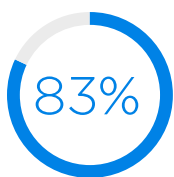


WHITE PAPER

# SIMPLIFY UNIFIED COMMUNICATIONS FOR BETTER COLLABORATION



**Spectrum**  
ENTERPRISE



83% of ITDMs expect post-pandemic work to be remote at least half of the time.<sup>2</sup>

Recent global events have shown how important it is for companies to prepare for the unexpected. For example, remote work became mainstream for many organizations in 2020 due to COVID-19. And even as normal business activities resume, 83 percent of IT decision-makers (ITDMs) surveyed expect post-pandemic work to be remote at least half of the time.<sup>1</sup>

Customer expectations have changed as well. Eighty-three percent say they want immediate engagement when they contact a company and 76 percent prefer to use different communication channels when they interact with a company, depending on the context of the message.<sup>3</sup>

Today's businesses need a modernized network that supports seamless communication and collaboration to meet these and other expectations. By 2024, 80 percent of enterprises will need to transform their networks and processes to deliver more personalized and interactive online rich media experiences that meet and satisfy customer expectations.<sup>4</sup> Deploying unified communications (UC) across an organization can digitize workflows, increase employee productivity, improve operational efficiencies and enhance collaboration.

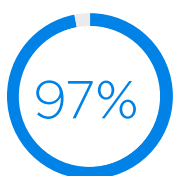
But integrating and managing a modern UC solution can come with challenges. IT teams that are already stretched thin often lack the bandwidth and in-house expertise to support increasingly digitized workflows and systems integrations.

In this white paper, you'll learn how partnering with a trusted provider for a fully managed and supported UC solution can free up IT resources for other mission-critical projects, while helping you meet the demands of your business today and tomorrow.

### Empower an evolving workforce

Business and employee success are inseparable. That's one reason a simpler solution for unified communications is so critical. More employees have opportunities to work from anywhere and expect organizations to have effective tools to complete their work. With 97 percent of employees saying they consider access to cloud-based collaboration and software tools essential to their jobs, organizations must transform their workplaces to keep up with the demand for more effective collaboration across different channels and physical locations.<sup>5</sup>

Modern UC solutions do this by bringing together calling, messaging, meetings, video conferencing, virtual workspaces and more into a single application designed to provide a unified experience for a mobile, on-the-go workforce. A comprehensive communications infrastructure equips employees with tools that simplify their professional lives and facilitate the successful completion of their work. The result is often better employee engagement and job satisfaction, which boosts employee morale and retention.



97% of employees consider access to cloud resources essential to their jobs.<sup>6</sup>



An integrated UC solution doesn't just improve employee morale; it strengthens customer relationships.

### Support omnichannel customer workflows

An integrated UC solution doesn't just improve employee morale; it strengthens customer relationships. Your business needs seamless collaboration across all experiences, workspaces and business processes to enhance customer experiences and drive brand loyalty.

The best UC solutions enable easy access to cloud applications without the need to manually switch between software applications. They offer omnichannel communication with cloud-based voice, email, Twitter and web-based callback requests for a collaborative, holistic experience for employees and customers alike. They can also include automatic contact lookup and integration with customer relationship management (CRM) tools for more efficient customer outreach and personalization.

### Secure and simplify collaboration

According to a recent report from IBM, the average cost of a data breach increased from \$3.86 million to \$4.24 million in 2021, the highest in the past 17 years.<sup>7</sup> When remote work was a factor in a breach, the average cost climbed by an additional \$1.07 million.<sup>8</sup> As more employees work away from the office, there are more devices for hackers to attack, such as phones, tablets and PCs.

Launching a UC solution requires an advanced telephony system with a modernized, dedicated network and secure connections to cloud applications. For organizations with on-premises PBX systems, having access to additional security offerings is also critical for protecting digital communications integrated with their voice networks. Expanding network complexity is another challenge for even the best in-house IT teams when adopting new systems. Improperly configured network equipment can put security at risk with the potential for negative impacts on your business.

Look for a solutions provider that can deliver separate IP networks and devices for data and voice.

