# dialpad

# Communications for the Modern Workplace

## What Every IT Executive Needs to Know

# Today IT executives are at the forefront of business transformation.

**They're shifting their focus from managing software licenses and hardware to:**

- Using the cloud to solve large-scale business problems efficiently and cost effectively.
- Optimizing business operations to be agile, adaptive, data driven, and real-time.
- Driving innovation via cloud, mobile, AI, and IoT technology.
- Empowering teams with data-driven insights.

But there's another IT revolution going on—a quiet mutiny led by a new generation of employees who demand greater mobility, efficiency, and collaboration from their tools. They're circumventing complicated desk phones and outdated software solutions by pushing work calls and information to their mobile devices, often relying on amix of cloud-based applications like Dropbox, Google Docs, and Slack to get work done faster and more collaboratively.

And in the absence of any real IT oversight, they're orchestrating these disconnected mobile and cloud solutions themselves—in conjunction with corporate systems—to drive the workplace experience they seek.

# 01

## Is your IT ready for modern business communications?

**If communication and collaboration hasn't been a strategic focus for your company, you're not alone.** Most businesses muddle through by providing employees a fragmented mix of completely disconnected tools. These can include separate pieces of software for email and calendaring, instant messaging, document sharing, and teleconferencing.

On top of this, larger organizations often issue overly complicated PBX phones and corporate mobile phones to every employee, forcing them to juggle multiple applications and devices where a one-stop-shop solution would not only sufficient, but ideal. Unsurprisingly this can lead to increased frustration, decreased productivity, and limited adoption by employees.

It's vital that corporate IT departments develop a strategy for modern business communications that embraces the devices their employees are most comfortable with—their own—without sacrificing security and control.

## 02

# Big trends are reshaping employee expectations

**The workforce is changing rapidly.** Today, more than one in three American workers are Millennials, making them the largest share of the American workforce.

We're also seeing continued convergence of cloud and mobile technologies. Technology is adapting to the needs of mobile workers, enabling them to use their smartphones to securely access cloud apps and data sources anytime and anywhere.

These two trends have laid the groundwork for the following big shifts in the workplace—and people's expectations from a business communications perspective.

"**It should be no surprise that as they have begun to move into management positions and make business-impacting decisions, cloud adoption is accelerating across organizations of all sizes.**"

"In ten years, Millennials are expected to make up 75% of the global workforce. 25% are already managers, 5% are senior managers, and 2% are executives."

## Millenials have raised the technological bar

Millennials bring fresh expectations to the workplace focused on mobility and connectivity. They shun being tethered to the archaic desktop work environment of the 1990s and thrive on flexible work schedules and remote work lifestyles. They're using tools like Slack, Google Hangouts, Salesforce, and Dropbox to create, share, and communicate. Their conversations move from documents to conference calls, to one-on-one chats and video calls, then back again. More often than not, they will use their personal mobile phone for all of these communications.

The challenge for IT is to create this kind of work environment—one unencum-bered by disconnected, on-premise legacy systems, that embraces modern working habits and sets teams up for success.

## Work has shifted to mobile devices

Modern workers have gone mobile. They do not want to be tied down by clunky software or hardware, and they fully understand that with an eco-system of mobile devices and apps at their fingertips, they don't have to be—productivity is never more than just a few clicks away.

Those workers want the freedom to choose their core tools, and instinct-ively, they reach for their mobile phones.

Faced with this new generation of mobile-first employees, savvy IT organizations are embracing the devices their employees are most comfortable with and pushing more corporate information and core processes out to them.

### Remote and mobile workforces need to stay connected to companies

More people are working from home or remote offices than ever before. Currently, 53 million Americans are freelancing, contributing more than $700 billion to the U.S. economy. Companies have benefitted as well by gaining access to a limitless pool of talent around the world.

Armed with portable devices, cloud solutions, and conferencing tools, workers no longer need to be at an office to achieve maximum productivity. For them, office can mean the local coffee shop, the kitchen counter, an airport during a layover, and everything in-between.

