


Can your business  
support the new  
workplace reality?





If you've been following workplace trends over the past five years, one significant change is impossible to miss:

**Work is an activity that we do, not a place where we go.**

Gone are the days when the vast majority of employees made the daily commute to a corporate office, sharing a communal space with colleagues on a regular basis.

Thanks to globalisation, working 9 to 5 hasn't been most employees' reality for many years, but now those same workers—who used to arrive early or stay late at the office to get all their work done—are pushing the boundaries of where, when and how they work.

To be successful in this new, virtual environment, employees need access to business data and applications, advanced communications tools, collaboration spaces, and their colleagues and customers on any device and any network.

They insist on a form of work-life integration that allows them to manage their family and personal obligations with their work duties in ways that boost their productivity while minimising any extra time spent in the office.

# Refining the office: Where you need to be to get the job done

A 2015 Frost & Sullivan survey of more than 1,000 IT decision makers in the US and Europe reveals that the majority of employees no longer work in a traditional corporate office. About 25% employees work from home most or all of the time. Others are traditional road warriors, who need to be productive from hotels, airports, and client sites. Many spend part of their time in an office and the rest of it juggling work and home life.

This trend is itself both the result of, and a contributor to, several others that are shaping the modern workplace.

## The Knowledge Economy

With the commoditisation of everything from production to basic services, businesses must differentiate themselves on creativity and innovation.

As a result, a larger percentage of employees are so-called knowledge workers, meaning they spend their time analysing information and developing newer, better products and services; or they are primarily responsible for ensuring a better customer experience.

These employees thrive in a flexible, open environment that lets them collaborate with their colleagues, partners, and customers, sharing information across geographic and organisational boundaries.



## Mobility

Frost & Sullivan research shows that roughly 13% of all employees in the US and Europe are considered “mobile,” meaning they spend the majority of their time on the road.

They must have access to the business and communications applications and services that allow them to be as productive as possible, regardless of where they are working.

They need to be able to reach their colleagues, partners, and clients regardless of where they are, or what type of device they are using, responding in real time to urgent

requests, meeting invitations, and social media updates and information.

Today’s mobile employees go beyond the traditional “road warrior” and comprise almost all knowledge workers who no longer sit at their desk all day.

As more employees look for ways to stay connected to customers and partners on a global scale, they need to take calls, answer email, and participate in meetings outside of “traditional” business hours and typical business locations.

### Bring Your Own Device (BYOD)

Although up to 75% of organisations supply at least some of their employees with smartphones and/or tablets, it's the rare company that provides mobile devices for all its workers.

Increasingly, employees are relying on their personal smartphones and tablets to conduct business outside of "normal" business hours, or from remote locations during the typical working day.

Doing so helps them stay productive and in ready contact with their key colleagues and customers, but they must have the tools they need to communicate and collaborate, anytime and from anywhere, securely, and under IT's control as needed.

### Millennials... and Beyond

The Millennial generation make up 33% of today's workforce, 75% by 2025 (source: Brookings Institute)

Millennials are collaborative by nature, changing the way business gets done

Expect to work on-the-go with personal choice of mobile device and applications

Enabling collaboration and choice of mobile is key to satisfaction and staff retention.



Solve today's  
workplace  
challenges with  
cloud-based tools

### Features include:



Presence and Instant Messaging (IM), to make it easy for users “to see” whether a colleague is available for a chat, then instantly send a message.



Voice and video - 93% of communicating attitude and feelings is from non-verbal cues.



Unified Messaging. Mobile users need access to emails, voicemails, and texts in the format that works best for them, depending on where they are and what they’re doing. Unified mailbox, notifications and user-defined call routing increase user productivity.



Desktop and application sharing so users can collaborate on documents and web pages in real-time.



Support for multiple devices: smartphones and tablets (Apple and Android), desktops and laptops (Apple and Microsoft, Chromebook and Linux).



SIP trunking extends unified communications - for other locations that may have an on-premises phone system not yet fully depreciated, this enables smart team working tools to be extended to all users across a mixed on-premises and cloud communications service estate.



Smart call routing and call handling – as a cloud-based service, whatever device is being used, communications are tied to your business identity (i.e. your business phone number) so call handling features work as usual. For example, if a user is working remotely using a mobile device, any incoming calls can automatically call forward from their desk phone with no disruption to the caller and without call forwarding charges.





# Look for a service provider with:



A long and successful track record in the communications marketplace



Rich and deep knowledge of business needs and processes



Excellent security, control, and performance guarantees



A complete set of UC tools to deliver excellent collaboration capabilities now and into the future

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