COLLABORATION MARKET GUIDE

2022

Essential Insights for
Tech Professionals

Collaboration Possibilities

are Endless

The start of 2020 saw businesses rush to enable remote working as quickly as possible, in many cases adopting cloud-based products alongside their traditional communications technology. It was a case of papering over the cracks to get by as best they could – but things are different now.

Businesses are in the process of putting in place systems that will be their beating heart over the medium and long term, which means that many companies are re-evaluating the cloud-based products they subscribed to at the start of the pandemic.

In some cases, this might mean going 'all-in' on a collaboration platform they've found to be a perfect fit; in other cases, it could mean ditching the vendor that has seen them through the pandemic in favour of something that offers them more value.

True Anywhere Work

All of this is going on behind the scenes in businesses with a view to achieving one thing: not home working, but true anywhere working. This means that businesses have more than ever to consider.

It would be a stretch to say that enabling entire workforces to work from home was easy compared to preparing for hybrid work – especially considering how difficult it was for businesses to get their hands on hardware – but hybrid working will certainly be more complex for IT teams.

Companies will have to grapple with the notion of having people joining meetings remotely alongside having people in physical meeting rooms. This means bringing together a vast array of technology, including collaboration software, headsets, endpoints, webcams and audio bars.

There is also the growing threat of cyberattacks, with cybersecurity professionals now having to deal with a landscape that will see employees working on home, public and commercial networks.

The Future of Collaboration

Bubbling under the surface is the idea that extended reality – be it mixed, virtual or augmented – could entirely change the way we interact both in our personal and professional lives.

The likes of Microsoft, Cisco and Meta are working on, or have even released, platforms capable of bringing people together virtually – alongside new waves of innovative headsets.

It may be some years before this technology hits the mainstream, but it is here with us and available to use right now.

Whatever the method of communication – be it voice, messaging, video, or even VR – collaboration is ultimately about working together. Businesses face a challenge in working out which works best for them, but they undeniably have more choice than ever before.

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Collaboration

We're officially living in the age of digital collaboration.

More than ever, collaborating with colleagues, contractors, and even customers doesn't necessarily mean sharing space around a table. More commonly, it includes the collaborative experiences we cultivate over video, audio, and even digital messaging.

As the workplace evolves and teams become increasingly distributed, we're even beginning to explore new ways of empowering teamwork, leveraging everything from extended reality to artificial intelligence.

The Trends Shaping Collaboration in 2022

Enabling collaboration in today's digitally transforming world often means leveraging the right software and hardware tools to bridge the gaps between employees wherever they are. Increasingly, companies are beginning to recognize the need for teamwork to thrive anywhere. The best collaboration tools bring people together regardless of whether they're working in distributed rooms around the planet or in the same office space.

Collaboration software is accelerating towards a projected value of $40.79 billion by 2028, and new tools for empowering teamwork appear all the time. In some cases, collaboration technology comes pre-integrated into cloud-based tools for Unified Communications and the contact centre. Some of the most significant trends influencing collaboration in 2022 include:

- **Extended Reality:**
  As companies continue to grow increasingly distributed, businesses are looking for new ways to empower and inspire teams beyond video and audio conferencing basics. Extended Reality tools allow employees to share the same virtual reality space and work on digital twins of product prototypes. It also allows people to interact with subject matter experts more effectively in the real world, using AR and MR innovations.

- **Intercompany collaboration:**
  True collaboration doesn't just mean empowering team members in the same office to work more effectively together. Increasingly, companies are seeing a rising demand for collaborative tools that safely and effectively link in-office staff with contractors and third-party experts. This new focus on intercompany collaboration will surface new privacy and security controls demands.

- **AI:**
  AI in the collaboration landscape helps strengthen the connections between people, processes, and machines in the modern workforce. With Artificial Intelligence, team members in a distributed environment can get help choosing the right times for their meetings without worrying about time zones. The same tools can automatically translate different languages and transcribe voices to make it easier to understand users anywhere.

Collaboration Tomorrow: Looking Ahead

Companies are stronger when innovative teams empower them. Better collaboration tools mean that staff members from different environments can work more cohesively to achieve crucial business goals. As we continue to move into a new future of work, it will be vital to ensure teams can collaborate wherever they are.

Collaboration will continue to emerge as a crucial part of any business transformation project. Indeed, for many brands, the collaboration app is quickly becoming the central hub for distributed teams; just look at the growing impact of Microsoft Teams.

