Rainbow Office
powered by RingCentral

Why Unified Communications as a Service (UCaaS) matters for medium and large enterprises

Alcatel·Lucent
Enterprise

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The new remote and hybrid workplace era

The way we work has changed. Remote work has drastically accelerated because of the pandemic. The large-scale vaccine uptake has enabled enterprises to define a strategy for the best way to transition their businesses back to the office. However, employees' expectations have been permanently altered. In fact, 65% of employees say the pandemic has made them rethink the role that work should have in their lives.[1] They are now looking for a more meaningful work/life balance which translates in an increasing demand for a more human and purpose-driven employment.

We've also learned that not all work needs to take place in the office. Additionally, the massive shift to remote work resulted in many employees relocating, mostly to lower cost-of-living areas. And those who relocated want to stay put. A recent return-to-work survey of 9,000 employees found that more than 25% of employees say they would resign if forced to return to the office, and 56% of full-time employees who worked hybrid or remotely during the pandemic would rather work from home permanently.[2]

For all the reasons mentioned here, remote work is a sustainable trend that will stay. However, remote work varies across geographies depending on a number of factors including culture and IT adoption. By 2023, it is estimated that the number of remote workers will have doubled to more than two-thirds of digital workers, shifting buyer requirements to demand work-anywhere capabilities.[3] As well, 31% of all workers worldwide will be remote (a mix of hybrid and fully remote) in 2022 (compared to 17% in 2019). And Gartner predicts U.K. remote workers will represent 52% of workers, while remote workers in Germany and France will account for 37% and 33%, respectively.[4]

1 Gartner, Future of Work Reinvented, 2021

2 RingCentral, What does work look like in 2022?, 2022

3 Gartner, Magic Quadrant for Unified Communications as a Service, Worldwide report, 2021

4 Gartner, Gartner Forecasts 51% of Global Knowledge Workers Will Be Remote by the End of 2021, 2021

It's safe to say, hybrid is becoming the new norm in the workplace with a combination of both remote (with at least one full day a week working away from the office), and on-site, although some employees will keep working fully from home. For example, employees might spend three days a week in the office, while working remotely for the rest of the week. Some teams might split, meaning that some employees work in the office full-time while others work fully remotely. In other words, flexible work is here to stay.
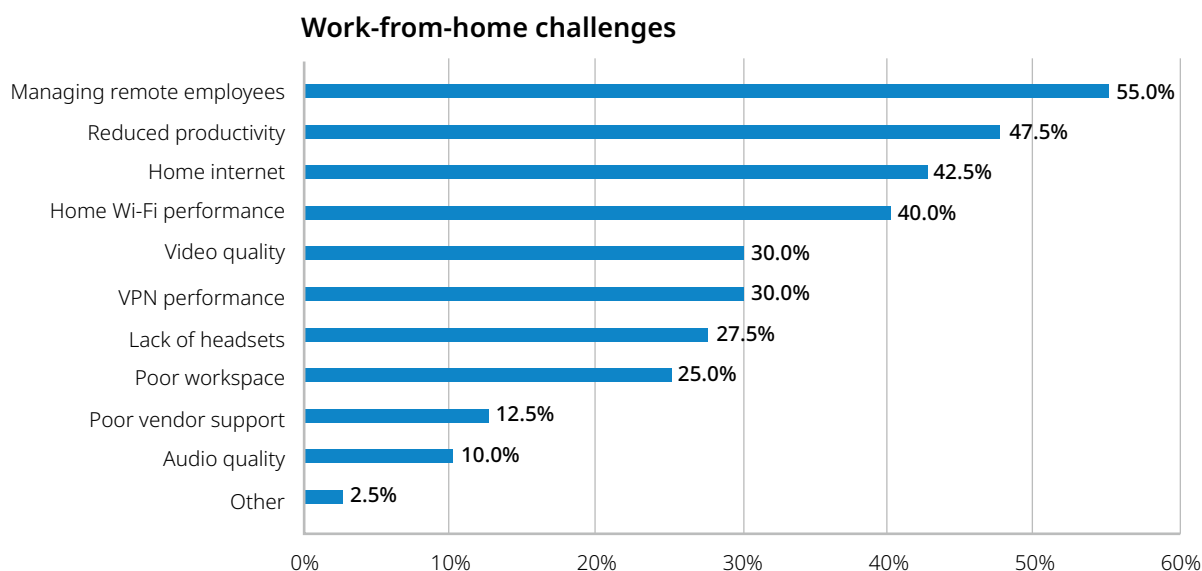
To make this new normal work, businesses will need to adapt their strategies to retain their existing talent, as well as stay competitive to attract new talent. They will need to adjust their requirements to better serve the growing hybrid workforce and create an operating model that works for everyone.

