

The consolidation playbook: Using AI to streamline communications and event execution

Across industries, teams are being asked to do more, with tighter budgets, smaller headcounts, and higher expectations for impact.

But many organizations still rely on fragmented tools for meetings, messaging, webinars, and events, each designed in a vacuum, rarely working in concert.



The outcome?

Valuable time lost toggling between platforms, missed opportunities due to disjointed data, and mounting operational complexity for IT and marketing teams alike.

Now, AI is reshaping what's possible.

Integrated communications and event platforms infused with intelligent automation are giving organizations a smarter way to operate: reducing friction, improving experiences, and helping teams respond faster to what the business needs most. This playbook lays out how consolidating communications and events—and adding in AI-driven capabilities—can unlock new levels of agility, simplify operations, and deliver stronger results across your communications and event ecosystem.

See consolidation in action

Schedule a demo to explore how RingCentral's AI Meetings helps your organization consolidate your tech stack, improve workflows, and save on costs.

[Learn more](#)

The hidden costs of communication complexity

For many organizations, their communications and event technology stacks have grown exponentially, with a patchwork of multiple tools to support phone calls, team messaging, SMS/text messaging, web meetings, video conferencing, webinars, virtual and in-person events, and more.

And while each platform may serve a specific purpose, the combined effect is anything but efficient.

Teams switch between tools, copy data across systems, and maintain separate licenses, often duplicating efforts and losing momentum. A webinar reminder may live in one system, an SMS campaign in another, and event registration data in a third. Without shared data and workflows, even simple touchpoints, like sending timely SMS reminders to boost attendance or following up with prospects via text after an event, require manual exports, uploads, or workaround integrations.

For IT, vendor sprawl means more time spent troubleshooting disconnected or piecemeal solutions that don't sync well with broader CRM or marketing automation platforms.

Fragmented systems also mean managing separate user licenses, security, and data compliance risks, as well as budgeting across multiple pricing models.

It's a recipe for rising costs, more complexity, and increased risk exposure.

The challenges are equally felt by marketing and events professionals. Disconnected tools and platforms for managing webinars, online meetings, SMS outreach, and in-person events are inefficient, making it challenging to deliver consistent and connected user experiences.

With event and campaign data often existing in separate systems, it's harder to analyze performance. Instead of focusing on strategy and creativity, teams are bogged down by manual workarounds, duplicate data entry, and delays.

These inefficiencies aren't only frustrating, they're expensive. Time, money, and talent become drained trying to hold a fractured system together.

The hidden costs of a complicated tech stack are increasingly harder to ignore



76% report communicating across more channels than last year, with 55% stating this multitude of communication is their primary work challenge.¹



Average digital worker toggles between apps/websites nearly 1,200 times per day (approx. 150x/hour), taking an average of 9.5 minutes to regain a "productive workflow" after switching.²



60% of knowledge workers spend their day on "work about work", losing an average of 59 minutes per day (with a clock to represent time) searching for information across fragmented app silos.³



Digital friction and inefficiency cost employees an average of 36 working days per year.⁴



Globally, lost productivity from disengagement costs the economy \$9.6 trillion—roughly 9% of global GDP.⁴

The omni-collaboration opportunity

When communication and event technologies live on disconnected systems, teams feel the impact, from redundant workflows and scattered data to inconsistent experiences and missed opportunities.

A unified communications and events platform unlocks omni-collaboration, bringing IT, marketing, events, and revenue teams into a shared environment where conversations, content, data, and execution live in one place.

The impact goes beyond simplification. It's a strategic move that helps teams collaborate more easily, scale more effectively, and deliver better results for the entire organization.

Before: Fragmented stack

- Multiple vendors for communications, team chat, webinars, and events
- Siloed data across tools
- Inconsistent UX
- Piecemeal IT support
- Manual workarounds

After: Unified platform

- **Single provider for communication and events**
- **Centralized data**
- **Cohesive experience for users and customers**
- **Streamlined admin**
- **More efficient workflows**

The productivity multiplier effect

Omni-collaboration isn't just about reducing tools. It's about accelerating how teams work:

- Conversations flowing seamlessly from chat to meeting to event
- Engagement data instantly accessible across teams
- Marketing launching faster without bottlenecks
- IT enabling growth instead of troubleshooting silos
- Follow-ups and insights are automated rather than manually stitched together

When systems are unified, collaboration becomes continuous, not episodic. What once required multiple vendors and disconnected workflows becomes a single coordinated motion.

“What we’ve learned is that consolidation isn’t about cutting corners. It’s about creating experiences that scale with the pace of the business and the expectations of our audiences.”

