E-book

Unified Communications in the cloud
Driving communications transformation

We know you're ready

It's time for **communications transformation** – an essential ingredient to compete and succeed in today's global digital economy.

What is communications transformation? It's a key pillar of **digital transformation**, which simply put, is the use of new technology to improve performance of an organization.
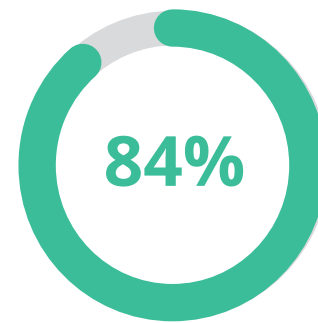
Digital transformation is more than technology. It's the reinvention of business through strategy and vision, which includes transforming your communications - all of which plays a key role in decision making, bringing new products and services to market, and providing a better customer experience.

For communications transformation to become a reality, you must be willing to leverage the **cloud** and other innovative technologies such as **artificial intelligence, team collaboration, messaging,** and **mobility** to improve communications both inside and outside your organization.

When this is achieved, communications becomes a strategic imperative to help you grow and transform your business and deliver better customer value.

What is digital transformation?

The use of new technology to improve performance of an organization

84%

Companies are considering digital transformation

80%

Global 2000 companies have at least 20% of their technology running in the cloud

What is communications transformation?

Leveraging the cloud and other technologies to improve communications inside and outside the workplace and deliver better customer value

Let's stop wasting millions

Businesses that haven't transformed are experiencing fragmented communications - the result of a broken or disjointed communications infrastructure.

For example, using complex on-premise technology that's not open, not scalable, not easy to integrate, and too difficult to upgrade and maintain.

This puts a huge strain on IT resources, and adds risk, complexity, and costs. It can take up to 3 years to implement an on-premise communications solution, and by then, you've missed your opportunity.

Fragmented communications have a negative impact on everything you do, from how critical information flows through your organization, to how quickly decisions are made, and how well you serve your customers.

All of which **hurt your profitability**.

Sources: ZK Research, 2017 Workplace Productivity and Communications Technology Report:

Lost sales every quarter because sales teams can't reach experts and information quickly

The Cost of Ineffective Communications

£12K
Annual productivity losses per employee

15%
Of our time is wasted

Low productivity because employees can't work effectively together when they're remote or traveling

Revenue pushed out because we couldn't move decision-making fast enough
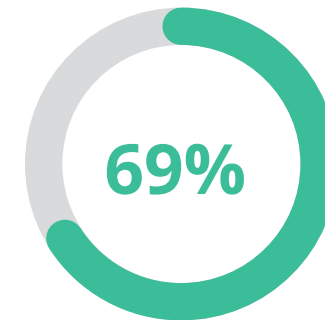
Unified Communications in the Cloud

Critical to achieving communications transformation

While many new technologies and cloud adoption can enable your company to digitally transform, **cloud-based unified communications** are what can make the difference in solving the problem of communications fragmentation and getting you to digital.

What is Unified Communications (UC)?

» It's a tap on an app

» It's sharing with your teams

» It's getting answers when you need them

» It's making decisions quickly

» It's being reached when you're needed

» It's connecting people to people and information

» It's simple, easy, seamless interactions

How much do we communicate?

69%

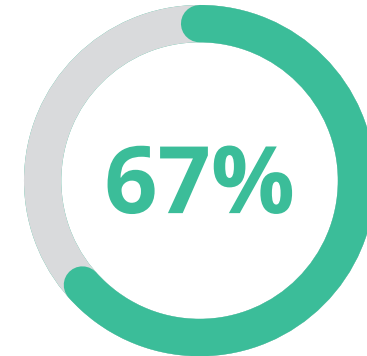Of our workday is spent on communications-based activities

3 hours

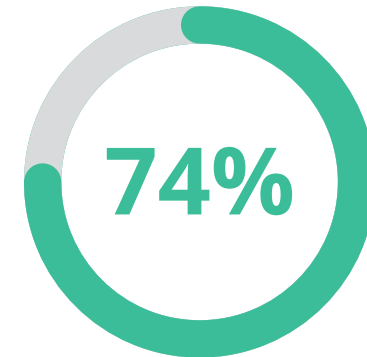Hours a day is spent on phone calls and meetings

Why cloud UC?

