RingCentral

Future-proof your workplace

Simplifying workstreams with flexible communications



Table of contents

CHAPTER 1
New world order in workplace communications 3

CHAPTER 2
The path to simplifying workstreams with modern communications 4

A key essential: Unified communications

Productivity driver

Mobility is key

Bulletproof reliability

World-class compliance and security

Crystal-clear ROI

The power to scale

CHAPTER 3
Armor yourself with integrations 9

CHAPTER 4
Top integrations your business needs 11

RingCentral Cloud PBX for Microsoft Teams

Salesforce

Jira

CHAPTER 5
The future is flexible 15

About RingCentral 16

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.

The workplace has transitioned into a new world of communications. With more and more organizations shifting to remote and hybrid work models, the tools that once served us well are coming up short.

Whether you've got five employees or five 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.

In fact, a recent study by Buffer indicates that a staggering 97.6% of employees would like to work remotely, at least some of the time, for the rest of their careers.[1]

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.

97.6%
of employees would like to work remotely.

1. The 2021 State of Remote Work, Buffer

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, texts, 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.[2]

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."[3]

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

2. Live in Your Apps, RingCentral

3. Theta Lake, RingCentral

Productivity driver

As you search for the right communications tool, remember to keep productivity front and center. 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.[4]

With a modern communications tool, workflows should become more streamlined, maximizing 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.

81%
of employees feel that collaboration apps improve the overall productivity of their company.

Mobility is key

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.[5] 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 toll-free numbers.

77%
of businesses agree that cloud communications enables them to support a mobile workforce.

Bulletproof reliability

Reliability has never been more important. Reliability and security are two of the biggest concerns for today's companies using UCaaS.[6] Our fast-paced workflows require communications to be bulletproof and dependable.

We don't have time for downtime. When searching for unified communications solutions it's important to prioritize 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

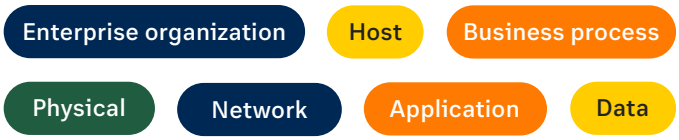
4. The State of Unified Communications in 2020 [35 Statistics], GetVoip
5. Infographic: Top Business Reasons Why Companies Adopt Cloud Communications, RingCentral
6. Baby, it's Cold Outside… But the UCaaS Market is Hot!, Frost & Sullivan

rating by industry experts (for example, RingCentral is a Gartner UCaaS Magic Quadrant Leader eight years in a row).[7] 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.[8]

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.



Crystal-clear ROI

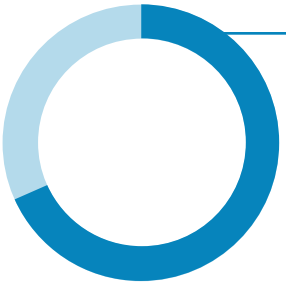
At the end of the day, you want to make sure that the tool you're using is going to deliver on that all-important return on investment. Ask yourself, "Will it increase mobility, customer satisfaction, agility, and productivity?"

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.

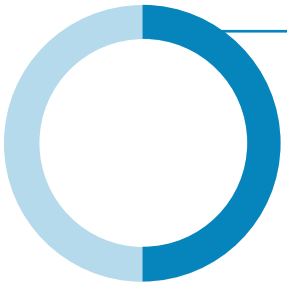
7. 8 years in a row: A 2020 Gartner UCaaS Magic Quadrant Leader, RingCentral

8. 2019 Varonis Global Data Risk Report, Varonis

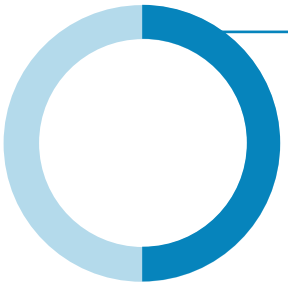
Top benefits cited by RingCentral SMB customers that drive business value