### Work is always-on and everywhere.

Work is increasingly always on and everywhere you want to go. As noted by Jeremy Myerson, Co-Editor of *Time & Motion: Redefining Working Life*, **"In the workplace of pre-internet technologies, the average work day ended when the factory gates or office doors closed. The contemporary information worker labours in a 'factory' where the gates never close and with work continuously and tantalizingly close to hand around the clock."**

**72.3%**

**Mobile workers will account for nearly three quarters of the total U.S. workforce by 2020.**

# Simplify the move to modern business communications

**Forward-looking IT leaders are responding to these trends by deploying modern business communications solutions that work for Millennials, Gen Xers, and Baby Boomers alike.** The solutions that encompass voice, messaging, video, meetings, and document sharing on a single platform deliver an incredibly agile, flexible, mobile work experience.

For example, through a simple to-use interface a user can receive a voice-mail and choose to access it through email or a mobile device. If the sender is online and currently accepting calls, the response can be sent immediately through text chat or video or cell phone call. Alternatively, they can send a non real-time message, which the receiver can access through a variety of media and devices. Both users see contextual information about the other party, such as recent emails, documents sent and received, current presence information, calendar data, and more. They can even share documents and view them together in real-time.

There's no need for equipment, time-consuming hardware maintenance, or an on-premise telephony closet—not even company-issued mobile devices. It deploys in hours and makes your IT department a true solution provider by:

- **Turning every employee's personal mobile device into a secure business phone**, complete with all of the features of a corporate PBX so people can connect and collaborate seamlessly and professionally outside office walls.
- **Ensuring crystal-clear call quality** that your people will love, because Dialpad uses Google's open source WebRTC and the OPUS codec.
- **Delivering a fully integrated set of tools** such as an online meeting app, personal conference lines, chat/IM, and document sharing for mobile devices so in-office and remote employees can be fully productive anytime, anywhere.

- **Integrating with the top productivity tools** including Salesforce, Slack, Evernote, Hipchat, Microsoft Office 365, Google Apps for Work, and more.
- **Enabling communications instantly** as your business opens new offices anywhere in the world—even emerging countries—using a simple Internet connection.
- **Enabling mashups with other enterprise cloud and on premise applications** such as CRM, accounting, billing, and other systems so specific users can access relevant data while communicating with people through Dialpad (for example, latest invoices and payment records, last contact records, and more).

## 04

# Expect big benefits.

By harnessing the right combination of cloud-based technologies, innovative IT leaders can transform their workplace and meet the communication and collaboration needs of all of their workers. And once deployed, cloud solutions unleash a wealth of benefits for your business. For example, Dialpad customers realize:

- **Higher employee productivity.** By making communications more efficient and faster, cloudbased communications solutions make employees of all kinds happier and more productive.

- **More satisfied customers.** Your business can respond faster and in a more agile, collaborative way to customer requests

- **Cost savings.** Using a cloud solution for business communications eliminates the need for costly start-up and ongoing capital expenses and frees up limited IT resources for more strategic initiatives.

- **Secure BYOD.** With solutions like Dialpad, you can safely roll out BYOD programs, as the solution enables people to make secure work calls using their personal device using an app that runs on their phone. So IT never loses control, and if employees leave the company, IT can wipe the app and all data access instantly.

- **Simplified IT.** By eliminating PBX systems (which can take weeks of dedicated IT resource just to set up) and the need deploy and run a mix of standalone productivity tools, you can simplify IT, centrally manage business communications systems, and enjoy automatic upgrades and maintenance, which frees up internal resources and budget for mission-critical IT initiatives.

- **Easier hiring and retention of Millennials.** You can make your company more attractive to Millennials who actively seek out innovative employers that understand and embrace the power of cloud.

# So what about your business?

**Are you ready to move to modern business communications that run in the cloud? To begin assessing your current state, consider the following questions:**

- To what degree are your employees actually using their desktop phones? What percentage of work calls end up being handled via their personal mobile devices? Work-issued mobile devices?
- If you do not have a BYOD program, do you get complaints about having to carry to mobile devices? Would you move to BYOD if you could ensure data security and business continuity?
- How much are you spending on telephony and PBX systems overall? And per call, when all costs are taken into account?
- How much time does IT spend setting up new users? And running and maintaining existing equipment and wires?
- To what degree has your company already moved email and file storage to the cloud?

Dialpad's comprehensive cloud-based communications platform has a range of innovative tools with VoiceAI that help you work smarter and save time. It hosts calls, messaging, meetings, and conferences, and syncs up with all your existing devices and apps. Plus, it's super easy to use.

## Try Dialpad Pro for a 14-day trial on us.

We'll guide you through the process to help you create the perfect communications plan for your startup or growing business.



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