

What Enterprise
Organizations
Can Do to
Streamline Costs
and Deliver Value



Introduction

From hosted VOIP to artificial intelligence, the advent of digital technologies has caused a tectonic shift in how businesses communicate. Transforming with the times, however, means more than just leveraging the latest tools. Digital transformation is the reinvention of business through strategy and vision, as well as new technology.

A key pillar of digital transformation is communications transformation, which involves strategically taking advantage of best-in-breed tools to improve your business's performance. By leveraging the cloud and other innovative technologies alongside dynamic new approaches to collaboration, the right communications strategy can help enterprise organizations reimagine how they do business.

This paper is your guide to navigating these transformations. From the state of legacy equipment to the latest cloud-based tools, we walk you through what you need to know about transforming communication.



In the time known as B.C. (Before the Cloud), communications revolved around physical equipment and on-premises infrastructure. Not only was this technology expensive to store and maintain, it was prone to failure and impossible to upgrade without a full-blown overhaul.

Since 69% of the workday is spent on communications-based activities – including three hours a day on phone calls and meetings alone – this suboptimal communication was a problem. For enterprise organizations especially, the costs can add up quickly. In fact, inefficient communications can result in \$15,000 of annual productivity losses per employee, as well as 15% of the workday being wasted.¹

Some of the biggest drawbacks to the era of communications B.C. included:



ON-PREMISES INFRASTRUCTURE

Not only was on-premises technology difficult to upgrade and maintain, it was neither scalable nor easy to integrate. These limitations put a huge strain on IT resources, adding risk, complexity, and costs. Additionally, since implementing an on-premises solution could take up to three years, your system might already be out of date by the time installation and training wrapped up.²



MULTIPLE VENDORS

With traditional on-premises technology comprising many disparate tools, having to manage several vendors often added an extra burden to IT and accounting teams. For example, managing invoices from multiple providers could lead to budgeting dilemmas and the risk of hidden charges, in addition to troubleshooting any issues that emerged.

² ZK Research



¹ ZK Research, 2017 Workplace Productivity and Communications Technology Report





FRAGMENTED COMMUNICATIONS

The lack of a unified platform resulted in broken and disjointed infrastructure. Fragmented communications have a negative impact on everything you do, from how critical information flows through your organization, to how quickly decisions are made and how well you serve your customers. These downsides led to problems such as:

- Lost sales every quarter because sales teams couldn't reach experts and information quickly
- Low productivity because employees couldn't work effectively together when they're remote or traveling
- Revenue being pushed out because decision-making didn't happen fast enough

Communications before the cloud lacked the scalability, agility, and cost-efficiency that enable businesses today to gain an immediate competitive advantage.





Even as businesses are learning to leverage the technology and expertise that communications providers offer, a number of common misconceptions often delay the transformation.

MISCONCEPTION #1

The Internet Is Too Slow for Calls

While making a call over the internet once involved choppy voices and blurry videos, those days are long gone. Now, communications providers route calls across geographically-dispersed data centers, always looking to take the route with the lowest latency. The result is fast and reliable communication.

MISCONCEPTION #2

We're Still Attached to Our Equipment

Many companies are hesitant to leave the legacy tools they've invested in so heavily. In the meantime, the need to pay multiple vendors while maintaining an inefficient system leads to high costs and missed opportunities.

With so many people cutting the cord to the cable providers at home, businesses should follow the lead of shedding costly physical infrastructure. A professional assessment of both hard costs and, most importantly, the soft costs ROI on migrating will very often change your mind on whether it's a cost burden to migrate.

MISCONCEPTION #3

The Cloud Isn't Right for Us

Business leaders can't keep treating digital technologies like a fad. Small businesses and enterprise organizations alike can benefit from the increased scalability, efficiency, and affordability that a cloud-based, unified solution affords. These advantages are available to companies in a wide range of industries, from manufacturing to healthcare to non-profits.





While many new technologies can facilitate your company's digital transformation, cloud-based unified communications offer the fastest and most comprehensive path out of the B.C. era.

What Is Unified Communications (UC)?

- 🗸 It's a tap on an app
- It's sharing with your teams
- It's getting answers when you need them
- It's making decisions quickly
- It's being reached when you're needed
- It's connecting people to people and information
- It's simple, easy, and seamless interactions

IMPROVED PRODUCTIVITY
72%
of companies that deploy
UC report better business performance

BETTER
COLLABORATION
91%
of IT teams see improved
collaboration after UC
is implemented

FASTER
PROBLEM-SOLVING

88%

UC buyers reported significantly faster problem resolution

Why the Cloud?

While enterprise organizations have many routes available to better communication, none can match the features and benefits that cloud-based strategies offer. In fact, 74% of CFOs say cloud computing will have the most measurable impact on their business.

As businesses across all verticals increasingly move in this direction, organizations will gain access to a range of powerful new features – many of which are already becoming industry standards.







