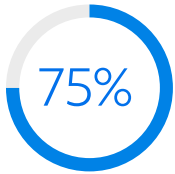


Simplify and streamline how you collaborate

Empower employees and reduce IT complexity with UCaaS





75% of all companies will be using UCaaS platforms for their calling, meeting and messaging needs by 2030.¹

Few technologies are as universal or critical to organizations as communications. And now, there are more channels and methods to communicate than ever before. Today's workforce expects the flexibility to collaborate effortlessly, across digital platforms and devices, from anywhere. Providing that flexibility can enhance employee productivity, but deploying and managing communications services can quickly become unwieldy as your needs grow.

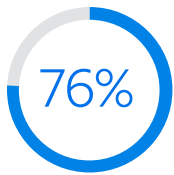
Unified communications (UC) can provide a flexible platform to integrate voice calls, video conferencing, messaging, desktop sharing and virtual workspaces that today's workers expect. Moreover, UC as a service (UCaaS) can simplify the deployment and management of your networked communications to ease the load on your IT team while providing a managed service with transparent pricing that can lower your total cost of ownership (TCO). The benefits of UCaaS for your workforce, IT operations and bottom line include:

- Increased workforce productivity from streamlined collaboration using any device from any location and integration with hundreds of powerful business applications.
- Decreased workloads for IT made possible by simplified implementation and user and location feature management.
- Reduced capital expenses from eliminating dedicated voice trunks, maintenance and upgrades to aging telecommunications equipment.
- Gain better control of TCO with a managed service that includes ongoing maintenance, support and system upgrades for a predictable monthly cost.

More enterprises gain a competitive advantage as they make the move to cloud-based UCaaS. An expert partner can help your organization maximize the value of UC and guide your network evolution from aging private branch exchanges (PBX). Spectrum Business® for enterprise offers expertise in holistic, end-to-end collaboration solutions with an approach that simplifies the implementation, maintenance and support of your UCaaS platform. We help you migrate from legacy PBX solutions to Unified Communications (UC) with RingCentral, which provides seamless visibility and rich features to keep your business running smoothly as you scale to new locations and markets.

Collaborate and serve customers from anywhere, with any device

With the increase in remote work, it's more vital than ever that employees be equally empowered to communicate and collaborate regardless of location. Your teams can realize new productivity gains from the streamlined collaboration of a UCaaS platform. Those gains can extend to any location so individuals and teams can work together regardless of geography and have the same consistent, unified experience. With UCaaS, your employees can also collaborate across channels via calls, messages and video meetings from smartphones, tablets or a wide range of network endpoints.



of customers prefer to use different channels, depending on the context of the message.³

As more and more employees are working from remote locations, offering a solid user experience across on-premises, remote and hybrid teams has become increasingly important. Six in 10 organizations in one study said they plan to guarantee flexible work options to compete for talent.² A communications platform that supports flexible work and can be quickly deployed as your organization evolves is essential to realizing this potential advantage.

The expectation to “meet them where they are” extends to your employees and your customers. Increasingly, customers and partners demand engagement and responses in real time regardless of the channel. Integrating other applications with a UCaaS platform can enable your service teams to work nimbly across multiple applications from the same interface. In addition, integration with business systems, such as customer relationship management (CRM) and enterprise resource planning (ERP), can boost efficiency across your business.

Simplify IT support for communications with a service-based model

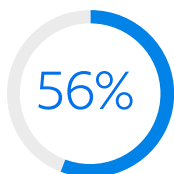
While adopting UCaaS can boost the experience of your workforce, it can also offer tangible benefits to your balance sheet and generate efficiencies for your IT operations.

Moving to the transparent, predictable, seat-based monthly pricing of UCaaS may lower your TCO by reducing the number of vendors you manage and ensuring that you pay only for what you need instead of renewing legacy maintenance contracts. It may also reduce your capital expenditures by eliminating the need to replace or upgrade aging PBX hardware as it approaches its end of life.