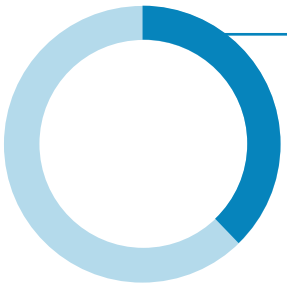
68%
Increase in employee mobility



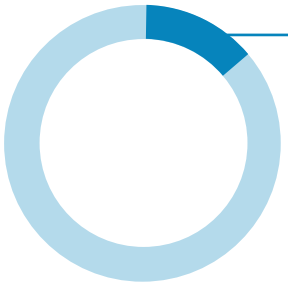
50%
Increase in customer satisfaction



50%
Decrease in in-person meetings



33%
Increase in employee productivity



14%
Decrease in IT spend

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 customize to fit your unique business needs.

CHAPTER 3

Armor 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.

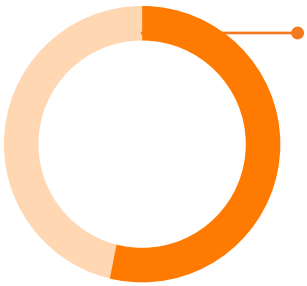
Still not convinced that integrations are part of the future workplace? Here are some stats to convince you otherwise.[9]

- **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 $500K is lost because of poor integrations and lack of resources.

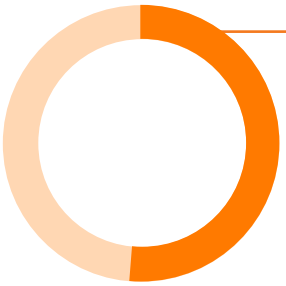


9. Live in Your Apps, RingCentral

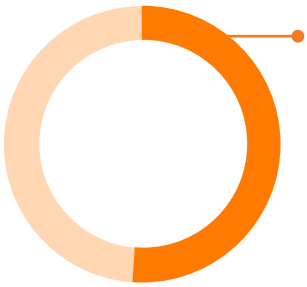
Top benefits of an integrated approach



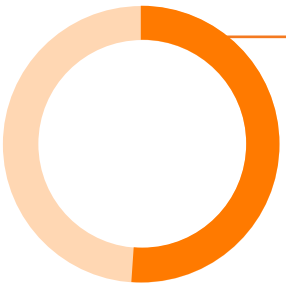
54%
Time savings



52%
Increased organization



51%
Better communication with colleagues



51%
Increased productivity



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 customize 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 330+ integrations in the RingCentral App Gallery and open APIs through the RingCentral developer portal to customize 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

Top integrations your business needs

With so many integrations out there, it's important to focus on the ones that are going to be most important to your business. Sifting through hundreds of potential integrations can be tiresome. So, that's where we come in. We've narrowed down some of the strongest business integrations out there to help you get off on the right foot.

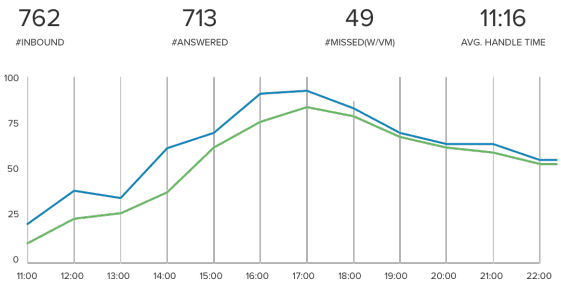
RingCentral for Microsoft Teams

Many organizations that adopt Microsoft Teams plan on using the service for its message, video, and phone capabilities. It may come as a surprise, then, to discover that calling capabilities are only included with a Microsoft 365 E5 license. This leaves organizations with an E1 or E3 license to consider whether to pay for the upgrade to an E5 or Teams Phone license or to seek a more cost-effective solution. The data is clear on how organizations are approaching this: a study from Cavell Research Group discovered that 85% of Microsoft Teams voice users leverage a third-party telephony partner instead of using a Microsoft Calling Plan. Most cite a few common reasons why they search for a value-added service:

Return on investment

Only 8% of Microsoft 365 customers choose an E5 license. However, organizations without an E5 license must pay an additional fee to Microsoft to obtain calling capabilities. When balancing the added cost of the upcharge to the E5 or Teams Phone license with the value of the Microsoft calling service, many organizations don't find the investment worthwhile.





