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Playbook for the Modern IT Leader

Why so much complexity?

Being a modern IT leader no longer means working in isolation on a handful of projects or being the, "hey, fix my computer" department. Today, IT is intrinsic to every element of your enterprise. And while that's brought a lot of great and exciting developments, simplicity isn't one of them.

There's always a new efficiency, integration, update, or security threat heading your way to keep you on your toes. As an IT leader, you probably want to simplify as many systems as possible, without stifling innovation. So where do you focus?

We recommend starting with the **five IT trends** most likely to pick up speed in the near future. You might just want to starting implementing now, you know, for simplicity's sake.

Future-proof IT simplicity with these 5 trends

01

Fast starts

You speed demon, you.

Remember when a deployment took forever? At least, it may have seemed like it. But that's no longer the right way to go about updating and integrating new software. Today, the need for speed is more important than ever—time lost is money down the drain. That's why IT leaders are prioritizing systems and platforms that work right out of the box, without hours of training for employees to get the hang of using them.

That's also why systems with deep integrations are the future of IT. Nothing exists in isolation anymore. Think of phone systems—PBX is dying and being replaced by cloud telephony because it goes way beyond calling. You can be on a call while simultaneously checking schedules, sharing presentation decks, and logging Salesforce notes with a few simple clicks. It's just the way we communicate now.
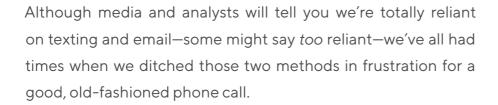
In addition to improved productivity, better customer and client relationships, and quicker updates and product releases, faster starts also offer **quicker reaction times.** Whether it's for a new opportunity coming over the horizon, or an adverse event like a security attack, no one has time to wait for a system to catch up.

02

Smart assistants

Let's just talk it out.

Although media and analysts will tell you we're totally reliant on texting and email—some might say *too* reliant—we've all had times when we ditched those two methods in frustration for a good, old-fashioned phone call.

But how do you ensure your sales, support, and client calls are effective and useful? Say goodbye to blather and hello to voice bots, the latest trend in voice tech that's about to become an enterprise favorite.[1]

Why voice bots? Because they combine the best of several worlds: the efficiency of the human voice, artificial intelligence, and text communications. Voice tech enabled by AI has improved to the point where it can identify real-time content and context, and deliver predictive insights and post-call analyses. Voice bots can solve several problems: they can help pinpoint trends, provide intelligence, and capture those really important and useful meeting moments with automatic note-taking (who wouldn't be happy to give that up?).

[1] https://www.deccanchronicle.com/technology/in-other-news/040118/top-five-cloud-telephony-trends-to-look-out-for-in-2018.html

And thanks to sentiment analysis, identifying emotions has improved as well, enabling more efficient call routing that feels seamless to parties on the other line.

Bots won't, however, entirely replace humans, no matter the dire predictions. Instead, like AI in general, they'll only work to augment the workplace experience. They'll do the rote tasks that take up so much time, freeing up employees to work on more complex and innovative projects.[2]

Enterprise tech companies are beginning to roll out build-your-own-bot architecture, so now is a good time to research how integrating voice technology can bring benefits to your business.

Bring on the bots!

[2] https://www.cio.com/article/3281004/artificial-intelligence/how-ai-is-reshaping-it-operations.html

03

Actionable insights

Go big or go home with data.

There are oceans of data in the world. Problem is, we're kind of drowning. Data analytics has been impeded by dirty, siloed, and irrelevant data. But with advances in AI and machine learning, we're about to experience the next data revolution.[3]

Together these technologies will finally be able to sort through all the data that's been previously hidden or otherwise difficult to access—what's often referred to as dark or unstructured data like images, footage and a variety of documents, formats and texts.

They will allow IT leaders go big, complex, and multiple—enabling intricate use cases that would otherwise be too expensive or unwieldy.[4] This class of AI-powered analytics will also bring in a new era of predictive analysis, enabling enterprises to generate pre-event data and suggest the best options. Think of the application in sales, for example.

How great would it be if real-time analytics automatically provided live coaching to reps on what to say next based on past call data?

Not only would it save organizations an incredible amount of time manually digging through data, it would inevitably open the door to new insights and approaches. Now imagine how great it will be when you have that embedded throughout your business.

[3] https://www.deccanchronicle.com/technology/in-other-news/040118/top-five-cloud-telephony-trends-to-look-out-for-in-2018.html
[4] https://www.cio.com/article/3274568/analytics/ai-powered-data-analytics-inside-this-transformative-trend.html

04

All SaaS, all day

SaaS rules—and new innovations are making it more important than ever.

Legacy on-premise solutions are so yesterday. While many IT leaders have historically focused on hardware, cloud-based software is the force powering today's technological innovations.

SaaS tools have changed how IT is deployed, **eliminating the need for time-consuming and costly upgrades.**

Cloud-based communications services, like telephony, are simple to deploy, inexpensive, and scalable. They're also designed for straightforward integration with other SaaS tools, taking communications out of exile and opening the door to improved efficiencies, like incorporating CRM and sales tools with voice technology.

If you're not already focusing on cloud platform services, here's yet another reason to reconsider: **AI will happen via the cloud.** Expect the first tranche to be within subscription services as we're already seeing AI-as-a-Service become a reality.