The challenges are real

The increasing demand for remote and hybrid work is well understood by businesses. Indeed, 91% of organisations now support remote work models.[5] However, despite the overwhelming success, keeping employees engaged in a permanently hybrid world comes with several challenges. For example, IT and business leaders have experienced the following issues:

- Managing remote workers to ensure they stay productive and motivated
- Overcoming employee isolation and frustration
- Ensuring all employees have access to teamwork and collaboration tools that enable efficient workflow and customer engagement
- Optimising IT licensing and operational expenses
- Performance and support for home networks, remote work tools and applications

The following table provides an overview of the remote work challenges and concerns organisations must address.[6]

Work-from-home challenges

Challenge	Percentage
Managing remote employees	55.0%
Reduced productivity	47.5%
Home internet	42.5%
Home Wi-Fi performance	40.0%
Video quality	30.0%
VPN performance	30.0%
Lack of headsets	27.5%
Poor workspace	25.0%
Poor vendor support	12.5%
Audio quality	10.0%
Other	2.5%

Organisations are continuing to invest in, and accelerate their digital transformations, which have now extended into the workplace. If initially, the primary driver for the digital transformation was based on the customer experience, it has now shifted to include the employee experience as a key driver, reinventing the operating model for improved productivity and maximum Return on Investment (RoI).

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5 Metrigy Blog Video Conferencing and the Future of Work-From-Home, 2020
6 Metrigy, The State of Unified Communications in 2021, How UCaaS ensure success in the remote-first future of work, 2021

This shift will have a positive impact on resolving the above challenges. It is anticipated that through to 2024, organisations will be accelerating digital business transformation plans by at least five years.[7] Unified Communications (UC) spending will remain a key priority for IT in their endeavor to advance the hybrid workplace. Over the past two years, companies reportedly have increased their investments in cloud-based conferencing, video meeting applications, team messaging and collaboration, security, and video room systems, as well as other cloud technologies to support remote work.

However, the next question businesses must consider is how to identify the solutions that will provide the greatest company benefit. For future success, this means looking at not just the collaboration and communications tools that are needed, but how businesses can optimise their delivery and support to improve effectiveness, reduce costs and increase both employee and customer satisfaction, which have a significant impact on profitability.

Transition to the cloud

The pandemic has led to a shift to cloud-based solutions. If cloud services such as Unified Communications-as-a-Service (UCaaS) were initially deployed to ensure business continuity and quickly enable remote workers, they are now considered as a primary strategic platform to empower a hybrid workforce as they more easily adapt to changing work locations. By 2024, 74% of the new unified communications licenses purchased by organisations will be cloud-based, up from 48% in 2019.[8]

The overwhelming success of cloud-based solutions can be explained by the tangible benefits they deliver:

Cost-effectiveness: Cloud-based solutions usually only require a minimum upfront investment (CAPEX), as most of the costs are presented as recurring charges per user (OPEX). They also offer more cost predictability and save valuable time and resources compared to deploying and maintaining on premises systems. With central remote management, cloud-based solutions also help reduce provisioning, configuration and maintenance costs as well as free up IT teams for managing day-to-day tasks so they can focus on improving operations and increasing profit margins.

Scalability: Cloud-based solutions scale up with your business needs, they are more adaptable to peaks and throughs, due to the modern cloud architecture, the flexible "per user" model, and the fact that there are no physical capaity limitations. The central remote management portal provides complete visibility and reporting. Moves, adds and changes, as well as new feature rollouts are easy and instantaneous. Comprehensive security levels are in place, taking the complexity and costs away from individual businesses.