When UC is in the cloud, **everything is accessible to everyone in your organization** - no matter where they are. And it gives you access to rich functionality month to month at a predictable cost.

Plus, a cloud service provides a much **higher level of security.** Data is more secure, making disaster recovery simpler. Traditional on-premise disaster recovery and business continuity methods are cumbersome and extremely expensive – requiring hardware that mirrors your critical business and communications systems, sufficient data storage, and a separate remote facility. Cloud provides a much **lower cost** and **lower risk** alternative.

67%

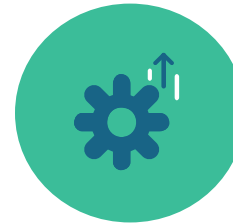of cloud shift across key enterprise. IT markets by 2022 up from 19% in 2018
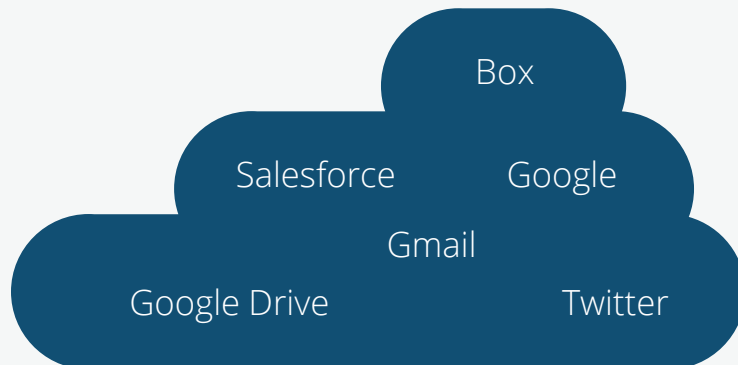
74%

Of CFOs say cloud computing will have the most measurable impact on their business

The cloud advantage

Cloud UC has the advantage of **integrating seamlessly with other** cloud business apps such as Salesforce, Google, and Office 365, giving you intuitive real-time access to important information. Couple this with **artificial intelligence**, and you can begin to enhance a person's awareness and productivity by automatically displaying the content in common between two people while they're interacting.

The result is more **streamlined communications processes and significant time savings**, which lead to better productivity, collaboration, and problem solving.

Box

Salesforce   Google

Gmail

Google Drive   Twitter

Improved productivity
72%
Better business performance by companies that deploy UC

Better collaboration
91%
IT see improved collaboration after UC implemented

Faster problem solving
88%
UC buyers reported significantly faster problem resolution

Cloud UC brings people and information together

Bringing people together. Sounds simple, but today's modern workforce is spread out everywhere, making collaboration more challenging than ever before.

To succeed in the digital era, you must be able to make the best decisions by involving the right people as quickly as possible - regardless of where they are.

Bringing information together is another story. How do you find the right content to make those decisions when it's located in so many different places?

The cloud changes this by making everything accessible in an instant. This makes **cloud UC a critical element of digital success.**

Business decisions happen when people are calling, messaging and meeting

Calling

Messaging

Meetings

Team Collaboration

Communications is a key ingredient in digital transformation

We're collaborating with people everywhere

As organizations become more distributed and dynamic, it's rare to find a team that sits in the same office. Legacy on-premise communications solutions simply can't meet the needs of today's workforce.

To collaborate at their best, geographically dispersed teams depend heavily on the right technology to help them achieve their goals.
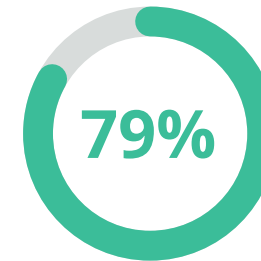
A majority of teams include external experts and customers who provide significant contributions to projects, plans, and strategies.