Ghazwan Almoazen

Global Experiential Marketing Demand & Communications Director,
DocuSign

Benefits for IT



Operational efficiency

With a single platform to provision, manage, and secure, IT teams can streamline their workflows, eliminate redundancies, and focus on enabling innovation and supporting growth initiatives, rather than responding to issues across multiple systems.



Reduced vendor risk

Fewer tools mean fewer vendor contracts, simpler procurement, and fewer compliance hurdles, which is especially critical in regulated industries like healthcare and financial services.



Lower support overhead

When users only need to learn one system, support tickets and training needs drop. IT can reduce time spent troubleshooting, freeing up bandwidth for innovation.

Benefits for marketing and events



Faster execution

Marketers and event teams can spin up webinars and events, town halls, and meetings without waiting for IT provisioning or navigating new tools. With fewer handoffs between tools and teams, campaigns move from concept to launch in days, not weeks.



Unified data

Attendee engagement seamlessly integrates with CRM and marketing automation tools, enabling teams to personalize follow-ups, analyze performance, and demonstrate ROI, without requiring manual data entry or exports.



Consistent user experience

With a single platform across channels, the brand experience remains cohesive from the initial invitation to the final thank-you. That continuity builds trust, reinforces messaging, and enhances engagement.

“Imagine walking into your regular grocery store, but every time you visit, they’ve completely rearranged everything. Last week, the milk was in the back left corner. This week? Front right. You’re not shopping somewhere new. It’s the same store. But you’re wandering the aisles like it’s your first day, squinting at signs, backtracking, getting increasingly annoyed. it’s your first day, squinting at signs, backtracking, getting increasingly annoyed.

That’s what we’re doing to our attendees every time we switch platforms.”

Vinnu Deshetty

Speaker/Instructor, Event ROI Coach

Business-wide outcomes

Reduced tech debt and tool overlap

Eliminating redundant platforms reduces spend and simplifies your ecosystem, lowering the total cost of ownership.

Better lead capture and conversion

Real-time data and integrated follow-up improve targeting, personalization, and conversion rates across the funnel.

Enhanced cross-department visibility

Shared dashboards and data flows provide marketing, sales, and leadership teams with a unified view of engagement and performance, driving smarter decisions.

Shorter campaign cycles

With streamlined planning and launch processes, teams can move from idea to execution in days, not weeks.

What organizations gain from running communications and events on a single, integrated platform:



Less complexity

Reduce tech stack sprawl



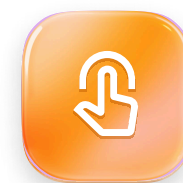
Simplified operations

Streamline admin and maintenance



Smarter data flow

Improve visibility across teams



Better user experiences

Deliver brand consistency at every touchpoint

Did you know?

Annual operational costs, per license, for unified communications:

- Single provider **\$1,440 – \$1,800 (Avg. \$120–\$150/month)** per user for "All-in" Premium suites including AI, Phone, and Video)⁵
- Multiple providers **~\$3,400+**. This includes not just license fees, but the **25%–50% increase** in time and effort required to build and maintain custom integrations between disparate tools.⁵

Whether you're expanding your current communications platform to include event management or consolidating disconnected tools, the single-platform opportunity value is clear: stronger collaboration, smarter operations, scalability, and more connected customer experiences, all while keeping costs in check.

Organizations utilizing unified platforms (UCaaS + CCaaS + AI) now report a 50% to 70% reduction in total operational overhead. Specifically, consolidating the "SaaS quagmire" into unified architectures is projected to halve the cost of managing digital operations by 2026.

2X

Headcount

Managing a multi-vendor stack now requires 2x the headcount for support and custom development compared to a single-vendor environment.⁶

70%

Eliminate time required

Organizations can eliminate up to 70% of the time required to manage and maintain systems by switching to a single, unified platform.⁶

Strategic considerations for IT and marketing leaders

As organizations evolve their event strategies and modernize communication workflows, choosing the right platform isn't just about features. It's about future-proofing operations, minimizing complexity, and driving smarter outcomes across departments.

For IT, marketing, and event leaders alike, the stakes are high: balancing security and scalability with creativity and speed.

Here are key considerations when evaluating an all-in-one communications and events platform:

1. True all-in-one functionality

Look for a platform that can handle everything from internal town halls and single-session webinars to large-scale multi-day conferences, without requiring separate tools for each format.

Reducing tool sprawl not only simplifies workflows but also improves team agility and reduces onboarding and support costs.

- **Tip:** Ask vendors to demonstrate how their platform adapts across use cases, and whether the experience is consistent for both organizers and attendees.

2. AI-driven intelligence

Many organizations rely on manual note-taking, fragmented recordings, and inconsistent accessibility features, which makes it difficult for teams to stay aligned, catch up on missed sessions, or extract insights from meetings and events.

