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How **cloud communications** is  
empowering the mobile workforce

**RingCentral**<sup>®</sup>

BEST PRACTICE WEBINAR

This **self-help guide** will detail how cloud communication technology is empowering mobile workforces, and how you can apply this exciting new technology to your small business.



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## TODAY'S WORKFORCE IS MOBILE



"...the worldwide mobile worker population will increase from just over 1 billion in 2010 to more than 1.3 billion by 2015"\*



### **The workforce of today relies on mobility more than any other time in history.**

Currently there are an estimated 1 billion mobile workers worldwide, or 14 percent of the world population, according to IDC. By 2015 the mobile worker population will increase to 1.3 billion in 2015.

Mobile workers are utilizing mobile devices for numerous reasons: social media, Web conferencing, note taking, virtual office on the go and much more.

## MOBILITY = PRODUCTIVITY



**3** out of **5** workers  
say they don't need to  
be in the office  
anymore to be  
productive

### **When are you the most productive?**

- 46% in the Office
- 38% working from home
- 2% on an airplane
- 2% in a hotel
- 2% in a cafe
- 1% in public transportation
- 9% no preference

### **The question many businesses have asked is: How productive are mobile workers?**

In a survey we conducted, three out of five workers said they did not need to be in the office to be more productive.

While 46 percent of those surveyed said they are most productive in the office, 38 percent said they were more productive working from home. The fact is, new communication tools have enabled workers to be more productive than they ever were before, wherever they may be.

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## WHAT IS MOBILITY?



**So what does mobility mean to  
your business?**

**Ring Central identifies mobility  
as two different systems:  
Outside Mobility and Inside  
Mobility.**

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## YOU DON'T ONLY WORK IN THE OFFICE SO WHY SHOULD YOUR PHONE?



- ✓ You stay connected everywhere
- ✓ You never miss an important call
- ✓ You manage your network from the palm of your hand
- ✓ You have a phones system that works the way you work

**Outside Mobility allows workers to stay connected anytime, anywhere, and able spend some of their working hours outside the office.**

Workers may never miss an important call, can conduct work as needed outside the office and can even manage an entire network from their phone. Having powerful and flexible mobile communications is often essential in today's connected, global economy.

## FINALLY, A FLEXIBLE PHONE SYSTEM THAT DOESN'T LIMIT YOU OR YOUR BUSINESS



- ✓ Your phones can scale with your business
- ✓ You only have one network to maintain
- ✓ You can hook into your existing wired and wireless network
- ✓ You can stay connected if you have to leave your desk

**There are numerous devices that allow businesses to leverage mobile technology for their workforce.**

In particular, the new Cisco SPA 525 G2 is the first IT desktop phone that incorporates both Wi-Fi and Bluetooth technology, which enables workers to communicate throughout a particular location. Through Bluetooth technology, this powerful phone allows the user to answer desk phone calls from a range of 30 to 50 feet within an office.

Another important feature is that workers on the phone and out of the office can walk into the office and transfer a call to their office phone. Plus, the SPA 525 G2 phone's embedded Wi-Fi allows it to connect wirelessly to a business network, enabling more freedom to talk and roam an office building.

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## DO'S AND DON'TS

**DON'T:** Assume there is only one option.

• **Many businesses fall into the trap of legacy options:**

- Business phone systems have changed significantly over the last several years
- Don't miss out on innovative functionality that can improve your communications
- The only options are no longer basic phone service or an enterprise phone system



**DON'T: Assume there is only one option**

When selecting a business communications system, a big mistake many businesses make – especially small businesses – is to assume there is only one option, which is often a basic, legacy phone system. Or, businesses think they need to buy an excessive enterprise PBX system. Many businesses simply aren't aware of the numerous business communications options that are more innovative and have more functionality than ever.

