THE NEW COLLABORATIVE WORKFORCE

Business Communications, Advanced.

RingCentral®

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RingCentral®

Teamwork and collaboration without boundaries

For decades, technology has been the driving force behind changes in the way businesses and people communicate. And recent advances in cloud, mobile, and other technologies mean that change will be rapid, and businesses will have to keep up with these technological transitions.

Long gone are the days when employees depended on voice calls and emails alone to communicate while on the job. With an increasing focus on collaboration, today's often-remote workers are also looking for ways to integrate messaging, task management, and video conferencing into their day-to-day interactions with colleagues.

Communications that go beyond voice and email

Thanks to the new reality of the digital workplace, companies today have begun to shift their overall business communications focus. These forward-thinking organisations are beginning to invest time and money in advanced collaboration solutions that will allow employees to work together more efficiently and effectively wherever they may be. This new class of collaboration tools fills a growing need by allowing team members to seamlessly share information, files, tasks, and calendars from one unified virtual workspace.

Enhance communications across your entire organisation with UCaaS

As companies grow in both size and number of locations, traditional communication methods simply aren't enough. Many businesses have discovered that today's advanced unified communications as a service (UCaaS) solutions can help. By seamlessly bringing together cloud business phone systems with powerful online meeting and collaboration tools, UCaaS provides a clear pathway to more powerful and productive communications for all.

When selecting a UCaaS provider, determine whether their offering meets the following five requirements.

1 **Seamless operations**

In today's, always-connected work world, the concept of teamwork has shifted dramatically. Companies now need employees, remote workers, partners, suppliers, and customers to be able to collaborate with team members from anywhere using messaging, video, text, and other communication tools. And companies are finding these capabilities in today's UCaaS solutions from top vendors like RingCentral.

By consolidating these various functions onto one platform, the RingCentral UCaaS solution helps make teams more agile by allowing participants to share information and make decisions quickly, then move on to other projects. The result? Companies can better harness the collective knowledge of everyone across their extended enterprises, helping to ensure their long-term success in today's competitive business environment.

2 **Global capabilities**

To be effective in a global and mobile workplace, your offices must all work in sync no matter where they're located. In essence, your company needs to find ways to operate in unison just as it did before you had an international presence.

Yet it's easy for your company to lose track of critical business when it has time and distance standing in its way. This is especially true when dealing with stand-alone legacy equipment that was never intended to connect to the rest of the world.

RingCentral, as a UCaaS solution, addresses these challenges head-on by employing the cost efficiency, reliability, and ubiquity of the cloud. Businesses can operate across geographic boundaries with one system that seamlessly unites collaboration and communication functionality. With RingCentral, businesses get a truly global communications system that's easy to manage and use plus offers the flexibility needed as they grow and change.

3 **Mobile device and app support**

With the vast majority of people now using their mobile devices to stay connected to their work, the idea of a 9 to 5 workplace has changed. For many people, the work environment is now fluid, limited only by the number of reception bars on their wireless devices.

This rise in workforce mobility creates new business communications challenges. And keeping pace with today's global and mobile workforce requires companies to reevaluate their current business phone systems to meet the changing needs of employees on the move.

RingCentral has created mobile, desktop, and integrated applications for its UCaaS solution that cross device and application boundaries. You can now collaborate with colleagues right from your personal mobile phone or laptop through a company-approved application, plus make and receive calls directly from Microsoft Outlook®, Google Apps for Work, Salesforce®, and other productivity tools.

4 Flexible, integrated communication options

In the modern office, business communications fall into two broad categories: real time and asynchronous. Real-time communications (such as voice calls and video meetings) require people to actually participate in a conversation at the same time. Asynchronous communications (such as email) on the other hand, allow people to communicate independently of each other on their own time.

But the increasing popularity of text messaging apps has led to a third category: near-real-time communications. Messaging apps now give people the added flexibility to

carry on near-real-time conversations with others—when and if they choose.

The RingCentral UCaaS solution seamlessly brings together real-time, asynchronous, and near-real-time communications into one integrated system that offers text, voice, video, team collaboration, and more. Users can easily choose the mode of communication that works best for them in each business situation (or scenario).

5 Shared content

Sharing files, photos, and documents with colleagues has become critical for businesses as they grow. But unfortunately, finding these files again when you actually need them can often be an exercise in frustration, costing you precious time as you search your computer desktop or email inbox.

Powered by the cloud, the RingCentral UCaaS solution greatly simplifies and streamlines the process of sharing content with co-workers. Emails, scattered discussions, and disjointed resources are drastically reduced as people share information, files, tasks, and calendars with the included team collaboration workspace. With RingCentral, cloud communications and team collaboration come together to help everyone at your company work more efficiently.

Collaboration tools for the digital age

In today's global business environment, companies need tools that allow employees to easily collaborate across both physical and virtual boundaries.

At RingCentral, we empower our customers to work together more effectively, whether they're sitting around the corner or around the globe from each another. Our offerings include complete, cloud-based voice, Business SMS, fax, web meetings, and HD video conferencing solutions, all accessible from mobile and desktop devices.

Gartner recognised RingCentral as a leader in its Magic Quadrant for UCaaS, Worldwide report published on September 3, 2015. Among other things, the report states that "RingCentral is one of the largest global UCaaS providers, supporting more than 300,000 companies," and that "Users report good customer satisfaction."

Glip by RingCentral: smart and intuitive teamwork

Your teams, whether internal or external, can collaborate using their favorite devices anytime, anyplace—all within a shared workspace:

Less email clutter

Efficiently collaborate with your teams with real-time messaging and shared calendars, reducing your bloated inbox and time wasted detangling email threads.

One source for task management

Collaboration is about getting things done. Glip streamlines efficiency by integrating task and project management, so you keep teams on the same page and on schedule to deliver strong results.

A space for shared files

Share files with your Glip teams so they're easy to find when you need them. You can also instantly start a video conference to share documents and presentations, and collaborate live with team members around the world.

Integrate essential apps

Whether you're a developer, project manager, marketer, customer support, and more you can use the apps that are vital to your expertise and productivity.

About RingCentral

RingCentral is the leading provider of cloud-based business communications and collaboration solutions. Easier to manage and more flexible and cost-efficient than legacy, on-premise communications systems, RingCentral's cloud solutions are meeting the needs of modern distributed and mobile workforces. Delivered on a state-of-the-art cloud platform, RingCentral solutions unify communications by bringing together voice, video, conferencing, team collaboration and contact center solutions into a seamless experience that integrates with leading cloud-based tools and business applications. RingCentral enables more than 350,000 businesses, from SMBs to enterprises around the world, to empower their workforces, more easily connect with their customers, and streamline their business communications.

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