

CAN YOUR BUSINESS SUPPORT THE NEW WORKPLACE REALITY?



If you've been following workplace trends over the past five years, one significant change is impossible to miss: work is an activity that we do, not a place where we go. Gone are the days when the vast majority of employees make the daily commute to a corporate office, sharing a communal space with colleagues on a regular basis.

Thanks to globalization, working 9 to 5 hasn't been most employees' reality for many years, but now those same workers—who used to arrive early or stay late at the office to get all their work done—are pushing the boundaries of where, when and how they work.

To be successful in this new virtual environment, employees need access to business data and applications, advanced communications tools, collaboration spaces, and their colleagues and customers on any device and any network.

They insist on a form of work-life integration that allows them to manage their family and personal obligations with their work duties in ways that boost their productivity, while minimizing any extra time spent in the corporate office.

Redefining the Office: Where You Need to Be to Get the Job Done

A 2015 Frost & Sullivan survey of more than 1,000 IT decision makers in the US and Europe reveals that the majority of employees no longer work in a traditional corporate office. About 25% employees work from home most or all of the time. Others are traditional road warriors, who need to be productive from hotels, airports, and client sites. Many spend part of their time in an office and the rest of it juggling work and home life.

This trend is itself both the result of, and a contributor to, several others that are shaping the modern workplace.



| The Knowledge Economy

- With the commoditization of everything from production to basic services, businesses must differentiate themselves on creativity and innovation.
- As a result, a larger percentage of employees are so-called knowledge workers, meaning they spend their time analyzing information and developing newer, better products and services; or they are primarily responsible for ensuring a better customer experience.
- These employees thrive in a flexible, open environment that lets them collaborate with their colleagues, partners, and customers, sharing information across geographic and organizational boundaries.



| Mobility

- Frost & Sullivan research shows that roughly 13% of all employees in the US and Europe are considered “mobile,” meaning they spend the majority of their time on the road.
- They must have access to the business and communications applications and services that allow them to be as productive as possible, regardless of where they are working.
- They need to be able to reach their colleagues, partners, and clients regardless of where they are, or what type of device they are using, responding in real time to urgent requests, meeting invitations, and social media updates and information.
- Today’s mobile employees go beyond the traditional “road warrior” and comprise almost all knowledge workers who no longer sit at their cubicle all day.
- As more employees look for ways to stay connected to customers and partners on a global scale, they need to take calls, answer email, and participate in meetings outside of “traditional” business hours and typical business locations.



Bring Your Own Device (BYOD)

- Although up to 75% of organizations supply at least some of their employees with smartphones and/or tablets, it's the rare company that provides mobile devices for all its workers.
- Increasingly, employees are relying on their personal smartphones and tablets to conduct business outside of "normal" business hours, or from remote locations during the typical workday.
- Doing so helps them stay productive and in ready contact with their key colleagues and customers, but they must have the tools they need to communicate and collaborate, anytime and from anywhere, securely, and under IT's control as needed.



| Millennials... and Beyond

- The Millennial generation makes up 33% of today's workforce, 75% by 2025 (Source: Brookings Institute)
- Millennials are collaborative by nature, changing the way business gets done
- Expect to work on-the-go with personal choice of mobile device and applications
- Enabling collaboration and choice of mobile is key to satisfaction and staff retention





Solve Today's Workplace Challenges with Our Cloud Unified Communications and Collaboration (UC&C) Tools

Our Cloud UC&C service, built on the BroadSoft UC-One® platform, supports today's mobile and dispersed workforce, enabling them to collaborate as easily as if they were in the same room.

| Features include:

- Presence and Instant Messaging (IM), to make it easy for users “to see” whether a colleague is available for a chat, then instantly send a message.
- Desktop and Application Sharing - so users can collaborate on documents and web pages in real- time.
- My Room - a virtual, always-on meeting room space for colleagues to meet ad-hoc or planned, to share information and collaborate using any combination of group chat, voice and video conferencing, desktop and application sharing, and file sending.
- Voice and Video - 93% of communicating attitude and feelings is from non-verbal cues.
- Unified Messaging - mobile users need access to emails, voicemails, and texts in the format that works best for them, depending on where they are and what they’re doing. Unified mailbox, notifications and user-defined call routing increase user productivity.
- Desktop and Application Sharing - so users can collaborate on documents and web pages in real-time.
- Multi-device Support - smartphones and tablets (Apple and Android), desktops and laptops (Apple and Microsoft, Chromebook, and Linux).
- SIP Trunking Extends UC&C - for other locations that may have an on-premises phone system not yet fully depreciated, this enables smart team working tools to be extended to all users across a mixed on-premises and Cloud communications service estate.
- Smart Call Routing and Handling - the BroadCloud UC&C service is tied to your business identity (i.e. your business phone number) so call handling features work as usual. For example, if a user is engaged in a My Room smart team working conference call, any incoming calls will follow the rules for call forwarding on busy. This is not the case if using alternative UC&C tools not integrated with our Cloud service.

Our Cloud UC&C service also offers a single robust solution that can deliver business continuity with the most up-to-date software to all end users across any location. Cloud service makes it easy for companies to know exactly how much they need to budget every month with a complete set of UC&C capabilities. Skilled IT resources can focus on more strategic business initiatives.

Look for a service provider with:

- A long and successful track record in the communications marketplace
- Rich and deep knowledge of business needs and processes
- Excellent security, control, and performance guarantees
- A complete set of UC&C tools to deliver excellent collaboration capabilities now and into the future.