



UNIFIED COMMUNICATIONS

WHITEPAPER

DIGITAL WORKING

Driving productivity and value through cloud communications.

The user experience and management story and benefits of deploying cloud UC. How it breaks down silos and encourages an environment of collaboration sharing and openness.

Digital Working

Controlling costs, retaining customers and gaining competitive advantage are universally seen as the three business requisites driving most organisations. Underlying these goals is the need for firms to develop and bring to market new products ever more quickly and provide customer service excellence to new and existing clients.

Traditionally many organisations have worked in what we term as silos, a mindset present when certain departments or sectors do not wish to share information with others in the same company.

In his book *Silos, Politics and Turf Wars*, author Patrick Lencioni notes that silos 'waste resources, kill productivity, and jeopardise the achievement of goals'. Modern management thinking however advises business leaders to tear down silos by moving past behavioural problems and address the contextual issues that are present at the heart of the organisation so as to provide a 'unified vision' of their organisation.

Until recent times however the communication tools available to business to support this break out from the limiting silo effect into an increased productivity environment of using unified communications (UC) have themselves been cumbersome, inflexible, difficult to implement and use and above all, very costly to deploy.

This is now no longer the case following the widespread introduction of cloud based computing and communications. Here, applications that were traditionally located in servers based in the user premises are instead supplied to users via networks connected to servers deployed in remote data centres.



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According to a December 2014 survey by Eurostat, one out of every five enterprises in the 28 countries representing the EU (EU28) uses cloud-computing services.

The Nordics and Italy head up the table of countries where cloud is being adopted with some 40% of companies using cloud-computing services. Lack of knowledge is cited as the main reason for not using cloud services.

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**Eurostat - Cloud Survey
2014**



Cloud based delivery and unified comms

Users of the cloud based delivery model for applications benefit from this in a number of ways.

Firstly, the applications are provided as an operational expense (OPEX) and generally as a per user per product basis as opposed to a large up-front capital expenditure (CAPEX) project plus on-going maintenance/service charges throughout the duration of the contract.

Network connectivity can often be bundled in with the cloud OPEX costs instead of becoming an additional line item on every bill.

User flexibility is enhanced through only being charged for the services you use rather than total capability of customer premises (CPE) deployment. For example, were you to purchase a 500 seat call centre application, once the user had paid for the on premise installation a service charge appropriate to a 500 user systems would be levied monthly or yearly for the remainder of the contract period – say five to seven years typically. If the user downscaled the call centre to 300 seats in

year two the CAPEX on premise solution cost would still have to be paid for 500 seats. In a cloud deployment the cost would reduce to that appropriate for just 300 seats. Equally the cloud-based solutions could be scaled up to 600 seats at an on-going cost for the additional 100 users rather than CAPEX cost for further equipment to be installed.

Typically, user of CAPEX based application deployments are faced with software upgrade costs on a regular basis. These can be substantial if you want to keep the product current. With a cloud based deployment the product you receive is maintained at the latest software level at the data centre throughout the lifetime of the client's use at no additional cost.

Whilst these can be viewed almost as the 'generic' benefits of using cloud based computing and communications it is equally as important to examine how using unified communications as a cloud based service (UCaaS) can provide increased productivity to an organisation by increasing opportunities for greater collaboration between work groups.

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Removing application silos for better working

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50% of user organisations save up to 20 minutes per employee daily from more efficient message management

Chadwick Martin Bailey
Research

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Firstly let's look at the typical applications a UCaaS solution can bring to an organisation in an all encompassing and holistic solution. Stand-alone applications are the equivalent of working in silos. Just as company silos need to come together and work for the betterment of the business as a whole so do computing and communications applications in an effective UCaaS deployment. Through a single user interface, applications that should be considered as central to this deployment would include; voice telephony, SIP based trunking, voicemail and collaboration applications such as chat, presence information, desk to desk video calls and audio conferencing.

The latest UCaaS solutions are using WebRTC for voice and video call set up which meaning no specific additional user equipment is required – just a compatible web browser. As well as reducing cost considerations to practically zero this also benefits the increasingly mobile worker who can access these features easily from a smartphone, tablet or laptop computer.

