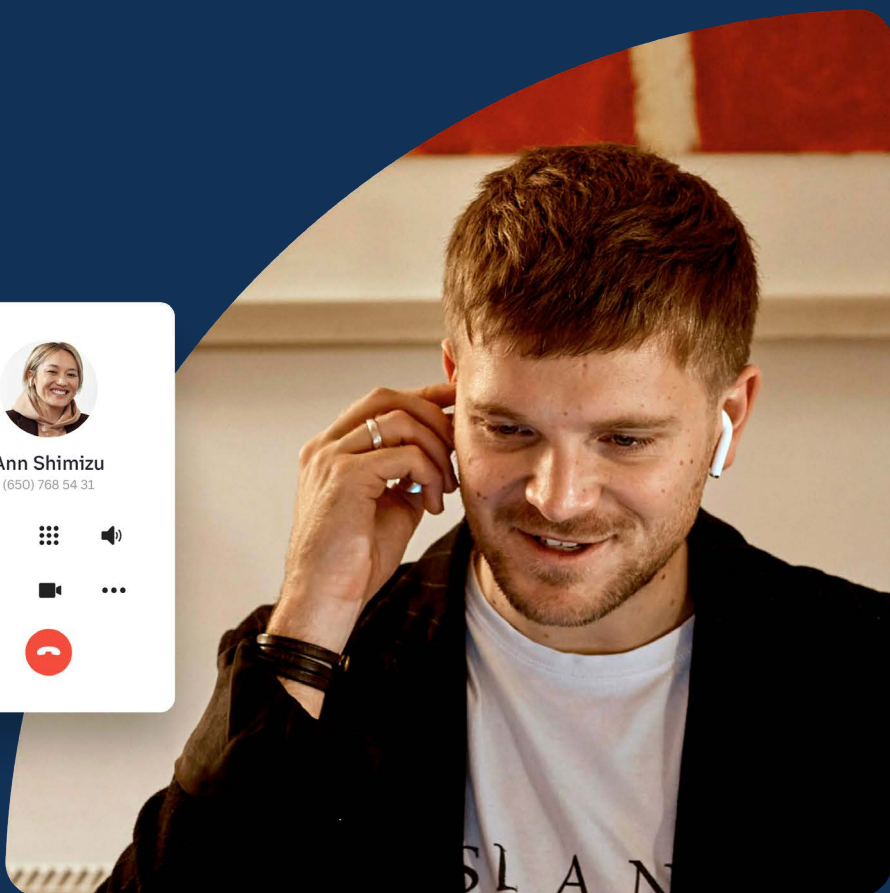
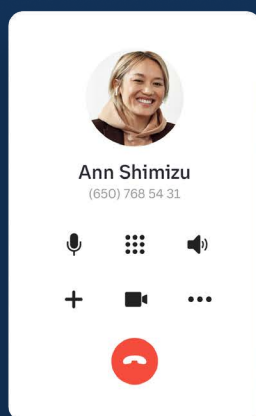


RingCentral

# The power of connection

Why you should integrate your business apps with UCaaS



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# Integrations today and tomorrow

The modern enterprise relies on different tools to boost productivity, automate workflows, provide customer relationship management and support, and manage communications both internally and externally.

Research from OpenText shows that 13 per cent of UK workers use more than ten apps every day. On top of this, 40 per cent use four or more apps to complete projects.

In the case of communications and collaboration, businesses adopt these tools at different times and for different purposes. A company's landline phone and fax systems may date back decades, and it might have been years since email platforms or calendar software were last updated. At the same time, modern businesses often use other types of applications, like video conferencing or instant messaging tools, that have been implemented in just the past few years.

Businesses often treat each of these systems as its own island because they lack an automated solution for sending data between one system and another. These businesses often rely on manual, ad hoc processes to connect one platform with others.

While that may alleviate some of these issues, these strategies come at a great cost, such as a lack of productivity and the loss of tools over time. IT teams feel the pain of the ad hoc approach because they must deal with disconnected business workflows and the security and compliance risks associated with employees using unsanctioned apps to get around poor workflows.

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## 40%

of UK workers use four or more apps to complete projects.

## 13%

use more than ten apps on a daily basis.

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## 32 days

Workers lose up to 32 days a year navigating between workplace productivity apps.

