

RingCentral

# Future-proof your workplace

Simplifying workstreams with flexible communications



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## CHAPTER 1

# New world order in workplace communications

Seeking a replacement for your current communications tool? In need of a phone solution, messaging tool, video conferencing app, or perhaps all three? If your current communications infrastructure has become a thing of the past, you're not alone.

Whether you've got five employees or one hundred, today a connected workplace means total flexibility. Flexibility to work remotely, hybrid, or in-office, and the ability to maintain effective communication channels across all three.

Whether you're hoping to improve your internal or external communications, or both for that matter, we're here to help you overcome your communications conundrums for good. And let's not forget that the ball is in your court: you have the option and flexibility to choose between best-of-breed tools and pick providers that can integrate with your current tech stack.

In this eBook, we'll cover the communications essentials that every business needs to succeed in the future workplace and showcase the power of bringing integrated apps into where you get work done, such as Microsoft Teams and CRM platforms.

## CHAPTER 2

# The path to simplifying workstreams with modern communications

Businesses need to learn how to navigate the new communications landscape the right way. With so many technological advancements and options out there right now, it's easy to end up frazzled and confused.

We're here to help you find a communications tool and setup that can help grow your business, while empowering you to live your life without compromising work.

To help you find a communications solution that delivers this magic elixir, we've put together a go-to list of essential features that every modern communications software solution should deliver on.

### **A key essential: Unified communications**

Gone are the days when people were forced to switch between multiple apps. More apps just means more headaches and higher costs. With unified communications as a service (UCaaS for short), you can eliminate both pain points by having all your communications needs in a single app.

Neat, right? We think so. Unified communications is, hands down, the best route to take, and one of the most important factors to consider when choosing a communications system.

When you can get all of your communication needs from one single vendor, managing flexible working models becomes so much easier. You'll have an easy-to-navigate app for phone, messaging, video and faxes that can be set up in minutes.

No wonder 67% of workers believe that a unified platform will improve their workflow. And it doesn't stop there: 65% of workers believe a unified platform will help them be more productive, and 64% believe it will help work feel less chaotic.<sup>1</sup>

Unified communications providers, like RingCentral, can help you connect your entire workforce seamlessly. With RingCentral MVP™, you'll improve productivity, increase return on investment (ROI), and reduce the total cost of ownership thanks to bundled phone, messaging, and video.

One app. One bill. One vendor.

Take Theta Lake, for example. The tech startup uses RingCentral to nurture innovation, fuel growth, and unify communications across their business. By finding a communications partner that could scale as their business scaled, Theta Lake set themselves up for success.

“The more time we spent working with RingCentral’s unified communications solution as an integration partner, the clearer it became how valuable it could be internally... Find the right communications partner now, even if they offer more than you need while you’re in startup mode. If all goes to plan, you’ll soon be a growing and thriving company, and at that point, you’ll want your business communications environment to support your success, not hinder it.”<sup>2</sup>

– Anthony Cresci, VP of Business Development and Operations, Theta Lake

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<sup>1</sup> [Live in Your Apps, RingCentral](#)

<sup>2</sup> [Theta Lake, RingCentral](#)

## Productivity driver

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81%

of employees feel that collaboration apps improve the overall productivity of their company.

As you search for the right communications tool, remember to keep productivity front and centre. If your communications tool isn't driving productivity and collaboration, then it's time to reassess your options. In fact, 81% of employees feel that collaboration apps improve the overall productivity of their company.<sup>3</sup>

With a modern communications tool, workflows should become more streamlined, maximising collaboration between employees, vendors, partners, and other key stakeholders. Employees should be able to switch effortlessly between devices, use their business phone number on their cell phone, and collaborate seamlessly across messages, video meetings, and phone calls.

## Mobility is key

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77%

of businesses agree that cloud communications enables them to support a mobile workforce.

Mobility is no longer a want, it's a need. The days of employees tied down to their office desks are behind us. Future-forward business leaders are putting tools in place that allow them to manage their business from... well... just about anywhere. Cloud communications has transformed businesses across the world, and yours is no exception.

