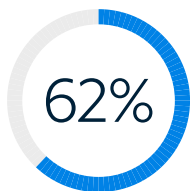


# Empower your teams with unified communications





of organizations plan to guarantee flexible work options to stay competitive in the marketplace.<sup>1</sup>

## Reliably connect your employees across channels and devices with Spectrum Business® Unified Communications (UC) solutions

The growth of communications channels gives your employees, customers and partners more ways to interact and collaborate than ever before. As a result, today's workforce expects to be able to communicate and collaborate effortlessly, across digital platforms and devices, wherever they are located. But how do employees manage all of these different types of interactions, all at once?

This is where UC can be used to integrate capabilities such as voice, video conferencing, chat, desktop sharing and virtual workspaces into a single, easy-to-use and intuitive platform. More organizations have recently turned to UC as workforces have become distributed and many employees now work from home. Spectrum Business for enterprise offers its UC solutions as managed services that integrate hardware, maintenance and support. These modern communications and collaboration solutions provide the following benefits:

- Reduced capital expenses with a managed UC service that includes ongoing maintenance and system upgrades from a single provider.
- Increased productivity with streamlined collaboration and integration with hundreds of popular business applications.
- Reduced IT workload with simplicity of implementation, maintenance and support.

To navigate the network modernization opportunities associated with UC, you need a partner with the expertise to manage the technology while you focus on your business. Spectrum Business offers holistic, end-to-end UC solutions that include everything from the core-cloud network where services are managed, all the way to the wiring and endpoint devices inside your office locations. This single vendor approach simplifies the implementation, maintenance and support of your UC service. Spectrum Business can make migration away from legacy solutions or expansion to new locations simple.

**Watch the video** to learn how partnering with Spectrum Business is the key to an end-to-end solution for reliable, high-quality, secure Unified Communications that also take the burden off of your IT organization.

## Meeting today's collaboration challenges

The variety of modern communications options available to people in business environments has grown steadily in recent years with traditional technologies such as email and voice telephony being supplemented by an increasingly multichannel approach. As teams become more dispersed, these interactions are used in more ways than ever. Users are now able to securely and efficiently access a diverse, multichannel communications infrastructure with the connected device most suited to their needs from a desk phone to a mobile device or laptop.

At the same time, communications have become more integrated with other business systems, from marketing automation platforms to client relationship management (CRM) systems. Automated retrieval of customer information like account and transaction histories during a communication session contributes to a 360-degree view of the customer that enriches UC functionality and improves the experience by personalizing and streamlining those interactions.

Equipping your staff with more complete information helps them understand a customer's history, situation and needs faster and more easily and enables them to quickly identify up-sell and cross-sell opportunities. Beyond UC interactions themselves, you also gain an overarching view of your company's relationships with its customers. Analytics on the totality of contact points with customers can yield insights that enhance outreach and improve operational approaches for meeting their needs more effectively.

[Read the executive brief](#) to learn how to get more from your CRM with unified communications integration.

## A comprehensive, end-to-end solution that simply works

Because you depend on communications to power nearly all business processes across your organization, you need the assurance of a high-performance network. Spectrum Business provides you with a connection over a private fiber network built for reliability and quality to deliver crystal-clear voice services. An end-to-end service-level agreement (SLA) offers 99.99% service availability all the way to the endpoint device, so you can stake your business communications on UC with confidence.

Spectrum Business UC solutions offer you everything you need for holistic communications and collaboration.

To help ensure your employees get the smoothest operation and positive user experiences from our UC solutions, Spectrum Business offers comprehensive end-user training and 100% U.S.-based support, available 24/7/365. This empowers your staff to focus on value-added work instead of struggling with technology, improving in-house adoption and better positioning the business as a whole for success. This comprehensive training also helps organizations more swiftly experience the benefits and productivity of UC.