Disconnected communications can cause employees stress and loss of productivity. In a survey of knowledge workers by [CITE Research](#), more than two-thirds of respondents said they waste up to 60 minutes at work navigating between apps.

This constant switching between apps is sometimes referred to as “app overload,” a problem that 75% of IT leaders cite as a major challenge. App overload means that users have so many different applications within their company that they struggle to find the right solution for a given task, as well as master all of the different tools they are expected to use. It not only stifles productivity, but leads to decreased employee engagement as well.

It doesn't have to be that way, though. By migrating to a cloud-based strategy for deploying applications, a business can:

- Achieve easier implementation.
- Lower maintenance effort, thereby reducing the strain on its IT department.
- Increase productivity within a robust cloud work environment.
- Integrate various applications much more efficiently than what is possible with a traditional approach.

With cloud-based technologies, a business can unify its entire work ecosystem, easing the strain on the IT department and all end users.



# The power of one cloud communications solution

More than a decade into the cloud-computing era, many businesses have been using cloud-based enterprise applications, such as Microsoft 365, Salesforce and Google Workspace, for years. Such cloud-based apps are great at helping companies become more efficient and use data more effectively.

However, these applications become even more effective when they are integrated with a cloud communications app, something that many companies have not yet done. Simply adopting cloud-based communications applications is only the first step in realising the full value of these technologies.

Businesses must integrate their communications tools with the other cloud-based business applications they already use to get the most out of them.

For example, a business can integrate cloud-based fax solutions with its email platform so faxes can be read and received as easily as email. It could also integrate video meeting tools with its calendar software to schedule meetings automatically. These are just some of the integrations that cloud solutions make possible.

Integrations in a cloud communications system make the whole enterprise ecosystem much greater than the sum of its parts, whether those integrations are out-of-the-box or via custom APIs.

Cloud-based communications deliver several critical advantages as compared to legacy, on-premises communications tools.

- The modern generation of cloud-based communications tools increase productivity and streamline workflows. They lend themselves to automation. For example, there is no simple way to automate phone dialling or appointment scheduling on a legacy system, but in the cloud, common tasks can easily be scripted and automated to save time and allow employees to focus their energies on higher priority tasks.
- Cloud-based communications tools give a business flexibility to run operations from anywhere because they work equally well on workstations, smartphones and office communications devices.
- A cloud-based centralised communications hub provides a better user experience because it eliminates the need to learn, for instance, archaic fax machine interfaces or outdated scheduling software.
- A cloud-based centralised communications hub also makes it easy to store and backup communications data such as call or webinar recordings directly into the cloud, where they are accessible instantly from anywhere.

Successful organisations today are building solutions that merge new cloud technologies with multiple applications like Microsoft, Google and Salesforce to deliver a complete communications experience in a familiar interface.



# Business communications and applications: The perfect match

Consumers are now comfortable using cloud technologies in their personal lives, which changed their expectations of business apps. Whether their communication is for business or pleasure, they desire and even demand the same simple user experiences and efficient workflows. For example, where once users may have been satisfied with integrated email and calendar, now they demand a much more integrated communications experience that includes voice, messaging, meetings, fax and more.

Here's what workers said in the CITE Research study:

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## Employees believe an integrated and unified approach to communications and collaboration would lead to:

Time savings



Increased organisation



Increased productivity



Better communication with colleagues



A feeling of control over work

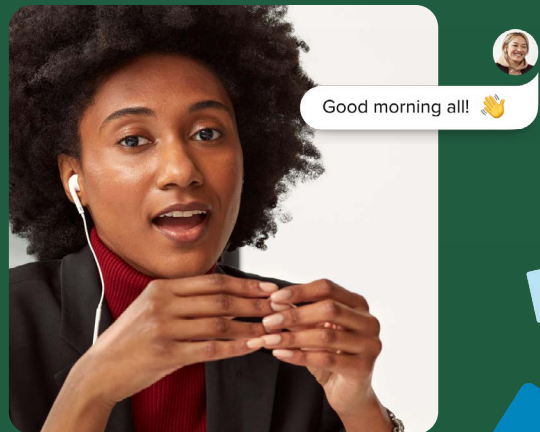


As end users demand a more comprehensive and effortless communications experience, the pressure is on IT to respond. Successful companies must combine business productivity suites with purpose-built communications solutions to empower employees with the full range of functionality that they want and need to perform their jobs.

