

E B O O K



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UNIFIED COMMUNICATIONS SOLUTIONS

Why Unified Communications has become Mission Critical to Business Success

And how companies need to address UC management to remain competitive

As 2020 continues to march on in the face of a global pandemic, organizations of all types have quickly realized that their communications systems are mission critical while also lacking the resources to maintain critical uptime simultaneously. In fact, the adoption and usage of Unified Communications (UC) has risen an astounding 86% during the COVID-19 pandemic as companies continue to struggle to modernize their communications infrastructure.

Pair this situation with the results of studies that show **Unified Communications lead to 70%+ rises in productivity, 90%+ increases in collaboration, and a 90% increase in expedited problem solving**, and it's clear as to why UC has become the single most important technological focus of the decade.

So, with UC being the center of all business activity, what can companies do to ensure they achieve more than simply keeping the proverbial lights on? This is where Unified Communications Managed Services become a critical step towards both maintaining and evolving UC infrastructure to continually meet the demands of evolving business.

The top five UC challenges instantly solved through Managed Services

BUSINESS CONTINUITY

For the majority of enterprise organizations, UC is now an integral part of overall business continuity. In fact, for most it represents the totality of ensuring that the business remains up and running regardless of circumstances. This also means that UC can no longer be treated as a nice-to-have commodity. The breadth and depth of what UC now represents spans everything from internal communications and productivity, to enhanced customer experience, loyalty, and strategic vision—all while ensuring that business remains operational 24/7/365.

More so, the UC infrastructure must also be viewed through a mission-critical lens. For instance, every call being made through the system is not just a voice call: It's voice paired with chat, file share, SMS and text messages, video collaboration, white-boarding, and so much more. This means that utilization is increasing exponentially while taxing systems like never before—all of which can never fail.

The question becomes: How does a company manage the extreme nature of UC? IT departments are already taxed with business-critical applications and projects; therefore, simply approaching UC from a "keeping the lights on" point of view is no longer a luxury that enterprises can afford. Exacerbating that situation are issues such as the vacation time taken by those people who support the UC infrastructure, attrition and loss of trained or certified talent, and the precarious nature of a mission-critical infrastructure.

However, this doesn't have to be the case. By engaging with a highly professional UC Managed Services partner, any organization can have peace-of-mind knowing that their UC infrastructure is not only running at peak performance, but is also being analyzed continually for added functionality, cost savings, ROI, and most importantly being viewed through the lens of mission-critical business continuity.



Increased flexibility and agility are the most exciting features:

Increased IT flexibility and agility were the biggest drivers of Unified Communications investment, with 40% of respondents looking forward to those benefits (Masergy, 2020).

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ENSURING TEAM ADOPTION OF UC INFRASTRUCTURE

Getting people to use the UC tools provided to them, all while avoiding the introduction of rogue cloud platforms and devices into the corporate ecosystem, can be challenging. Whether the current UC infrastructure is considered too hard to use, or that personal preferences overshadow the tools supplied, making sure everyone is on the same platform is imperative for consistency, compliance, and security.

This is why UC Managed Services have become so important, and so widely adopted by enterprise organizations of all types. The right partner can help solve user interface and usability issues to immediately boost adoption, add to better collaboration habits, and better connect people with customers—all while resulting in far better compliance and security by keeping all corporate communications and assets within the desired UC infrastructure.

Remote work is driving Unified Communications growth:

As employees spend more time away from the office, Unified Communications ensures they can access the right technology. Harvard Business reports show that people working remotely are usually more productive and happier in their jobs (Bloom, 2014).

CREATING A BETTER CUSTOMER EXPERIENCE

For any business, losing market share due to something as ridiculous as poor customer experience is not an option—especially when it's 100% under one's own control to ensure it never happens. But when customers have almost limitless choice in the marketplace, maintaining a close eye on maintaining a superior experience becomes mission critical. Communications and connectivity—all tied to UC infrastructure—is often the number one reason why customer experience is considered poor, and why customers to go elsewhere. So how does one stop this from happening?

UC Managed Services can help ensure infrastructure is configured to route calls to the right people at the right time, ensure there are no latency challenges or poor connectivity, and that the options to connect with customers are both seamless and limitless. As such, customer experience is not only maintained, but elevated to new heights where marketshare comes to the business, and not vice versa.

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Other companies are already evolving:

Your competitors are already moving away from legacy tools and spending more cash on the cloud. IDC tells us that investments in digital transformation will go over \$6 trillion by the time we reach 2022 (Shirer & Smith, 2019).



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BUSINESS STRATEGY

As a key part of Digital Transformation—the new world of continuous and ubiquitous communication—Unified Communications has become the single greatest business driver in history. However, with so many UC tools and platforms, where does an organization even begin to address a new, modernized business strategy?

Evolving from the simplest of phone calls, UC now means extended contact and enhanced experience through everything from voice to video, SMS and chat, screen sharing white-boarding—the list is endless. And it doesn't end there. Though these are all tangibles, the intangibles including corporate culture, morale, customer experience, and overall brand is now at the center of the UC universe.

However, far beyond just the connectivity, the business intelligence (BI), analytics, reporting, and more, are also at the epicenter of business success. From CRM integrations, historical and real-time reports, customer experience analytics, workforce and performance management—these are all tied to strategy and overall ongoing success. And, oddly enough, this is just the tip of the iceberg when it comes to the need for a more experienced and far-reaching approach to implementing strategies for these systems. Conversely, the depth and breadth of knowledge and expertise required is almost always out of reach for even the largest of enterprises.

This is why UC Managed Services have become the de facto solution for companies around the world. With UC representing a never-before-seen level of communication between team members, partners, and customers, it is now not only an integral part of business strategy, but also it is paramount to success.

Having a partner who not only understands the UC environment, but also has a team of people who have the experience of best practices from working with hundreds of companies—knowing what to do, how to do it, and how to support it, all in a way that meets business needs while keeping a constant forward-looking view of the overall strategy in mind. Furthermore, it also means not missing out on opportunities, wasting time or money, or making misguided decisions.

In short, companies need a team of specialists who are also trusted advisors and an integral part of their team to boost business, all while enhancing corporate culture and boosting morale through superior unified communications tools and best practices—creating the ultimate business strategy and outcome.

90% of organizations are involved in digital transformation:

Zeus Kerravala said in 2019 that 90% of organizations have at least one digital initiative in place. At the same time, cloud UC is growing at a 14% CAGR rate (Kerravala, 2020, p. 2).

CREATING TRUE ROI

UC is a major investment and a core component of mission-critical communications. However, the amount of time and effort required to get the most ROI from that infrastructure is more than what many IT departments have to spend.

Simply maintaining core functionality is a full-time job. Add to that the idea of custom functionality and tools, to ensuring continuous peak performance and real-time analysis, to cost savings and more—these tasks take time and effort that most IT departments simply don't have. With a UC Managed Services partner businesses can concentrate on what is needed, all while having peace-of-mind knowing that their UC infrastructure is being managed to gain the most amount of returns at all times.



Companies want all-in-one environments: Today's businesses prefer a single-pane-of-glass landscape for all of their communication tools. 68% of Unified Communications buyers say that all-inclusive capabilities are crucial to their purchasing decisions (Frost & Sullivan, 2018).



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About Our Company

Since 2010, Stack8 has built its reputation as the true leader in the field of Unified Communications Solutions—the go-to partner for the world's largest companies. Specializing in comprehensive co-managed services, combined with highly unique software-based management tools focused on the entirety of the Unified Communications Stack, Stack8 has completely redefined the world of Unified Communications Solutions, making exceptional customer experience its number one goal.

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