RingCentral's analytics portal

Advanced calling use cases

Some employees just need a dial tone to place and receive calls. Others need more advanced capabilities. Receptionists, sales people, support staff, and others rely on capabilities like CRM integrations, custom IVR, and a receptionist console. Many organizations find Microsoft's calling capabilities are limiting and don't meet the demands of phone power users.

Reliability

Microsoft's Service Level Agreement (SLA) for Teams allows for more than 52 minutes of downtime per year. However, Teams experienced more than seven hours of outages by early February 2023, exceeding their annual downtime SLA by a factor of nearly eight just a few weeks into the year.

International coverage

For multinational organizations, Teams may not provide calling coverage to countries where they do business. This forces them to take on another phone provider for international calls.

Contact Center integration

Microsoft doesn't offer a Contact Center solution, leaving organizations to find a third party solution to integrate with Teams.

Integrations

Teams is well-known for its communications capabilities. But most organizations rely on apps outside the Microsoft 365 ecosystem to run their businesses. Teams may not provide integrations that optimize workflows, forcing context switching and lost productivity.

Advanced analytics

Microsoft Teams offers basic adoption and usage and quality of service reporting. For advanced analytics, organizations will need to buy a costly PowerBI license. Additionally, they'll need to hire an expert to create, manage, and distribute reports.

Success story: Howard Kennedy

Here's a sneak peek at a RingCentral Cloud PBX for Microsoft Teams success story. Howard Kennedy is a top UK law firm (with 400 employees) that uses RingCentral and Direct Routing in Microsoft Teams to consolidate business communications and serve their global network of clients around the world.

RingCentral gave Howard Kennedy everything they needed in one place and helped elevate their Microsoft Teams setup with top-tier telephony.

> "RingCentral took us from having to support seven communication platforms—none integrated with the others—to one unified communications platform for everything... RingCentral Cloud PBX for Teams integrated effortlessly into our Microsoft Teams environment. On top of this, RingCentral had 99.999% availability and a solid reputation for business telephony."[12]

— Jonathan Freedman, Chief Information Security & Technology Officer, Howard Kennedy

[12] Howard Kenney, RingCentral

Salesforce

Another popular integration users love is RingCentral for Salesforce. With this integration, users can enhance their CRM and Service Management experience by automating workflows, increasing call efficiency, and improving the quality of customer interactions. Seattle-based comparison company, Porch, greatly benefitted from adding RingCentral telephony to their Salesforce platform.

The company uses Salesforce to track and manage its customer interactions. RingCentral saved the company time and financial savings.

"It made sense to go with RingCentral because the administrative capabilities are there and no development is required."[13]

— Ankur Pradhan, Senior Salesforce Developer, Porch

Jira

Jira users can also benefit from RingCentral integrations. The popular project planning and management tool works alongside RingCentral so that users can receive post notifications with Jira updates and tag coworkers directly from within the RingCentral app, consolidating your work environment into a single view.

For example, the Australian software company, Task, made major improvements to their support desk with RingCentral's IVR functionality.

"If a customer leaves a voicemail for the service desk, it [RingCentral] creates a Jira ticket with the voicemail attached."[14]

— Matthew Whitaker, Operations Manager, Task Retail Technology

13. Porch, RingCentral

14. Task Retail Technology, RingCentral

CHAPTER 5

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 molded 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 400,000 small businesses and recognized as an industry leader. Perhaps that's because of our robust seven layers of security, our 330+ 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.

To learn more about RingCentral MVP, visit ringcentral.com/office/how-it-works →

To learn more about RingCentral Cloud PBX for Microsoft Teams, visit ringcentral.com/microsoft-teams →

To browse business apps in the RingCentral App Gallery, visit apps.ringcentral.com →

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center 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 Center 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.

As a RingCentral partner, we can design a RingCentral MVP solution to fit your business needs.
Contact us today to schedule a demo!

Alltech

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RingCentral

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