Innovation: With cloud-based solutions, users can benefit from the latest enhancements and functionalities easily and quickly with upgrades included and rolled out automatically. Additionally, these modern solutions have standard interfaces and APIs for integration with a multitude of business applications which can drive an increase in productivity with streamlined business processes. The openness fosters creative integration among cloud services for unique and increased value to businesses. Because they are customer-centric, they provide value to users, further minimising the threat of Shadow IT.

Flexibility: Cloud-based solutions are designed and developed with flexibility at the core. They can support and work with various devices offering interoperability and mobility driving maximum RoI of exisitng purchased hardware. They also provide flexible user and platform management through a simple, unified and powerful administration portal interface. Easy-to-deploy and use, they unify multiple channels and services in one system, and can be deployed gradually as an overlay, avoiding the traditional rip-and-replace transitions of the past.

Combining the advantages of a cloud-based solution with unified communications and collaboration capabilities positions Unified Communications as a Service (UCaaS) solutions as a key technology for organisations to explore to create an operating model that empowers a hybrid workforce and drives employee engagement while increasing productivity and optimising operating costs.

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7 Gartner, Gartner Forecasts 51% of Global Knowledge Workers Will Be Remote by the End of 2021, 2021
8 Gartner, Magic Quadrant for Unified Communications as a Service, Worldwide, 2020

UCaaS can help your business

A UCaaS solution such as [Rainbow Office powered by RingCentral](#) gathers everything your employees need to connect, share and work together efficiently and easily anywhere, anytime and from any device. Using an intuitive and unified application, employees can control their communications, check presence, chat, make or receive calls, schedule and join audio or video meetings using a deskphone, mobile, laptop or from a video meeting room. They can switch communications seamlessly between media or devices without interruption. They also have access to built-in tools to share files, collaborate sharing their screens and annotating documents during a meeting, and they can manage and assign tasks with their colleagues and in groups they have created. Everything is in one place providing increased productivity.

> Nearly 80% of workers were using collaboration tools for work in 2021, an increase of 44% since the pandemic began.[9] And 69% of workers agree that connecting online through voice and video calls is as good as in-person for work-related tasks.[10]

In terms of communications, a UCaaS solution also offers drill-down calling features such as international calling, voicemail, auto-attendant, call forwarding, smart-routing, freephone, call recording, Integrated Voice Response (IVR) self-service, hot-desking, local and business phone numbers, Internet fax as well as other enterprise-grade PBX features.

In addition, a UCaaS solution provides robust administrative features to your IT, available from a single portal including; configuration, user management, reporting and insightful analytics to measure Quality of Service (QoS) or usage adoption, multi-site management, call monitoring and logging, customisable alerts and notifications. Single Sign-on (SSO) enables users to reuse their corporate password. Your IT can also eliminate on premises PBX management, consolidate vendors, and simplify workflows with a smooth transition to a UCaaS solution at their own pace. These benefits offer significant savings in time and money.

The goal a UCaaS solution is to unify, however, there are a wide variety of tools used by businesses – and not just for communications. A UCaaS solution can integrate with businesses' existing tools through APIs, streamlining and automating the workflow across the entire business. Whether it's Customer Relationship Management (CRM), productivity, customer support, automation, marketing or an intelligent bot framework, businesses can leverage APIs or benefit from out-of-the-box integrations for leaner operations.

Benefit from Rainbow Office

Unique Rainbow Office UCaaS capabilities enable medium and large enterprises to quickly adapt to the new hybrid work environment and deliver communications and collaboration services required for the digital workplace. It lets businesses reinvent their operational model and provides flexibility and efficiency to their employees, customers, or partners.

Rainbow Office benefits for medium and large enterprises include:

Scalability

As a cloud-based solution, Rainbow Office scales up with your business to suit your needs whatever your size. It is easy to scale, even globally, as implementation, configuration, and upgrades can be made by any administrator, remotely or automatically.