**DO:** Find the solution that works the way you do.

• **Leverage the cloud to:**



- Take your "office" with you everywhere with the smartphone apps
- Add new users, departments, extensions with just clicks or taps
- Adjust call and fax handling settings anytime
- Gain flexibility and control
- Work while on the go
- Increase accessibility for customers, partners, your most important contacts

**DO: Find the solution that works the way you do.**

New cloud communications technologies have enabled businesses to take advantage of numerous new communication features. Workers can access office functions wherever they may be with smartphone apps. Plus, they can add new users, departments, extensions with just clicks or taps on their phones. Also, call and fax settings can be adjusted. Having flexibility, control and connectivity in a communications system increases the productivity of workers on the go. It also increases the accessibility of a company's customers, partners and most important contacts.

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## DO'S AND DON'TS

**DON'T:** Invest in systems that cannot scale or adapt with your needs.

- **Traditional phone systems require hardware that was not built for flexibility or mobility.**

- Legacy systems are best for "set it and forget it" needs
- PBX systems requires extensive technical expertise to install and maintain
- Costly in terms of time and resources when ever you need to make changes
- Very limited mobility because of the on-premise PBX



**DON'T: Invest in communications systems that cannot scale or adapt with your needs.**

It is important that businesses don't get locked into a communications system that is expensive and doesn't have the flexibility and mobility of a system that scales with a business. Legacy phone systems or PBX systems often require extensive technical expertise to install and maintain. Plus on-premise PBX systems simply were not designed for flexibility and connecting multiple mobile users.

**DO:** Invest in solutions that work for you today and tomorrow.

- **Cloud solutions allow you to:**



- Set up in minutes not weeks
- Eliminate costly and complex setup and maintenance
- Access your phone system from everywhere
- Always have the latest innovation, without upgrade headaches
- Have a low risk, high value solution that requires no hardware or software

**DO: Invest in solutions that work for you today and tomorrow.**

The most important "Do" is to invest in a communications solution that works for a business in the present and into the future. Cloud communications allows businesses to upgrade easily to the latest communication innovations. Plus, businesses can install a cloud communication system in minutes, rather than weeks. Businesses also bypass costly and complex setup and maintenance associated with other phone systems. Overall, cloud communications systems are a low risk, high value system that requires no hardware or software and gives businesses high mobility, ease of use and new productivity features at a low monthly cost.

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## DO'S AND DON'TS

**DON'T:** Miss opportunities to better support your business.

- **Your ability to effectively communicate impacts your business.**

- A missed call is a missed opportunity
- Making potential customers call through a series of numbers is frustrating
- You should be able to make your phone system work based on your business, not run your business based on your phone system capabilities



**DON'T: Miss opportunities to better support your business.**

Every business should have a phone system that works for their business, rather than running a business based on the limitations of a particular phone system. Reliable cloud communications does this and more. It helps many businesses avoid the issue of having a missed call turn into a missed opportunity. Plus, it gives a more professional appearance and eliminates the need for potential customers to call through a series of numbers to reach the right person.

**DO:** Take advantage of innovation.

- **Cloud solutions deliver:**



- New capabilities that increase efficiencies and productivity
- Unparalleled mobility, for when you're in or out of your office
- Powerful features that you can control with just a few clicks
- The ability to change greetings, on-hold messaging and even add marketing messages when your business needs it

**DO: Take advantage of innovation.**

Cloud communication provides an innovative communication system with unparalleled mobility features for workers in and out of the office. It has powerful new capabilities to increase efficiency and productivity, features that can be controlled easily, the ability to change greetings, on-hold messaging and add marketing messages when your business needs it, and much more.

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### 3 STEPS TO GOING MOBILE

- 1. Understand your mobility needs. The first step is to learn mobility best practices and outline where, when and why mobility makes sense for your business. Businesses should identify how it wants its workers to take advantage of new mobility features.**
- 2. Understand your solution options. Next, a business should outline its phone system needs and evaluate different solutions based on its office, mobile and future needs**
- 3. Finally, select the right solution that fits your business. It's important to find a solution that works for the business, rather than the business working under the constraints of a solution.**



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