VIDEO COMMUNICATIONS

Video has been proven to increase trust, interaction, and understanding among distant colleagues. For example, viewing facial expressions and body language helps teams see non-verbal cues, which often make up 93% of our communications.³

With the growing number of geographically-dispersed teams and remote workers, video-enabled collaboration technology becomes a strategic business imperative in achieving communications transformation, with benefits that include:

- Greater team morale, trust, and engagement
- Faster decision-making
- Better team rapport and output



MOBILE DEVICES AND STRATEGIES

Companies aiming for communications transformation are often surprised to learn that one of the most important tools is already in their workers' pockets. In fact, studies show that half of workers use their smartphone as their primary work device. While legacy tools weren't designed with this kind of mobility in mind, the right UC platform can integrate fully with these mobile applications.

of knowledge workers believe their smartphones play a critical role in their productivity⁴

of professionals use their mobile devices to run business applications

⁴ Internet Advertising Bureau, emailMonday, Business of Apps, Animoto, Gartner, Forbes, ZK Research



³ Society for Human Resource Management, Business Insider, Redshift Research, Ovum



VIRTUAL TEAMS

As organizations have become more distributed and dynamic, their office environments have transformed accordingly. To collaborate at their best, geographically-dispersed teams depend heavily on the right technology to help them achieve their goals. An open, secure, and cross-company collaborative environment is essential for these relationships to be effective.



89%
of respondents report
working on at least
one virtual team

79%
of knowledge
workers work in
dispersed teams⁵



ARTIFICIAL INTELLIGENCE

Leveraging the power of artificial intelligence allows you to streamline previously time-consuming and error-prone tasks. For instance, Al-powered call recording can automatically route callers to the representative they need to speak with, enabling more efficient and cost-effective call queuing – and a better bottom line.

⁵ KPCB Mary Meeker, ZK Research, Harvard Business Review, Global Workplace Analytics, Markets & Markets Research, US Mobile App Report, Remote.co, Symantec





Today's cloud-based UC environments offer many benefits for organizations at every level of growth. For enterprise organizations, however, these financial and logistical advantages can be especially effective.



IMPROVED SCALABILITY

Previously, a company's communication was only as strong as its on-premises technology. The advent of cloud-based applications, however, enables frequent upgrades and simplified troubleshooting. Many communications providers also offer specialized UC platforms that are tailor-made for specific verticals and purpose-built for enterprise scale.



SEAMLESS INTEGRATION

Cloud UC has the advantage of integrating seamlessly with other cloud business apps, such as Salesforce, Google, and Office 365, giving workers real-time access to important information. Couple this with more advanced unified communications platforms, and the result is a more streamlined and cost-effective way of interacting.



BETTER SECURITY

With critical information no longer located in physical data centers, adopting a cloud-based approach makes your data more secure. From easily-accessible call logs to automated password encryption, today's digital technologies reduce the risk of human error and help keep information safe.







FASTER DISASTER RECOVERY

Traditional on-premises disaster recovery and business continuity methods are cumbersome and expensive. They require hardware that mirrors your critical business and communications systems, as well as sufficient data storage and a separate remote facility. Cloud hosting provides a much lower-cost and lower-risk alternative.



LOWER COSTS

In traditional phone systems, businesses paid for every call they made. For enterprise organizations, those costs can add up. Making calls over the web involves calling through an IP address, not with actual phone numbers. This means that you can communicate as much as you want, without having to pay more.



FEWER GEOGRAPHIC RESTRICTIONS

When UC is in the cloud, everything is accessible to everyone in your organization – no matter where they are located. As businesses increasingly move to the cloud, geographic location matters less, giving you access to a larger talent pool and customer base.





Many cloud-based unified communications solutions are available. Determining which one is right for your business, however, can be complicated.

Too often, big providers are communicative during the sales process but hard to contact after signing a contract. This lack of ongoing support can cause delays and difficulties in implementing and maintaining your system.

Additionally, finding the right platform involves a deep understanding of your communications needs. Especially for enterprise organizations, choosing a solution that leverages all the benefits of cloud computing requires careful consideration.

Here are questions to consider when searching for the right solution:

Finding the Right Provider

- ✓ Does the provider have specific expertise in your industry?
- Does the provider ensure that you're part of the planning and strategy process?
- ✓ Does the provider listen to your needs and modify strategy accordingly?
- Does the provider offer white-glove service, from installation to ongoing maintenance and support?
- Does the provider make use of multiple data centers to ensure fast, seamless communication?
- ✓ Does the provider supply predictable costs in an easy-to-understand, aggregated invoice?





Finding the Right Platform

- ✓ Does the platform offer specific features customized for your industry?
- Does the platform make use of proprietary cloud hosting technology?
- Does the platform offer a unified solution that integrates multiple tools in a single pane of glass?
- Ooes the platform offer compatibility with best-of-breed applications?

While transforming unified communications in the digital age involves a number of important questions and decisions, enterprise organizations that turn to the right communications provider can leverage the cloud for significant competitive advantages.





ABOUT COMTEC

ComTec Systems Incorporated began as a family-owned business founded in Vineland, NJ in 1988. Since then, it has evolved into one of the fastest-growing and most successful business telecommunications and managed IT services companies.

ComTec's powerful iConnectCCM platform is tailor-made for enterprise organizations looking to adapt a cloud-based unified communication solution. To learn more about what ComTec can offer your business, get in touch with us.

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