Prioritize platforms that embed AI directly into the experience, offering real-time closed captions, multi-language transcriptions, and automated meeting summaries and highlights. These capabilities help teams move faster, retain information, and reduce the need for follow-up meetings.

- Understand how the platform uses AI features—like live transcriptions, instant meeting summaries, assisted Q&A replies, content repurposing tools, and powerful insights—to increase productivity and inclusion.

3. Predictable, scalable pricing

Several event platforms often charge by the number of attendees or event hours, making it difficult to budget with confidence.

Prioritize vendors who offer flat-rate, per-organizer pricing models that scale with your organization's growth, especially if your team hosts frequent events across business units.

- Question to ask: How does your pricing model handle fluctuating attendee counts or sudden increases in event volume?

“Managing virtual events and blended audience experiences (BAE) means coordinating production teams across platforms that don't talk to each other. Registration in one system, streaming in another, engagement tools somewhere else. Every platform adds complexity, every handoff is a potential failure point. AI can build the through line across these fragmented systems - not just connecting them like basic automation tools, but actually helping me communicate faster, coordinate better, and iterate when things change. When you're managing live events with multiple audiences, that seamless flow creates beautiful execution.”

Tess Vismale

CMP Fellow, DES, CGTP, Founder and CEO,
iSocialExecution, Inc.

4. Elevated event production and customization

Today's event attendees expect more than basic screen shares.

A modern platform should offer polished production tools, branding flexibility, and personalized experiences, whether you're hosting 20 or 20,000.

- Look for platforms that offer polished production capabilities, such as branded templates, interactive layouts, speaker green rooms, and on-demand editing.

5. Robust event content management

Choose a platform that makes it easy to manage, reuse, and repurpose event content.

This includes hosting on-demand libraries, integrating with CMS tools, and enabling version control across regions or business lines.

- Evaluate the platform's capabilities for extending the life and value of event content, including hosting, sharing, and repurposing across channels.

6. Seamless data flow and system integration

Siloed attendee data creates extra work and hinders follow-up.

Look for real-time CRM and marketing automation platform integrations that allow for automated campaign triggers, lead scoring, and ROI tracking.

- Review what native integrations are included, how often data syncs, and what components are customizable.

“We loved how our friends at Eventastic leveraged the RingCentral Events platform to create dozens of networking rooms. It was a bit of a nontraditional setup, but it made the attendee experience seamless to let attendees move from the main stage into the networking room of their choice and be part of interactive content.”

Liz Lathan

CMP, Co-Founder and Chief Community Officer,
Club Ichi

How AI Meetings (AIM) supports consolidation goals

All-in-one communication ecosystem

AI Meetings—RingCentral’s comprehensive, AI-powered video collaboration suite—is designed to bring your entire organization together, wherever you work. IT buyers appreciate simplified workflows, while marketing and events teams benefit from shared data across platforms for follow-ups and nurturing.

One vendor, one budget

With an omni-collaboration tool that integrates messaging, webinars, and events into a single platform, IT buyers can reduce their tech stack and eliminate the need for multiple vendors. The predictable pay-per-organizer model ensures marketers and event teams can easily plan and budget their tech investment.

Webinars + events = One platform for every need

AI Meetings consolidates single-session webinars and multi-day events into one seamless solution, unifying internal (e.g., employee town halls, training sessions) and external (e.g., investor meetings, product launches) use cases.

When evaluating providers, it’s not just about checking feature boxes. Focus on how well the platform supports your team’s workflows, elevates your customer experience, and reduces overhead.

Helpful questions include:

For IT:

- Will it reduce integration points and lower vendor management overhead?
- Does it support cross-departmental provisioning, monitoring, and access control?
- Can the platform meet internal security, data residency, and compliance needs?
- What is the platform’s uptime history and reliability performance?
- Does the provider assist with the initial setup or migration?

For marketing and events:

- Will it deliver branded, scalable, engaging events across formats (in-person, hybrid, virtual)?
- Does it support CRM/MAP integration for measurable impact?
- Can teams work autonomously without relying on IT for setup and reporting?
- Does the provider have 24/7 live chat or phone support?
- Is there team onboarding or continued training?

Why now is the time to consolidate

Siloed systems, fragmented tools, and unpredictable pricing models are no longer sustainable in a business environment where efficiency, data visibility, and ROI matter more than ever. IT and marketing teams are being asked to deliver more impact, with fewer resources, and they can't do it effectively if they're operating on disconnected platforms.

An omni-collaboration platform offers a more streamlined path forward. It streamlines operations for IT, simplifies planning and execution for marketing and event leaders, and creates more consistent, on-brand experiences for audiences.