77% of businesses agree that cloud communications enables them to support a mobile workforce.<sup>4</sup> Desk phones are now completely optional; you can easily handle your business communications from mobile and desktop apps. With the right cloud telephony partner, you'll be able to access your business communications from any device, anywhere. You can even choose to either keep your existing phone number or get new local, global, or freephone numbers.

## Bulletproof reliability

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We don't have time for downtime. When searching for unified communications solutions it's important to prioritise reliability. Don't settle for anything less than 24/7 multichannel support, 99.999% uptime that keeps you connected during outages and disasters, and a #1

<sup>3</sup> [The State of Unified Communications in 2020 \[35 Statistics\]](#), GetVoip

<sup>4</sup> [Infographic: Top Business Reasons Why Companies Adopt Cloud Communications](#), RingCentral

rating by industry experts (for example, RingCentral is a Gartner UCaaS Magic Quadrant Leader eight years in a row).<sup>5</sup> Checking off all these boxes will save you a lot of time, money, and frustration down the road.

## World-class compliance and security

Make sure that you're putting security first. RingCentral uses seven layers of security on all architectural processes. That way we can protect your data and communications channels against fraud and abuse. In the new age of communications, security issues are on the rise, yet on average only 5% of companies' folders are properly protected.<sup>6</sup>

Many companies are still struggling with security issues. We highly recommend choosing a vendor whose compliance and security provisions can be tailored to your unique business needs. RingCentral's global certifications include SOC 2, SOC 3, HITRUST, FINRA, HIPAA, C5, ISO 27017, ISO 27018, and GDPR compliance. In addition, RingCentral provides seven layers of enterprise-grade security.

Enterprise organisation

Host

Business process

Physical

Network

Application

Data

## Crystal-clear ROI

At the end of the day, you want to make sure that the tool you're using is going to deliver on that all-important return on investment. Ask yourself, "Will it increase mobility, customer satisfaction, agility, and productivity?"

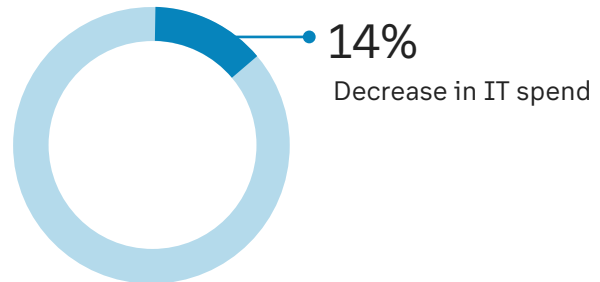
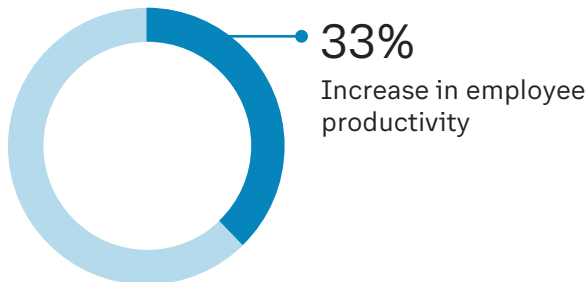
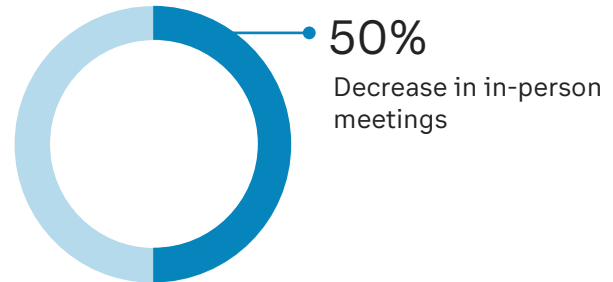
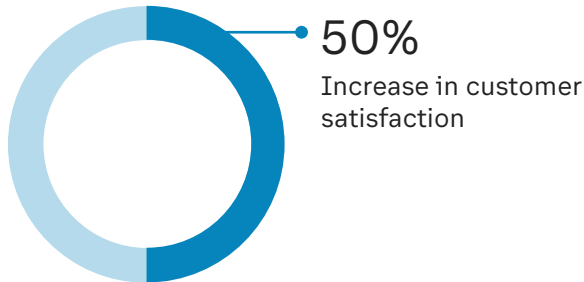
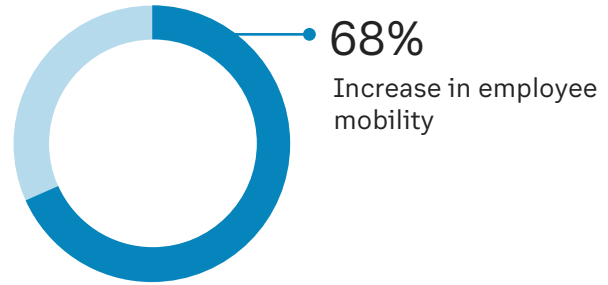
Then, ask yourself, "Will it decrease IT expenditure?" Look for a UCaaS tool like RingCentral that lets you answer yes, yes, and yes to all of these questions.