An open, secure, cross-company collaborative environment is essential for these relationships to be effective.

Sources: KPCB Mary Meeker, ZK Research, Harvard Business Review, Global Workplace Analytics, Markets & Markets Research, US Mobile App Report, Remote.co, Symantec

89%
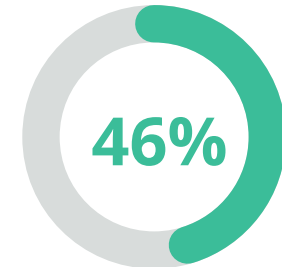Respondents that report working on at least one virtual team

79%
Knowledge workers work in dispersed teams

82%
Knowledge workers believe their smartphone plays a critical role in their productivity

3.7 M
Workforce work from home

46%
Global companies use virtual teams
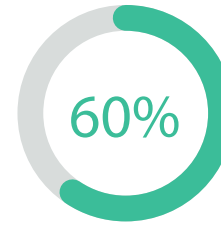
We're highly dependent on our mobile devices

The mobile device has become the centerpiece of business effectiveness. Studies show that half of us use our smartphone as our primary device for work, and we're away from our desk 60% of the time.

Legacy on-premise tools weren't designed with mobility in mind. Plus, the complexity and resources required to maintain on-premise hardware is cost-prohibitive. The cloud now makes a user's location and device irrelevant. New features are available to all users immediately.
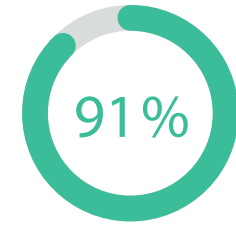
Communications transformation requires secure mobile access to critical business applications from your mobile. Research indicates that 59% of professionals use their mobile devices to run line-of-business applications.

This requires a cloud UC mobile communications platform that's open so it can integrate fully with your business applications, and secure so you can comfortably share your confidential information.

Sources: Internet Advertising Bureau, emailMonday, Business of Apps, Animoto, Gartner, Forbes, ZK Research

60%
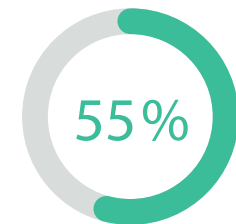Time spent away from our desks

91%
Mobile users believe access to content is extremely important

50%
Companies require employees to supply their own device for work

75%
Workforce will be millennials by 2030

55%
Emails opened on mobile devices

We're accessing and sharing more information

Today's reality is that we're managing volumes of emails, messages, tasks, files, meetings, and social interactions on a daily basis.

All of this is overwhelming, making it difficult to not only consume, but also find the information that's scattered across disparate cloud applications. The typical worker now spends nearly 20 percent of their week just searching for and gathering information.

When we're collaborating especially, we need to find information in an efficient and timely manner. But the burden is squarely on our shoulders to sort through all our cloud applications to find what we need for each conversation or meeting.

Using a combination of cloud UC and artificial intelligence gives us quick, real-time access to relevant content from cloud business applications, bringing context to our interactions and making them smarter and more productive.

