

# 5 ways

# unified communications can help your organization collaborate

Unified communications combines voice, video and data into one, easy-to-use system

## 1. Improve business processes with a solution that simplifies communications

"Enterprise collaboration (EC) is a set of technologies that allow employees to work productively, act resourcefully to solve problems, and ultimately create positive customer outcomes." —The Forrester Tech Tide™: Enterprise Collaboration, Q1 2018<sup>1</sup>

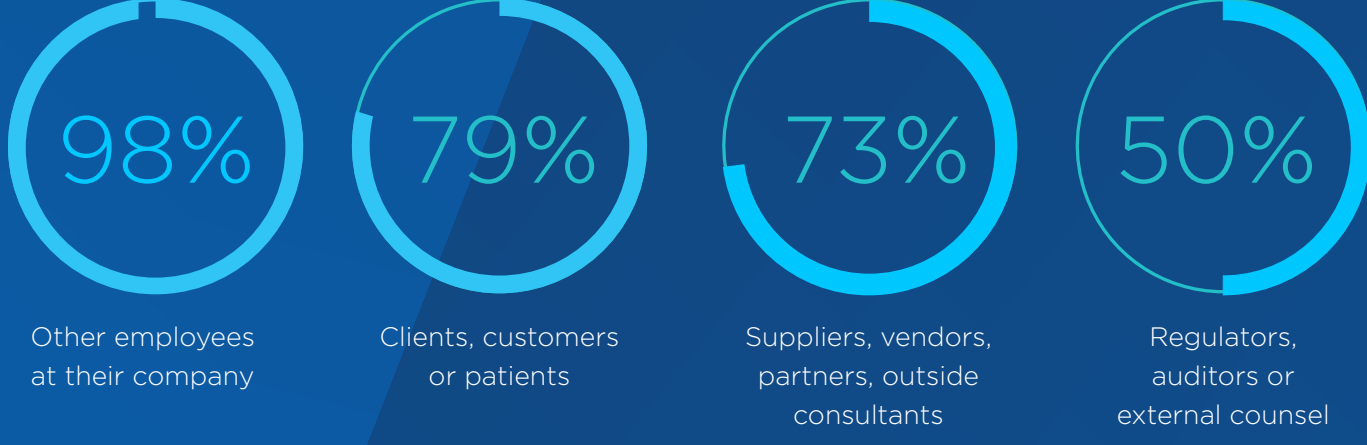


**43.4%** of businesses say improving business processes is their key reason to adopt unified communications.

—IDC's 2017 U.S. Enterprise Communications Survey<sup>2</sup>

## 2. Connect teams by breaking down silos and giving employees the freedom to choose how they communicate

Global information workers most frequently communicate with:



—Forrester Data Global Business Technographics® Applications And Collaborative Workforce Survey, 2016<sup>3</sup>

## 3. Help employees be more productive with rich collaboration features—available anywhere, anytime

Percentage of businesses using unified communications:



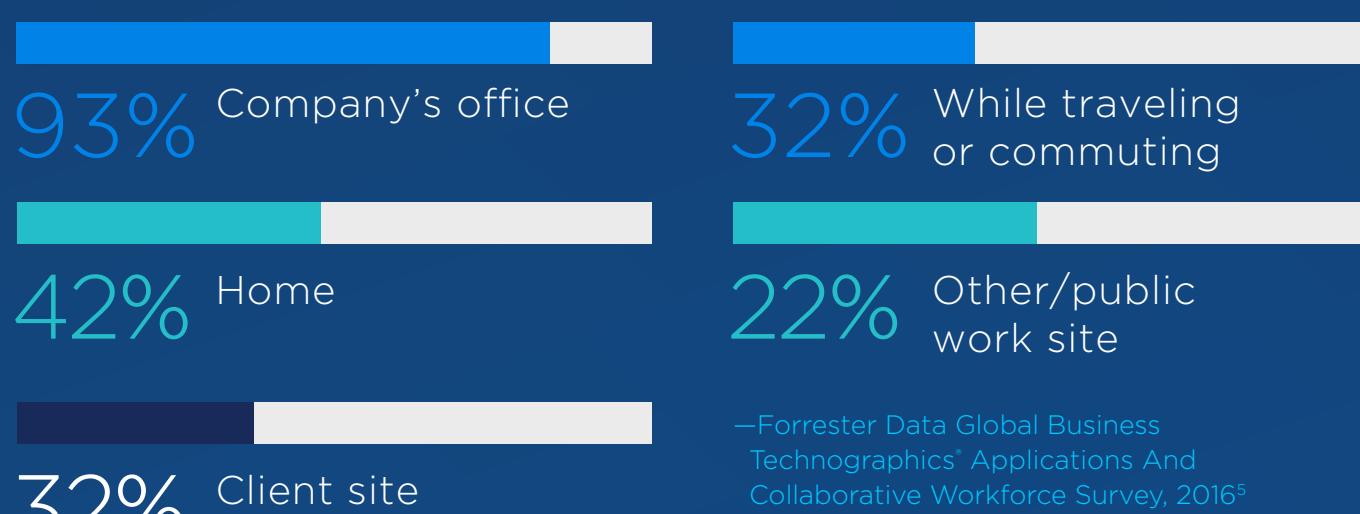
Top unified communications priorities for businesses:

1. Improving productivity
2. Increasing cost efficiency
3. Enabling mobile and remote employees

—IDC's 2017 U.S. Enterprise Communications Survey<sup>4</sup>

## 4. Enable an agile workforce that's not tethered to the office

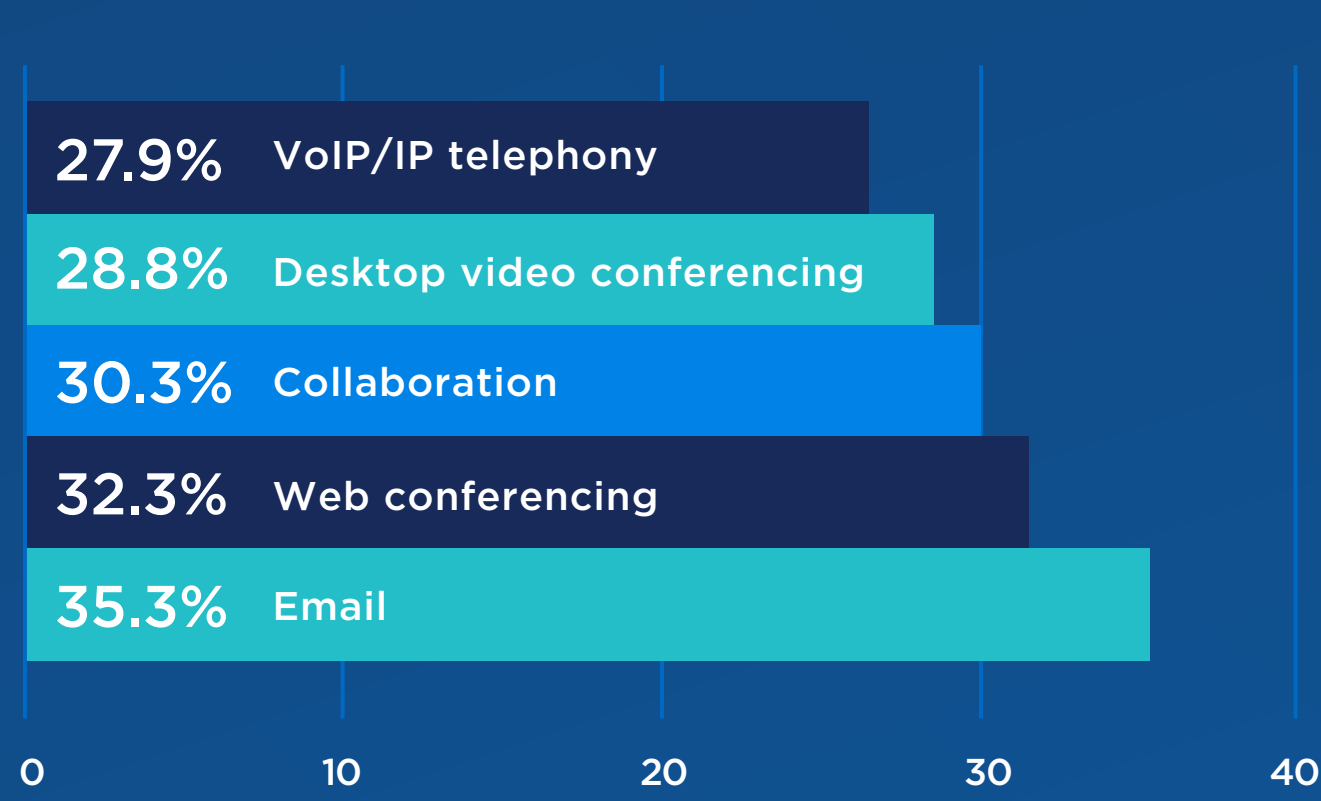
Where employees primarily work:



—Forrester Data Global Business Technographics® Applications And Collaborative Workforce Survey, 2016<sup>5</sup>

## 5. Boost collaboration and communication features

Most commonly used unified communications capabilities:



—IDC's 2017 U.S. Enterprise Communications Survey<sup>6</sup>

**82%** of global technology decision-makers have implemented or plan to implement enterprise collaboration technologies in the next year.

—"The Path To Customer Obsession Is Paved With Enterprise Collaboration," Forrester Research, Inc.<sup>7</sup>

See how unified communications can help your organization collaborate

[Learn more](#)

1. Barber, Nick and Schoeller, Art. "The Forrester Tech Tide™: Enterprise Collaboration, Q1 2018. 20 Technologies Underpin Enterprise Collaboration." February 16, 2018. [www.forrester.com](http://www.forrester.com). Forrester Research, Inc. (accessed June 18, 2018)

2. Costello, Richard and Lind, Amy. "U.S. Enterprise Communications Survey, 2017: Unified Communications and Collaboration." [www.idc.com](http://www.idc.com). International Data Corporation (IDC). May 2017. (accessed June 18 2018).

3. "Forrester Data Global Business Technographics® Applications And Collaborative Workforce Survey, 2016." [www.forrester.com](http://www.forrester.com). Forrester Research, Inc. (accessed June 18, 2018).

4. Ibid. "IDC's 2017 U.S. Enterprise Communications Survey"

5. Ibid. "Forrester Data Global Business Technographics® Applications And Collaborative Workforce Survey, 2016."

6. Ibid. "IDC's 2017 U.S. Enterprise Communications Survey"

7. Schoeller, Art. "The Path to Customer Obsession Is Paved With Enterprise Collaboration. Vision: The Enterprise Collaboration Playbook." February 8, 2018. [www.forrester.com](http://www.forrester.com). Forrester Research, Inc. (accessed June 18, 2018).