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<sup>5</sup> [8 years in a row: A 2020 Gartner UCaaS Magic Quadrant Leader, RingCentral](#)

<sup>6</sup> [2019 Varonis Global Data Risk Report, Varonis](#)

## Top benefits cited by RingCentral SMB customers that drive business value



## The power to scale

Lastly, look for scalability. You'll want your communications platform to grow with your business. You should be able to add new lines, offices, and remote teams in a matter of minutes, not hours or days.

So, how can you tell if a UCaaS tool is scalable?

Simple.

Make sure that it integrates with a wide range of popular apps and software tools (think Microsoft Teams, Salesforce, Google Cloud) and allows you to develop your own custom apps with powerful APIs. That's the sign of a truly scalable software solution, one you can customise to fit your unique business needs.



## CHAPTER 3

# Armour yourself with integrations

Varied and powerful integrations are the crowning glory of flexible communications. Thanks to integrations, you can not only get an advanced unified communications tool covering phone, messaging, and video, but you can also easily integrate your communications tool into business applications you already use—instantly improving your flow of work.

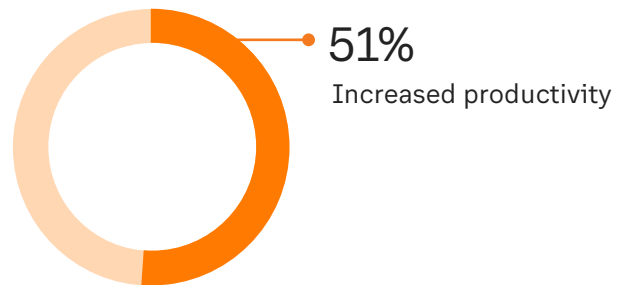
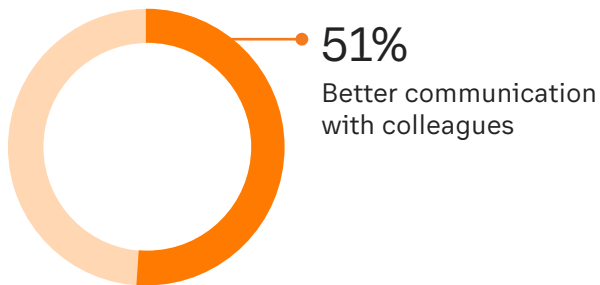
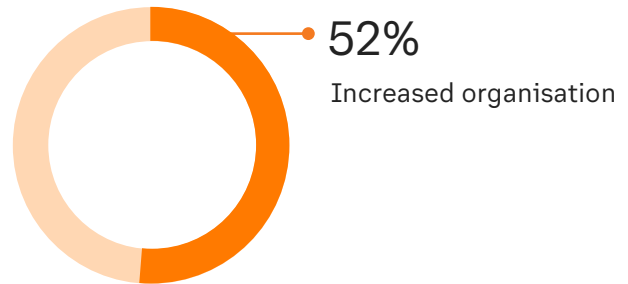
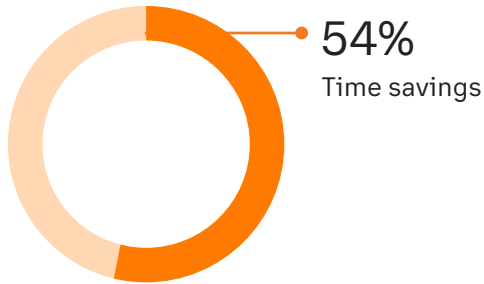
Still not convinced that integrations are part of the future workplace? Here are some stats to convince you otherwise.<sup>7</sup>

