A NEW WAY

With Mezzanine, travel is not a necessity—but the level of collaboration stays just as high as if you were physically present. This new way of deploying services does more than reduce travel costs—it increases quality of life, lessening overall “wear and tear” on the consulting team without diminishing client engagement.

Connect your Locations and Teams

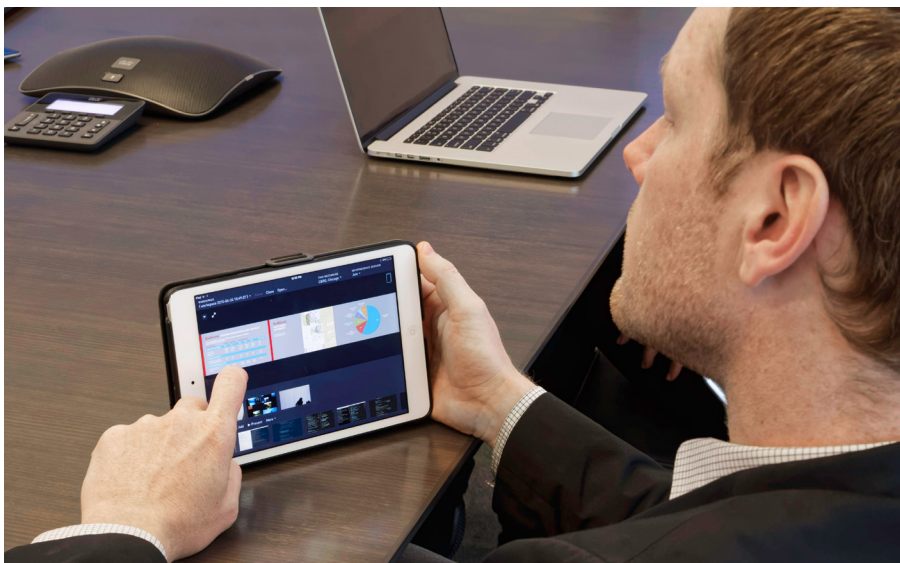
Infopresence sessions with Mezzanine automatically link workspaces with more than just high fidelity video and voice communication. Content and control are shared so distributed endpoints can work together as if they were side-by-side.

Contribute from Anywhere

With Mezzanine, remote participation is no longer an oxymoron. Participants anywhere on the internet can connect to a Mezzanine room to contribute content and provide feedback as if they were physically in the room. This means that you can get all your subject matter experts around the same table, no matter where they are located.

Give Instant Feedback.

Any user can mark up the information being presented in the Mezzanine workspace via their laptops or mobile devices, providing instant feedback.



Share Your Work

BYOD (bring your own device) capabilities mean that every participant in a Mezzanine session—whether local or remote—can present and share live content from laptops or mobile devices. Additionally, they can bring in information from the web or the cloud to aid the decision-making process.

ENABLE IMMERSIVE COLLABORATION

The nature of digital business means a heavy emphasis on data, analytics and business insight. The ability for teams to simultaneously view datasets sourced from multiple devices — and make sense of them — is critical. Mezzanine provides an ideal environment for visualizing and analyzing data with a team, even if they're not all in the same space.



Pixel Power

If you have a lot of data to look at, you need a lot of pixels. Mezzanine's multi-display HD canvas gives you the capability and flexibility to display, move and share data on screens across any wall, creating an immersive experience for presentation, analysis, and collaboration.

Preserved Insight

Every insight that is discovered and every decision that is made can be saved for later reference via snapshots. Whiteboard ideation and annotations can be captured as well. You can even save an entire workspace session, and return to exactly where you left off, reducing set-up and recap time.

Enhanced Visualization

By linking HD screens in a unified setting, Mezzanine creates an unparalleled setting for viewing and interpreting data. Complex information becomes more tangible as data is presented spatially and contextually across any screen.

Seamless Interaction

More than just viewing big data, you need an interface that makes it very easy to navigate the data on screen, manipulate it, and see it in different views. Mezzanine allows anyone in the room to easily interact with content in the shared workspace through an iOS device, laptop, or—most impressively—with the gestures of a remote wand.



Present a Digital Face to the Client

When referring to Mezzanine, Ian Rogers, former CEO of Beats Music, remarked, “When someone comes to your office to learn your vision of the future, it’s crucial they feel like they’ve walked into the future, not the past.” Any digital business consulting firm would do well to follow the same advice.

If you’re going to sell digital business services to companies that are investing millions of dollars into their digital business transformation, you can’t just talk the talk—you need to walk the walk. Mezzanine is a statement that shows you’re thinking about digital business at a very deep level—and incorporating it into your own operations.

This principle is already in play at leading consulting firms like Accenture.

Mezzanine enables the immersive environment for the Accenture Connected Analytics Experience, a collaborative analytics capability that makes data more accessible and engaging, helping insight-driven businesses make faster, more informed decisions.

Through Accenture’s immersive environment, Mezzanine helps users find the hidden value in their data and pursue outcomes in real-time—either in-person in the room, in connected rooms via Infopresence, or remotely on their preferred devices.

The Accenture Connected Analytics Experience and immersive environments are currently available in Accenture’s New York, San Jose, and Bangalore offices. Accenture plans to bring environments to other office locations around the world, including Chicago, Paris, Madrid, Milan, London, Mumbai, Singapore, and more. Immersive environments can also be built on premise at a client company’s site.

About Oblong Industries Inc.



John Underkoffler, CEO
Cooper Hewitt National Design Award Winner
for Interaction Design, 2015

Founded in 2006, Oblong Industries has created the platform for a new era of spatial, distributed, and collaborative computing. Our technology was the basis for the computing systems depicted in the film *Minority Report* and has roots in more than two decades of research at the MIT Media Lab.

Mezzanine is Oblong's visual collaboration solution, and it's the only product of its kind to link locations, teams, and content in a shared immersive workspace. Customers include IBM, NTT, Dentsu Aegis Network, and Beats Music. Oblong is privately held and is headquartered in Los Angeles, California.

SCHEDULE A DEMO

Is your company seeking a more innovative way to engage with clients and collaborate across the organization? Experience Mezzanine.

Schedule a demo at one of our thirteen regional offices. Visit oblong.com/demo or call **1-323-431-5059**.

Atlanta, Boston, Boulder, Chicago, Detroit, Houston, Los Angeles, Menlo Park, New York, San Francisco, Washington D.C.