Integrating enterprise apps with cloud communications and collaboration solutions prevents workflow hold-ups. Rather than toggle endlessly between disconnected apps multiple times per day, users can access the functionalities they need from within one centralised cloud communications hub.

That is why today's workforce is moving toward integrated solutions that combine tools like email, calendars and conferencing vs. stand-alone applications and programmes. Bringing all these solutions together helps businesses streamline workflows, manage scheduling and correspondence, and maintain a unified identity.

By integrating applications like Microsoft 365 and Google Workspace with messaging, video and cloud phone into one consolidated interface, all employees are able to access everything they need when they need it.





## Integration use case: Sales agent



John is a sales agent whose job includes calling 50 leads per day. That's a tall order if John is expected to place each call manually, as well as keep records of which leads were called, when they were called and what the outcome of each call was. John also relies on his desktop computer, desk phone, mobile phone and his email to call and respond to leads each day.

By integrating a cloud-based calling tool with a CRM platform like Salesforce, John can automate most of these tasks. Working from a PC or smartphone, he can easily store call records automatically within his CRM platform and use it to keep track of the outcomes of calls. Few CRM tools offer this type of functionality natively, but it can easily be added through integration with a cloud-based communications tool.

Also, John can quickly dial down a list of calls with an integrated dialler in his company's favourite CRM.

## Integration use case: Mortgage company employee



Susan, a mortgage company employee, prepares a document using a cloud-based productivity application like Google Docs or a Box account, but she needs to send the document to a client as a fax due to regulatory requirements in the financial services industry. This task requires several tedious, time-consuming steps. The document has to be downloaded into an offline word processor, printed out, inserted into a fax machine and then faxed manually.

Having an integrated UCaaS allows Susan to add plugs-in to do this in a few steps. With a cloud-based fax solution that integrates with Google Docs or Box, the process becomes much simpler. With just a few clicks, the document can be delivered as a fax directly from a workstation or phone, even if Susan doesn't have a physical fax machine on site.

## Integration use case: Customer support manager



Joel is a customer support manager who is tasked with ensuring his team successfully resolves 100 service complaints a week. How can he track which team members are most efficient and which ones need additional training? Joel might have each team member keep a manual tally of calls with notes about the disposition of each one. He might compare that with anecdotal information he receives from a random sampling of customers. This system provides few real insights into his team's output and abilities.

Fortunately for Joel, modern integration completely changes this outdated and time-consuming process. Integrated analytics within a customer service cloud app, like Salesforce Service Cloud, gives Joel access to instant reporting on how calls are managed and answered. With the inbound screen pop-up, Joel is able to see who's calling. Is it a customer or a prospect? Joel can get a 360-degree view of what's happening with that potential caller before answering the call.

## Integration use case: Sales team leader



Alex is a sales team leader overseeing a large team of sales reps. The team goal is to schedule 50 meetings per week. Using calendaring software alone, Alex has to schedule each meeting manually, and she must slog through a tedious scheduling process that involves the exchange of information over email or by phone and the coordination of multiple people's schedules before she can confirm each meeting.

With an integrated meetings solution that connects directly to Alex's email tool of choice the tedium and manual back-and-forth disappear. Alex can schedule meetings quickly and automatically, without having to shift between multiple applications.

Alex is also able to tap into analytics on communications data to see how her team is working. Who's making the most calls and who's closing the most deals?

# The move to connected workspaces

Maintaining legacy on-premises systems costs time and money that can better be spent helping the enterprise grow. Now and in the future, tools that boost productivity and cloud-based solutions are critical for businesses of all sizes. The flexible, scalable solutions provided by cloud-based communications systems deliver greater benefits to both end users and IT.

Workflow efficiency and effortless communications become part of everyday business activities. By integrating a cloud communications system with key enterprise applications, businesses gain a solution that merges all business communications into one productive cloud work environment.

RingCentral's open platform is your business communications hub to extend into key applications, including Microsoft applications as well as other leading business applications such as Google Workspace and Salesforce.

# About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are.

RingCentral offers three key products. RingCentral MVP combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows.

RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

For more information, please contact a sales representative.

Visit [ringcentral.co.uk](https://ringcentral.co.uk) or call 0800 098 8136.