- 69% of workers waste up to 60 minutes a day navigating between apps. That's up to 32 days per year.
- 56% find searching for information in different apps is disruptive.
- 57% believe up to £390K is lost because of poor integrations and lack of resources.



<sup>7</sup> [Live in Your Apps, RingCentral](#)

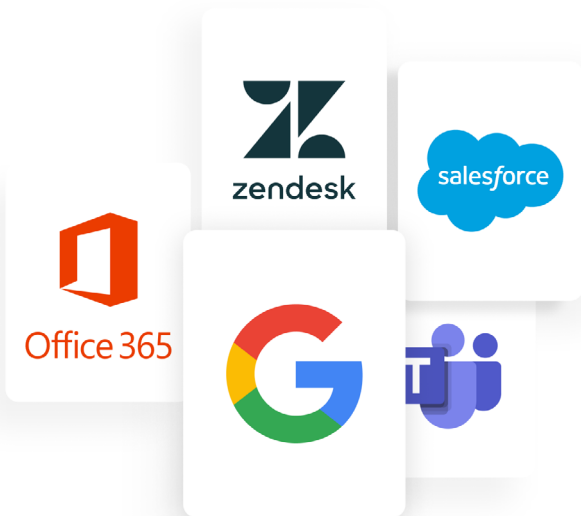
## Top benefits of an integrated approach



Don't miss out on the power of integrations. There are literally hundreds of integrations and open APIs at our disposal today. These apps make it easier than ever before to customise your workflows and help your team work with the tools they already know and love.

If you don't want to give up your Salesforce, Zendesk, or ServiceNow capabilities when you adopt UCaaS in your business, don't worry. You don't have to! With RingCentral, you can leverage 250+ integrations in the [RingCentral App Gallery](#) and open APIs through the [RingCentral developer portal](#) to customise all your workflows.

We get it, you want flexibility and options to deploy your UCaaS suite the way that best meets your needs. Whether you're looking to take a multi-vendor approach to your UCaaS stack or use a single vendor, RingCentral provides you with the flexibility and options you need to be successful using whichever tools you choose.



## CHAPTER 4

# The future is flexible

The new world of communications is full of options, and once you've got your head around those options, that's the true beauty of it. The future really is flexible, and today's communications solutions are moulded to your unique business needs.

As an innovative leader in the communications space, RingCentral can help you navigate this brave new world of communications. We're here to help businesses adapt to the future workplace: a future that continues to evolve at a rapid pace.

RingCentral is trusted by more than 350,000 small businesses and recognised as an industry leader. Perhaps that's because of our robust seven layers of security, our 250+ integrations in our App Gallery, and access to open APIs on our developer page, or the fact that we focus on empowering and enabling businesses to grow.

Whether you're looking to improve your internal or external communications, RingCentral can help you enhance communications between employees and customers alike with an award-winning UCaaS solution and advanced customer engagement features. The future's looking bright with RingCentral by your side.

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To learn more about RingCentral MVP, visit: [ringcentral.com/solutions/small-business](https://ringcentral.com/solutions/small-business) →

To browse business apps in the RingCentral App Gallery, visit [apps.ringcentral.com](https://apps.ringcentral.com) →

# About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its powerful Message Video Phone™ (MVP®) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Centre solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact one of our solution experts. Visit [ringcentral.com/au/en/](https://ringcentral.com/au/en/) or call 1800 957 188.



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