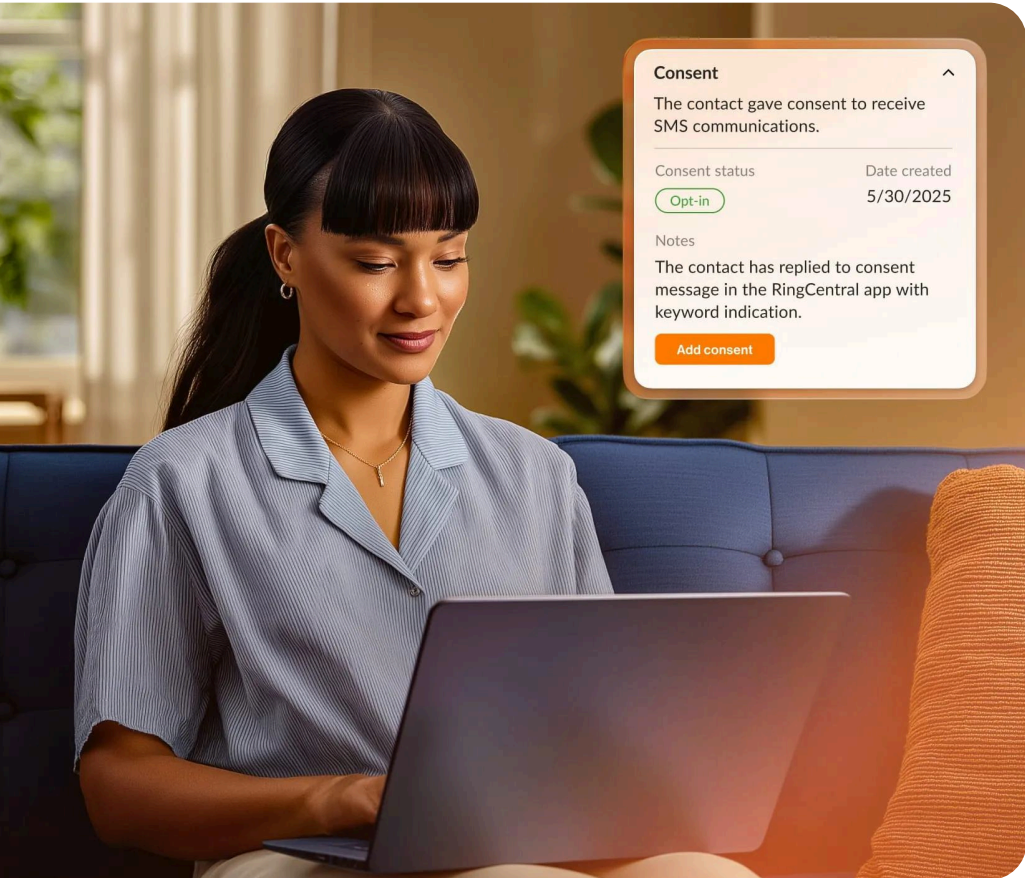
For IT. For Marketing. For everyone.

From spontaneous huddles to global broadcasts, AI Meetings unifies every interaction—no switching tools, no separate workflows, no compromise.

Consolidation isn't just smart IT, it's smart business.

Organizations that unify their communications and event platforms don't just reduce the number of vendors; they create a foundation for growth.

- IT gains simplified management and predictable costs
- Marketing and event teams get the tools and real-time insights to scale, customize, and convert
- Customers have a seamless, brand-consistent experience every time



Ready to simplify, scale, and align?

Discover how AI Meetings supports every use case, from daily team standups and 1:1s to interactive webinars, company-wide town halls, and in-room collaborations on any meeting platform.

Learn more



ABOUT DAHLIA+

DAHLIA+Agency is a strategic consultancy operating at the intersection of events, technology, and human connection. Founded by event strategist Dahlia El Gazzar, the agency helps event organizers, associations, and technology companies navigate the evolving landscape of AI, digital platforms, and experience design. Through tech evaluation, strategy, and innovation programs, DAHLIA+Agency helps organizations transform complex tools into meaningful experiences that engage audiences and drive real outcomes. At its core is the belief that the future of events lies in the balance between advanced technology and what Dahlia calls “soul technology”: the human energy, insight, and intention that make gatherings powerful, memorable, and impactful.

[Learn more](#)

¹Pumble: Workplace Communication Statistics 2026

²Harvard Business Review

³Asana: Anatomy of Work Index 2025

⁴SAP/WalkMe: 2025 State of Digital Adoption & Gallup: State of the Global Workplace 2025

⁵Lightyear: UCaaS Pricing Guide 2026

⁶SAP: CIO Trends 2025 - The Consolidation Imperative Takes Center Stage

For more information, please
contact a sales representative.
Visit ringcentral.com or call
855-774-2510.



RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

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