

Role of Enterprise Business Collaboration Tools & Unified Communications



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Being 'out of office', 'on the road' or 'working remotely' is no longer a viable reason to miss a call – an expectation that's driving more organizations to embrace the concept of [unified communications](#) (UC) as a powerful competitive advantage. In fact, Inc. Magazine¹ reported that 67% of organizations increased mobile worker productivity by implementing unified communications.

Everyone is looking to accomplish more, at a faster speed, and lower cost – irrespective of the location. New mechanisms for communicating are enabling workers to meet all of these requirements by providing them with the capability to collaborate with anyone, anytime, anywhere. Enterprises that grasp communications as a business strategy... succeed. And, those organizations that still view it as merely a line item in the budget or a service from a utility...see productivity suffer. For example:

- Employees who cannot easily get in touch with each other become frustrated as voicemail goes into the graveyard to die and email generates no replies.
- Workers in the field and home may find it difficult or impossible to interface with office applications.
- At the same time, enterprises may have branch and satellite offices operating on their communications platforms that do not integrate with the corporate office.
- Worse yet, they may be using antiquated phone systems that offer limited features to interface with customers who have higher expectations.

UC combines all different communications and collaboration tools such as voice, IM, email, chat, web conferencing, desktop sharing, and integrated applications into one platform, supporting a consistent experience in the office as well as the road. Not a single product, UC offers a suite of tools & features

that allow users to communicate in their preferred method while optimizing their experience with various advanced communications capabilities.

In today's on-demand world, enterprises need to give employees the capacity to communicate more efficiently and more expertly among themselves, and with customers, partners, and prospects. Modern UC is available in the cloud, but it's more than just a technology offering 'as-a-service.' With the right UC partner, unified communications 'as-a-strategy' fosters a globally collaborative spirit and enables greater productivity, increased agility, and lower costs across the enterprise.

[Click here](#) to read our cloud brief that includes information on:

- Mapping out the right UC & business collaboration strategy
- Four key enterprise UC advantages & trends
- Customer Case Study on UC adoption

Source:

Magazine, "The Pros and Cons of Unified Communications", by John Rampton, February 21, 2015. See more at <https://www.inc.com/john-rampton/the-pros-and-cons-of-unified-communications.html>