Sources: IDC

Knowledge Workers need information to DO their jobs

269B
Total number of business and consumer emails sent worldwide

31
Average number of people workers interact with on a daily basis

61%
Workers need 4+ apps and 13% access 11+ apps on a daily basis

Collaboration isn't just technology, It's what we do every day and it's business-critical
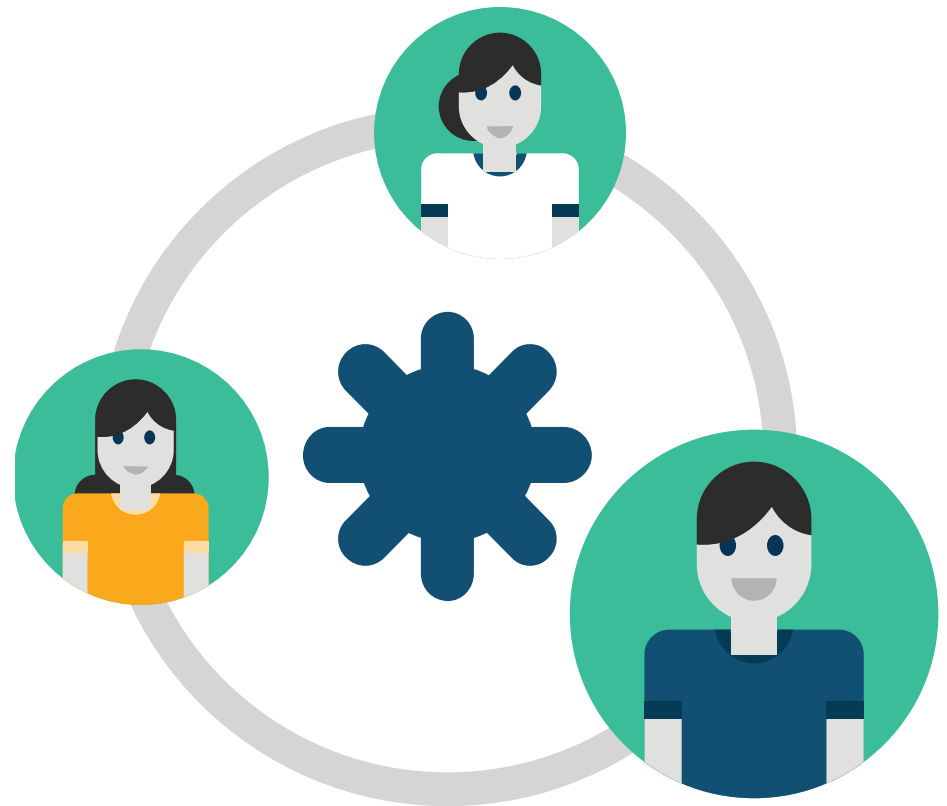
Collaboration technology has positive impacts on an organization's operational efficiency and competitiveness.

According to a survey conducted by Harvard Business Review Analytics Services, 79% of business professionals said collaboration tools resulted in greater efficiency, followed by:

» Increased productivity - **76%**

» Better business decisions - **69%**

» Higher levels of innovation - **63%**

» Faster time to market - **58%**

» Increased sales - **52%**

Collaboration tools must be optimized for sharing, file transfer, messaging, and note taking in a simple, persistent, and easy-to-search workspace.