Likewise, Spectrum Business streamlines your IT resources by offering to take responsibility for the entire UC service, end-to-end. Your Spectrum Business team designs, implements and manages your UC systems for you, keeping those responsibilities out of the way from both day-to-day routine activities and strategic projects. You receive a single, predictable bill based on a simple subscription plan with no hidden charges, allowing you to accurately plan budget requirements and shift the costs of communications infrastructure from capital expense (CapEx) to operational expense (OpEx) with a positive impact to your bottom line.

Maintenance of the UC service is transparent to you — Spectrum Business takes full responsibility for keeping the solution current with software updates and patches, as well as ensures appropriate security precautions are implemented. In addition to reducing operational overhead and increasing efficiency, these measures help you steer clear of interruptions that can lead to damaged reputations and lost revenue. Spectrum Business UC solutions offer you everything you need for a holistic solution, from infrastructure and services to endpoint devices and network equipment. The entire solution is offered as a service, enabling business decision makers to rely on it without taking charge of the details. It just works — supporting your evolving needs wherever your business takes you. Because you get everything you need from a single vendor solution, you have a single point of contact for adding new capabilities, enabling you to scale business operations with technology instead of by adding headcount.

## Real-world UC benefits, without headaches

These enhanced communication and collaboration capabilities enabled by Spectrum Business UC solutions break down barriers between physical locations wherever workers are located. Employees can use any type of internet connectivity, from cellular networks to home internet connections and public WiFi. Spectrum Business provides help when and how you need it with local project teams, dedicated project managers and access to 100% U.S.-based technical support, available 24/7/365.

Uniting teams and information across business units helps break down operational siloes that can threaten productivity. It also reduces or eliminates the effects of team members being physically distant from each other or working in multiple locations, on multiple types of devices. For example, a law practice where attorneys routinely work out of several offices can enable their employees to log into the UC app on their desktops or mobile device at a remote site so they can work seamlessly from wherever they are located. And to make things simple, users get the same business number and voice capabilities as their “at office” desk phones with the mobile app.

Standardizing your UC environment across business units and locations also streamlines management and increases control from an IT perspective. It has become common to pass sensitive data for business-critical operations over public networks, potentially using personal devices that are out of IT’s control. In a world where users may choose among many platforms for collaboration and video conferences, for example, standardizing those applications is an important security consideration.

Communication services adopted by different business units across organizations are often poorly integrated, which can be costly and difficult to manage. Spectrum Business UC solutions are designed to meet the needs of your entire company, regardless of role and location. Our UC solutions simplify communications by bringing together various contact channels in a single-user interface.

[View the infographic](#) to explore the benefits of Spectrum Business Unified Communications across your entire organization. Discover how to enhance collaboration and productivity with low total cost of ownership.

On the whole, Spectrum Business offers you the ability to upgrade and modernize your current system with minimum effort, time commitment and risk, as business needs evolve. That can mean replacing an outdated private branch exchange (PBX), expanding on the capabilities of a calling solution you have outgrown or expanding the business in size and geographic scope. Services are fundamentally customizable to your specific needs. These comprehensive UC solutions position your organization for growth and flexibility now and into the future.

## Conclusion

UC solutions are critical to business success in today's world. They empower employees to freely collaborate, communicate and interact with customers across various devices wherever needed. It is important to evaluate UC providers on more than just their service. One should consider a provider's network, infrastructure, record of customer service and more. A holistic approach to UC from a single and trusted partner will ensure service reliability, security and performance.

Partnering with Spectrum Business eliminates the complexity of adopting state-of-the-art UC based on services and technologies that make your operations more effective and successful. Spectrum Business UC eliminates headaches and mitigates risk, letting you focus on your business. Your employees are equipped with powerful communication and collaboration capabilities to support your organization's success with Spectrum Business UC.

**Take the next step** and give your teams the power to collaborate from anywhere.

1. ["Future of Work Study 2022,"](#) Foundry, 2022.