Proactive Collaboration

Unified communications can improve productivity and save organisations valuable time and money. According to a survey conducted by Boston based market research and consulting firm Chadwick Martin Bailey:

- **49%** of user organisations save up to 20 minutes per employee daily by reaching workers on the first try.
- **46%** of user organisations realise travel savings of more than five days per employee annually.
- **68%** of user organisations report productivity improvements between geographically-dispersed functional groups.
- **50%** of user organisations save up to 20 minutes per employee daily from more efficient message management.
- **Over 75%** of user organisations experience improved productivity of employees across geographically-dispersed locations due to voice and video conferencing.
- **67%** of user organisations report increased mobile worker productivity and faster problem resolution.

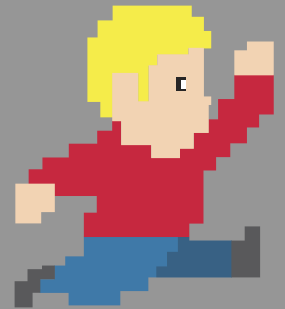
A digital workplace

'Digital workplace' is the concept that there is a virtual equivalent to the physical workplace, and that this needs to be planned and managed coherently because it is fundamental to people's productivity, engagement and working health.

The notion of 'workplace' itself has ill-defined boundaries, so the shape of a digital workplace will vary between organisations.

The digital workplace provides an organisation with the following services or capabilities.

- Communication and employee engagement
- Collaboration
- Finding and sharing of information and knowledge
- Business applications (process specific tools and employee self-service)
- Agile working – the ability to be productive any time and place



The collaboration effect

As we noted earlier, management today need to have a unified vision for their organisation which in turn necessitates ensuring all users are willing to adopt new UCaaS tools in order to enable collaboration.

Getting maximum productivity out of knowledge workers, regardless of where they are, is critical to maintaining competitive advantage.

Companies therefore need their critical workforces to perform smarter, faster and more productively. Achieving that goal requires embedding collaborative technologies deep into processes and incentivising collaborative behaviours—ultimately transforming the way organisations turn knowledge into action. Collaboration platforms should do more than help employees talk about their work; they should create new ways for employees to do their work.

Meetings in the office can be great when everyone is based there but in a world where today organisations increasingly tend to have dispersed workforces whether in different offices or working from home as well as an international presence with employees who also need to be engaged in decision making.

There is an increasing demand in business for ad hoc meetings. This is being driven by the rise of Generation Y, 'the Millennials', in the workplace. Those born after the 1970s typically want it all and want it now. Waiting around for a meeting that is unlikely to provide what they expect must be avoided at all costs. Instead they prefer on-the-spot collaboration as a means to save time and money, and be more efficient and effective collaboration tools are facilitating the demand.

Self-supply...

A feature now firmly established in the supply of cloud based applications and services is the self-service provisioning platform or portal. Almost universally presented as a web browser based user interface for familiarity, the self-service portal allows authorised users to change the configurations of their services as well as provision new users or delete no longer services.

Such portals have many benefits for both the user and services provider.

Linked to billing platforms, the portal ensures users are only charged for the services they use and for service providers reduced deployment costs keep overall costs competitive for users.

Users are changing

New analysis from Frost & Sullivan, 2015 EMEA Contact Center Systems Buyers Guide (See www.frost.com/mb50), finds that consumer preference for self-education and self-help, coupled with the prolific way they collaborate and broadcast their thoughts, ideas, compliments and complaints about brands on social media, is forcing a sea change within the contact centre industry.

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About Colt

Colt provides network, voice, and data centre services to thousands of businesses around the world, allowing them to focus on delivering their business goals instead of the underlying infrastructure. Customers include 18 of the top 25 bank and diversified financial groups and 19 out of the top 25 companies in both global media and telecoms industries (Forbes 2000 list, 2014). In addition, Colt works with over 50 exchange venues and 13 European central banks.

Colt operates across Europe, Asia and North America with connections into over 200 cities globally. It recently completed the acquisition of KVH – which now operates under the Colt brand - an integrated data centre and communications services business, with headquarters in Tokyo and operations in Hong Kong, Seoul and Singapore.

www.colt.net

Colt Cloud UC

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