# Communicate to

## collaborate

5 ways unified communications can
help your organization

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"43.4 percent of businesses say improving business processes is their key reason to adopt unified communications."

–IDC 2017 Enterprise Communications Survey[1]

Communication is essential to everyday life. The process of sending and receiving information facilitates the spread of knowledge and forms valuable relationships between people. In today's digital age, communication can exist beyond traditional constructs: the convenience of mediums like email, instant messaging and social media have revolutionized communication, making it more effective, accessible and quicker than ever.

In the business world, reliable communications are essential for employees across departments to share files, information and messages for instant collaboration. New technologies like unified communications are bringing on-demand access to employees to easily and seamlessly communicate across any device regardless of location, boosting collaboration and driving productivity.

With unified communications, organizations can take collaboration to new heights, expanding the possibilities of how employees work together. The ability to integrate communications mediums and provide a consistent, unified user interface and experience better facilitates all types of communication, enabling users to communicate in an intuitive and flexible way.

**1. Improve business processes with a solution that simplifies communications by combining voice, video and data into one easy-to-use system.**
Every business, in every industry, experiences productivity bottlenecks that delay workflow processes. Whether it's a quality control manager who finds a defect that needs to be fixed, or a project manager who requires executive approval to move forward with signing a contract, delays in business processes have consequences that slow down an employee's ability to get the job done as efficiently as possible. For the organization, it can also mean dissatisfied customers and additional costs.

Unified communications is completely customizable to each organization's specific business processes and applications. Once fully integrated, a hosted solution helps reduce latency in business processes, enabling employees to communicate and collaborate easily and effectively.

**2. Connect teams across your organization by breaking down organizational silos and giving employees the freedom to choose how they communicate.**
In today's mobile world, employees, partners and clients expect to have the same communication capabilities available regardless of location or device. Working from anywhere is an expectation, not just an option. In order to be successful, companies must make it easier for employees to communicate more effectively and break down the silos between business units and departments, management, staff and geographies.

With traditional phone systems, there are multiple barriers that prevent seamless collaboration. Among them is inconsistent connectivity and excessive complexity due to incompatibility of networks or lack of network access. However, with unified communications, it's possible to do away with these complexities that hinder performance and productivity by eliminating the need for device-specific solutions. Unified communications provides intuitive, on-demand access that fully integrates with mobile apps and offers advanced capabilities.

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"Last year, 43 percent of employed Americans said they spent at least some time working remotely."

–Gallup survey[2]

**3. Help employees be more productive by delivering an integrated platform with rich collaboration features that can be used anywhere, anytime for faster communication.**

Unified communications helps organizations take full advantage of their core assets: people, information and processes. Of course, features and capabilities like mobile phone integration, instant messaging and presence allow for faster and more seamless collaboration. Unified communications also simplifies daily communications management because its infrastructure is managed and maintained in the provider's cloud, allowing IT teams to focus time on higher-value initiatives. Included local support is another added benefit, freeing up IT teams from managing the intricacies of a phone system and responding to individual employee communication service requests.

Every minute is valuable when operating a business. When employees are tasked with juggling multiple disparate systems and apps, it's incredibly difficult to be productive. Even collaboration tools, if used in ineffective ways, can impede processes and be disastrous to productivity. A hosted solution gives employees the flexibility to talk using a medium best suited for the situation. A team project can be accelerated via video conferencing, while non-urgent matters can be handled via instant messaging. No matter the circumstance or issue, unified communications makes resolutions faster and more efficient.

**4. Enable agility by seamlessly connecting a more mobile and flexible workforce with modernized functionality.**

With unified communications, organizations are able to bring their communication tools together in one interface, connecting a more mobile and flexible workforce with modernized functionality and end user agility. Fortunately, unified communications is inherently flexible, eliminating the need for employees to be physically present as their desk in order to be reached. Employees can be reached via any connected device, whether they are working from the office, home or remotely.

The best part about unified communications technology is that there is no 'one size fits all' solution — it's customized for every company and its unique requirements and business goals. The solution seamlessly integrates with business processes to present a consistent unified user interface and user experience across multiple devices and mediums. Through integration with applications, communications are streamlined, reducing latency so employees are more responsive and efficient. In turn, workers can effortlessly exchange ideas and files to complete projects quicker, impacting the company's bottom line.

For instance, if Sam needs information critical to completing a project from Joe who works in a separate location, she can easily check his presence status from her unified communications application and determine the best method to contact him. If Joe is in a meeting, Sam can choose to instant message him instead of calling him and leaving a voicemail, or she can check her employee list and see who is available to contact. By using unified communications, Sam is able to get the information she needs, when she needs it, making it quicker for her to complete her project and therefore impacting the company's bottom line.

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**5. Boost collaboration and communication features and capabilities with a solution that supports multiple devices and adapts to differing and evolving work styles.**

Unified communications fundamentally changes the way people work, enabling them to save time, be more responsive and find the appropriate resources quickly and easily. A key benefit is the ability to reach a person through the most appropriate method of communication. Users are notified immediately when issues arise and can easily collaborate to find a solution, resulting in faster resolutions.

Transforming the way work is done via methods like unified communications makes employees more effective, efficient and productive. Organizations that implement unified communications experience multiple benefits, including accelerated collaboration, leading to quicker decision making and greater access to resources

Fueled by technological innovation and an evolving workforce, always-on communication is the future of seamless collaboration and increased productivity.

Learn more about how to improve workforce efficiency to transform your business.

"The future of enterprise collaboration (EC) brings together easily accessible and usable tools along with machine learning to better guide workers and teams to the most optimal method of accomplishing their tasks."

– The Path To Customer Obsession Is Paved With Enterprise Collaboration, Forrester Research, Inc.[3]

1. Costello, Richard. Lind, Amy. "U.S. Enterprise Communications Survey, 2017: Unified Communications and Collaboration." www.idc.com. International Data Corporation (IDC). May 2017. (accessed June 18 2018).
2. "America's Coming Workplace: Home Alone." www.news.gallup.com. Gallup. March 15, 2017. https://news.gallup.com/businessjournal/206033/america-coming-workplace-home-alone.aspx (accessed June 18, 2018).
3. Schoeller, Art. "The Path to Customer Obsession Is Paved With Enterprise Collaboration. Vision: The Enterprise Collaboration Playbook." February 8, 2018. www.forrester.com. Forrester Research, Inc. (accessed June 18, 2018).

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