A service provider that can integrate communications with strong network security technologies helps guard against cyberattacks, such as distributed denial-of-service (DDoS), that disrupt workflows. The best providers offer unified threat management (UTM) that expands your network security perimeter to include remote and mobile workers through VPNs, firewalls, user access permissions and controls.

You can reduce the workload of IT by working with a trusted technology partner that can connect customers and employees securely with high quality of service across phone, desktop and mobile devices. Look for a solutions provider that can deliver separate IP networks and devices for data and voice, so your customer calls never compete with data traffic.

### Choose the right approach for your organization

There is not a “one-size-fits-all” strategy for modernizing UC and the network infrastructure that supports it. You should choose an approach that meets the unique needs of your organization.

Deployment	Pros	Cons
<p><b>On-premises</b> Deployed and managed entirely on site.</p>	<p>Large organizations with sufficient IT infrastructure and staff may prefer to manage their own deployment, ongoing maintenance and training.</p>	<p>This deployment type requires highly trained, on-site network engineers with expertise in network implementation, management and security.</p>
<p><b>Over-the-top (OTT)</b> Launched by a third-party service and managed in house.</p>	<p>Sometimes offers a low upfront investment and a wide range of application choices.</p>	<p>Creates additional IT complexity and potentially disjointed communications across platforms.</p>
<p><b>Hybrid</b> This option is deployed both on premises and in the cloud.</p>	<p>Can work well for businesses that want to leverage existing resources and take a phased approach to cloud-based UC.</p>	<p>IT will still need to manage some components of the deployment, including applications that are housed on premises.</p>
<p><b>Network-based</b> A communications solution deployed on your network and securely connected to the cloud.</p>	<p>This is the best option for an end-to-end managed solution with segmented bandwidth for voice and data for better performance.</p>	<p>Some larger businesses with readily available IT resources may prefer to implement, manage, secure and maintain their own UC solution, network and data.</p>

For the most reliable, secure and high-performing solution available, opt for a network-based UC deployment from a managed services provider that can also offer dedicated bandwidth for voice.

### Discover the benefits of a network-based deployment

For the most reliable, secure and high-performing solution available, opt for a network-based UC deployment from a managed services provider that also offers dedicated bandwidth for voice. An end-to-end UC solution deployed over a modern network can utilize one provider for design, installation, maintenance, support and services that span multiple network components. It can provide integrated voice and collaboration capabilities in a single platform delivered over a private, secure network. Network-based solutions with strong service-level agreements can also support your business continuity goals while offering scalability and flexibility as your business grows.

### Why Spectrum Enterprise Unified Communications with Webex?

Spectrum Enterprise Unified Communications with Webex is a fully managed, all-inclusive and integrated collaboration solution. It can unite communications across mobile devices, computers, desk phones and a variety of cloud applications. Our end-to-end support includes project management, call-flow design, IP phone configuration, installation, testing and training.

Unlike other unified communications providers, Spectrum Enterprise manages your entire UC migration, including networking, telephony, ongoing maintenance and 24/7/365 support. You get access to our nationwide, private fiber network with dedicated bandwidth for voice calling. You can also benefit from advanced telephony solutions with a selection of cost-effective VoIP devices from industry leaders such as Cisco and Poly. We provision and install the devices for you to deliver reliable, secure and high-quality voice communications no matter where or how your employees need to work. The result is exceptional security, flexibility and reliability to carry your business into the digital future.

Discover how Spectrum Enterprise can help your organization modernize its communications technology to meet current and future voice and collaboration needs.

[Learn more](#)

1. ["Ride the Remote Revolution to Future-Proof Your Business,"](#) Lenovo, March 22, 2021.
2. Ibid.
3. "Vala Afshar, ["What is Customer Engagement? Key Findings from Global Research To Help Your Business Grow,"](#) Salesforce, 2021.
4. Paul Hughes et al., ["IDC FutureScape: Worldwide Future of Connectedness 2022 Predictions,"](#) IDC (Doc # US47438921), October, 2021.
5. ["Ride the Remote Revolution to Future-Proof Your Business,"](#) Lenovo, March 22, 2021.
6. Ibid.
7. ["Cost of a Data Breach Report 2021,"](#) IBM, July, 2021.
8. Ibid.

#### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#): [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](https://enterprise.spectrum.com).

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