Sources: ZK Research, Harvard Business Review Analytics

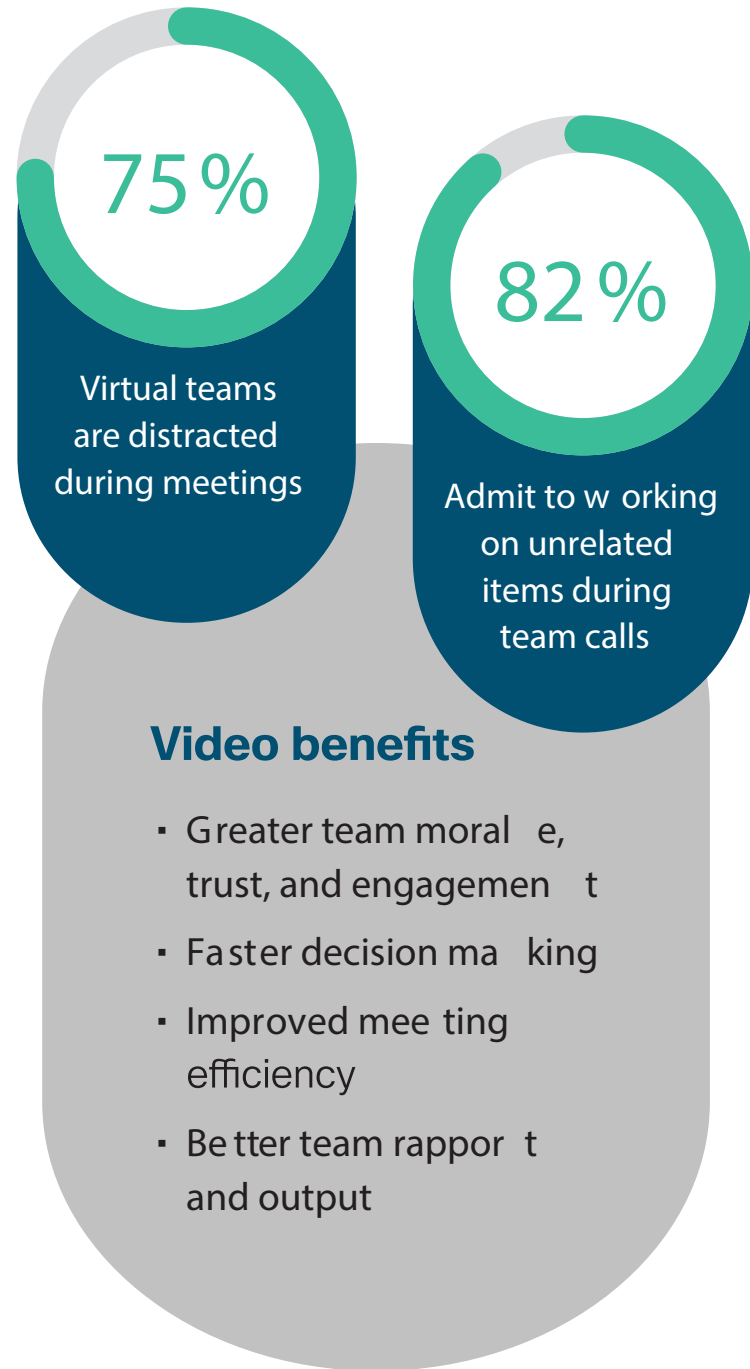## Video increases comprehension and speeds decision making

Video has been proven to increase trust, interaction, and understanding among distant colleagues.

Viewing facial expressions and body language helps teams see **non-verbal cues**, which often **make up 93% of our communications.**

Poor communication has been cited as one of the greatest challenges of virtual teams, and cultural diversity and time zone differences magnify the problem even further.

With the growing number of geographically dispersed teams and remote workers, **video-enabled collaboration** technology becomes a **strategic business imperative** in achieving **communications transformation**.

Sources: Society for Human Resource Management, Business Insider, Redshift Research, Ovum

75%

Virtual teams are distracted during meetings

82%

Admit to working on unrelated items during team calls

Video benefits

- Greater team morale, trust, and engagement
- Faster decision making
- Improved meeting efficiency
- Better team rapport and output

Messaging has evolved from social interactions to business-critical conversations

No collaboration tool is complete without messaging.

While email is still a primary tool for communicating in the workplace, it is declining with the emergence of messaging - a less formal, more engaging, and quicker way of communicating.

According to research firm Forrester, more than 6 billion text messages are sent each day. 80% of business professionals currently use text for business purposes. This will only increase.

For cross-company communications, cloud UC has the advantage of leveraging standard protocols, making messaging a convenient alternative to email when collaborating with external parties such as customers and partners during time critical projects and engagements.

Sources: Forrester Research

It's time to transform

We spend over two-thirds of our workday communicating with people. Why not do it right?

For businesses to succeed in their digital transformation efforts, they must have a strategy for transforming their communications. Realizing the vision of communications transformation requires the right blend of strategy and technology, and the expertise to make that vision a reality, over time.

Most companies need help with this. Which is why it's important to select the right provider who can become a strategic partner in helping you rethink your communications strategy, plan and execute the move to cloud UC, and get your digital journeys underway.

Contact us and we'll get you started on the right path to transform your communications into a strategic competitive advantage.

Interested in learning more?

Contact us and we'll get you started.

What if you could increase revenues because you saved your sales teams up to 2 hours a day?

What if you could increase productivity by 15% because of increased efficiencies in team collaboration?

What if you could lower customer attrition rates by 1% because of faster responses to their questions?

What if you could significantly reduce your travel related costs immediately because of easier virtual communication?

Sources: ZK Research