The service-based model of UCaaS also simplifies the maintenance burden of IT staff by eliminating on-site equipment. This software-based simplicity can extend to deploying new seats, which can be completed in moments through a cloud-based dashboard. New features, call and number management and access to integrated applications can be accomplished with just a few clicks of the mouse. UCaaS simplifies network operations overall with real-time analytics for performance. The lighter workload and lower recurring management cost possible with UCaaS can free your IT resources for other priorities.

Seizing the benefits of UC with a single provider

It's important to select the right UCaaS solution for your organization and equally critical that you partner with a provider that has the experience and expertise to guide you through modernizing your network as your business evolves.



lower TCO achieved by UC solutions delivered by a single provider.⁴

Spectrum Business UC with RingCentral combines a feature-rich platform that seamlessly integrates voice calls, video conferencing and messaging into a single portal. UC with RingCentral is part of the Spectrum Business Managed Workplace solution encompassing connectivity, communications, collaboration, equipment and management. This UCaaS solution integrates seamlessly with our [Managed Network Edge](#) service, delivered over the Cisco Meraki platform, or our [Enterprise Network Edge](#) service, powered by Fortinet, for improved visibility across solutions and consolidated control of network operations. These all-in-one, cloud-based services can deliver workforce productivity gains while improving efficiency and performance.

For your workforce, UC with RingCentral helps provide exceptional reliability and comprehensive visibility into your organization. In addition, your entire enterprise benefits from a better collaboration experience and productivity-boosting features customized to fit your needs, including:

- A seamless, consistent user experience from smartphone to tablet to desktop accessed via a single application.
- An easy-to-use, customizable, cloud-based phone system for taking video and phone calls on any device and shifting calls between devices mid-call empowers employees to respond to customers and colleagues quickly and efficiently.
- A full-featured collaboration platform for remote teams to share screens, link to web content and annotate files over high-definition video conferencing and audio across multiple devices anywhere, with no download required.
- In addition to text/short message service (SMS), multimedia messaging service (MMS) and internet fax capabilities, gain further efficiencies through collaboration tools for colleagues, clients and contractors. Add contacts to your team's messaging groups, share calendars, assign tasks and share or organize files and message threads.
- Integrated access to standard/common business applications with options to build your own integrations through open application programming interfaces (APIs).



For your IT organization, UC with RingCentral can securely and reliably streamline your IT team workloads and free your budget for other priorities by:

- Simplifying your network management with options for co-managed or fully managed implementations that eliminate the need for in-house telecommunications specialists and PBX hardware.
- Enabling full network visibility, including voice network topology, user management, trouble tickets, usage analytics and performance through the Managed Network Edge or Enterprise Network Edge portal to inform real-time decision making, such as network traffic prioritization.
- Ensuring your network reliability with an industry-leading service-level agreement (SLA) for connectivity services that offer 99.99% availability with 100%, 24/7/365 U.S.-based support and a four-hour mean time to restore.
- Bolstering your security with end-to-end data encryption, automated updates, advanced firewall, malware and intrusion protection, FINRA and SOC 2 compatibility.*

Spectrum Business UC with RingCentral can enable your team to work how they want, when they want and where they want across multiple devices.

Partnering with Spectrum Business eliminates the complexity of modernizing your network and simplifies implementation, maintenance and support. This simplicity, flexibility and efficiency empower you to focus on your business while your employees maximize their productivity.

*Cloud-based portal, advanced firewall, malware and intrusion protection are available with purchase of Managed Network Edge or Enterprise Network Edge solution.

[Learn more](#)

1. Rob Scott, "[What is UCaaS? Your Comprehensive Guide](#)," UC Today, February 27, 2023.
2. "[Future of Work Study 2022](#)," Foundry, 2022.
3. Vala Afshar, "[What Is Customer Engagement? Key Findings from Global Research to Help Your Business Grow](#)," Salesforce, 2021.
4. "[The Best Unified Communications Statistics for 2022](#)," UC Today, March 8, 2022.

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