Cost-effectiveness

Minimum up-front cost (CAPEX) as most of the charges are on a per-user basis (OPEX). Rainbow Office offers more cost predictability with a per-user price model. IT can also save valuable time and resources compared to on premises systems. IT operational expenses are optimised at every step of the UCaaS deployment and maintenance journey.

Security and reliability

Highly available, UCaaS provides failover in the case of a natural disaster. With security and reliability built into your service, you never have to worry about breaches or outages. Rainbow Office ensures compliance with security and data privacy standards.

Flexibility and mobility

UCaaS enables flexible work. You control your communications and engage internally or externally the way you want. Make calls, host and attend video conferences, chat, share files, assign tasks and collaborate effortlessly anywhere from any device.

Ease-of-use and setup

UCaaS brings services together in one system providing simplification. Rainbow Office can be deployed gradually as an overlay, at your own pace and save time and money. The unified interface puts everything at your fingertips, whatever your role.

Innovation

Get quick access to the latest enhancements and features with upgrades included and rolled out automatically. Integrate your critical business applications easily with APIs to streamline and automate workflows providing a direct impact on productivity, accelerating RoI, driving new revenues and increasing customer satisfaction and retention.

Medium and large enterprises that have experienced the benefits of effective virtual collaboration report to have saved on average $200,000 USD, generated additional revenues of up to $800,000 USD and improved productivity on average 17%.[11]

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11 Metrigy, The State of Unified Communications in 2021, How UCaaS ensure success in the remote-first future of work, 2021

Comprehensive out-of-the-box functionality provided by Rainbow Office powered by RingCentral levels the playing field between medium and large enterprises when it comes to communications and collaboration and unlocks value to your business that makes a difference. It can:

- Improve customer satisfaction by as much as 46%.[12] Examples that make this possible include advanced telephony features such as auto attendant, call queues, live reports, new prospect and customer engagement with effortless communication, presentation sharing, and video and messaging for an improved customer experience.
- Boost employee productivity by as much as 32%.[13] This is achieved through reduced time toggling between applications, streamlined and automated workflows, integrating communication tools in a single application, and providing the right tools to accommodate the new hybrid workplace.
- Increase RoI by 47%, on average, through costs savings (IT spend, telecommunications and hardware costs), faster integration and deployment, increase in meeting efficiency and revenue growth.[14]

Choose Rainbow Office for your UCaaS solution

Rainbow Office lets medium and large enterprises reap the benefits of a UCaaS solution. Rainbow Office at a glance:

- Offers an easy-to-use, open and secure cloud communications solution that reinvents the way employees, customers and partners engage and efficiently collaborate using message, video, phone and more
- Enables users to keep control through a unified application. The intuitive interface lets them chat, make or receive calls, schedule and join audio or video meetings using a deskphone, mobile, laptop, or from any video meeting room equipped with Rainbow Office Rooms, seamlessly switch between media and modes, share files, or manage tasks.
- The platform enables quick and easy integration with business applications using APIs and SDKs to help businesses streamline their processes and operate leaner
- As a global solution, Rainbow Office offers a calling plan in 44+ countries and local phone numbers in 110+ countries
- With Rainbow Office, businesses take advantage of an OPEX model, no upfront investment to be incurred. It offers more cost-predictability through a subscription-based price per user model.
- The highly reliable 99.999% uptime and secure platform ensures privacy and security standards' compliance
- Administration, provisioning, maintenance, governance and operational activities are centralised and can be completed through a unified interface from anywhere
- Advanced reporting and insightful analytics enable business and IT leaders to monitor usage and measure QoS as well as receive alerts in case of issues
- The solution comes with a wide variety of ALE DeskPhones and networking products for the highest flexibility and a complete digital transformation in the new hybrid workplace
- Enterprises benefit from a wide list of services to migrate at their own pace

Rainbow Office addresses business needs and IT challenges while optimising operational costs and improving productivity and is the UCaaS solution of choice for medium and large enterprises.

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12 RingCentral Customer Success Metrics Survey, 2021
13 Ibid
14 Ibid

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