Soon, we'll see AI integrated in more and more business use cases. Using one of these services removes the need to start from scratch, or worry about security.

Lego-like architecture

Micro, please. We're on a diet.

Cloud-based platforms have brought flexibility to enterprises, and now more and more companies are moving away from monolithic architecture.

Microservice architecture, aka just as microservices, are used to **develop applications in smaller units** that communicate with each other.

They're very flexible, enable simple and automated updates, encourage innovation, and often provide customizable features. Think of it this way: when you fix a car tire, you don't need to rebuild the entire automobile, right?
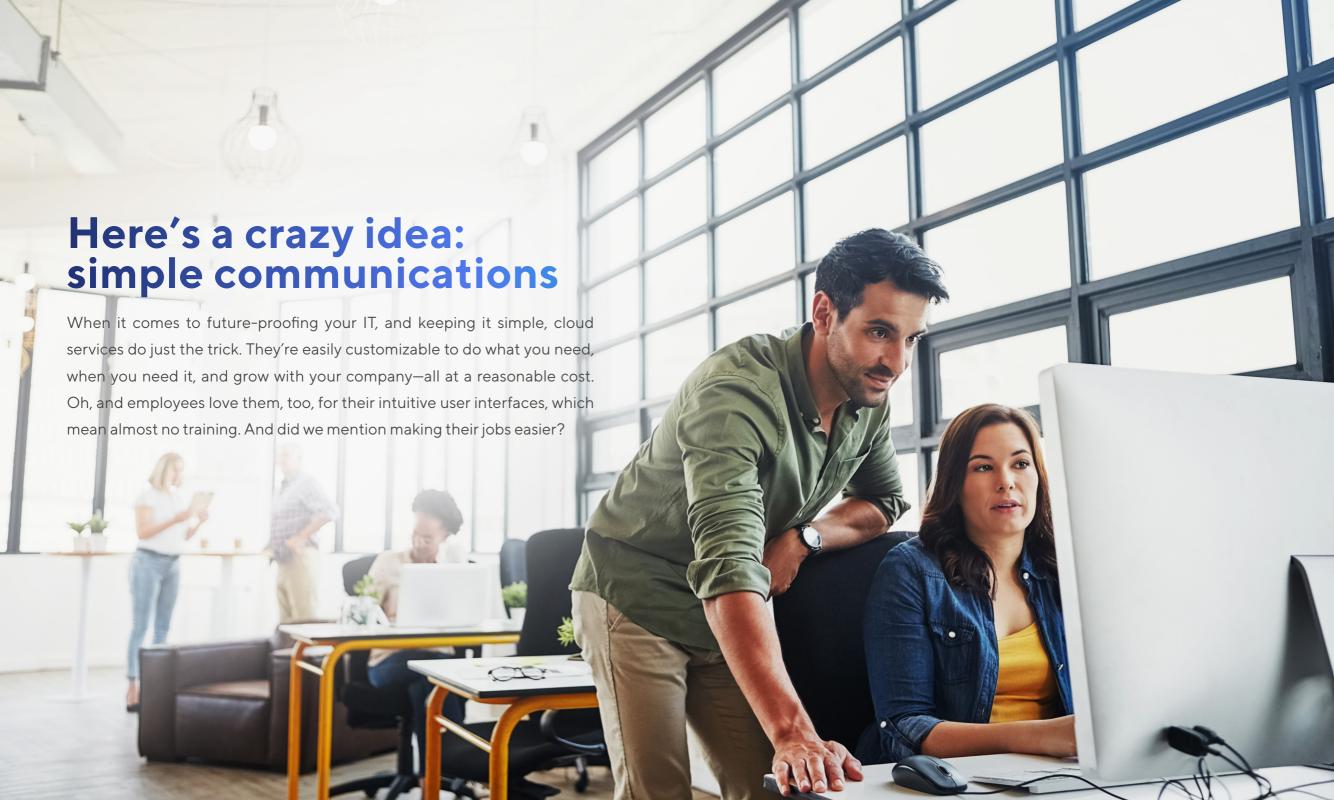
You also get more control. With the rise of BYOD and the anywhere workforce, business communications have become highly complex. You can manage that complexity with systems that work anywhere, with a variety of applications, and that you can tailor to suit your myriad needs.

The best modern cloud telephony services are built with a collection of microservices, which offer advanced levels of customization without the costs historically associated with creating monolithic applications.

[2] https://www.cio.com/article/3281004/artificial-intelligence/how-ai-is-reshaping-it-operations.html

Here's a crazy idea: simple communications

When it comes to future-proofing your IT, and keeping it simple, cloud services do just the trick. They're easily customizable to do what you need, when you need it, and grow with your company—all at a reasonable cost. Oh, and employees love them, too, for their intuitive user interfaces, which mean almost no training. And did we mention making their jobs easier?

Dialpad's modern business communications platform is loved by large enterprises for its flexibility, integrations, and ability to scale. We take care of communications systems so your employees can actually, you know, communicate—in meaningful ways that make your business better.

Try Dialpad Pro on us and you'll see what we mean. We'll guide you through the many options and capabilities to create the perfect cloud communications system for your needs today and tomorrow.

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