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Keep Collaboration Safe in a Hybrid World

![RingCentral logo]

Louise Newbury-Smith
UK Country Manager
RingCentral

ringcentral.co.uk

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In case you haven't heard, employees want more flexibility. That's why so many businesses are turning to hybrid work. The hybrid approach offers employees a balance between in-person collaboration and the opportunity to **work from anywhere**.

Making hybrid work means putting cloud tools in place. That's great – there are many benefits – but workforce flexibility mustn't come at the detriment of security.

Cloud tools are essential for business continuity, so organisations must appoint SaaS vendors that take data security seriously. Here's some first-hand advice to follow when choosing a cloud provider.

End-to-end encryption

End-to-end encryption (E2EE) is the protocol that secures data on any given user's device by ensuring that messages are only decrypted on the recipient device and not in transit. Choosing a provider with E2EE means your business communications will only be decrypted at the collaborator's endpoint, protecting messages from possible interception.

Unified solutions

Workers using a patchwork of solutions across multiple devices means the potential for attack is greater than ever.

Shadow IT and piecemeal solutions to cover video calls, messaging, cloud phone and project management capabilities are a red flag. Replace these with a single, secure solution to help you significantly reduce the risk of potential penetration of cybercriminals.

Advanced access controls

Video conferencing has been in the spotlight over the past two years, with attacks such as videobombing and eavesdropping making headlines. Make sure you choose a platform with enterprise-grade security to help you block unwanted guests.

Discerning, security-focused vendors offer more advanced role-based access controls and features such as single sign-on that integrate easily with any reliable identity provider.

Credentials and compliance

Most vendors will boast multiple layers of security and a commitment to communications privacy, so it can be hard to know which

providers you can fully trust. One way to break through the noise is to look for specific certifications.

Choosing a vendor with internationally recognised certifications such as ISO 27001, ISO 27017 and ISO 27018 for information security is a great place to start. If you have a presence in Europe, it's also worth looking into specific certifications such as the C5:2020 from the German Federal Office for Information Security, which helps you guarantee your customers' data security and business information.

Don't just 'make do'

While remote working comes with its advantages for you and your workforce, it's crucial not to ignore the security risks of an increasingly virtual workplace. Stand-in solutions that may have fixed the problem in 2020 might not cut it anymore. Your chosen collaboration solution shouldn't be cutting corners when it comes to security. Make hybrid work safe for your business, customers and employees by taking the time to choose the right cloud providers for the long term.

Find out how RingCentral can help you set up a secure, efficient hybrid work model.

Next Generation Team Collaboration Peripherals - Everybody Deserves the Spotlight

coolpolens.com

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Matthew Chou
Co-Founder & Senior VP for Global Operations
Coolpo

Hybrid and Remote Work

Video conferencing technology needs to adjust to our changing needs. At the start of the pandemic, the world needed to purchase necessary remote work equipment. Eventually, higher-quality collaboration products became essential for remote and hybrid setups. The global research Coolpo conducted in late 2021 established an almost equal distribution of hybrid, remote, and in-person workers. However, the majority of workers are for hybrid work.

In 2020, we launched our flagship product, the Pana; this year, we launch the next product in the Coolpo AI Huddle Series, the Mini.

Coolpo AI Huddle Pana

It is a 4K AI-based all-in-one video conferencing device. It highlights up to three active participants and allows a 360-degree panorama using its fish-eye camera. Four smart microphones and an all-surround speaker integrated into the device ensure everyone hears clearly.

Issue solved: Traditional cameras capture an angle from the front of the room. It was difficult to decode body language or facial expressions. Setups like classrooms, round table discussions, and brainstorming, for example, would be more immersive if remote students saw their classmates or if remote attendees feel part of the conversation and be at eye level of their colleagues.

Solution: Using dual-positioning technology through visuals and sound, remote attendees on the other end can follow the meeting as if in the same room. The camera and smart microphones optimally placed on top complement each other to highlight active meeting participants. Moreover, the panoramic view at the bottom shows the onsite real-time occurrences during the meeting.

Coolpo AI Huddle Mini

It has a 110-degree camera with AI-based algorithms and a 6 microphone array system. Its special features are categorized as Gesture Recognition, Group Framing, Noise Reduction, and Echo Cancelation.

Issue solved: Remote controls or software are usually required to switch from one camera mode to another. Contactless control is important these days to promote social distancing protocols and expedite the meeting process. Moreover, existing gesture recognition tech in the market usually necessitates only one or two persons in the frame to prevent confusion of the algorithms.

Solution: Presenter mode is enabled using a dedicated hand gesture from the onsite participants. They can move anywhere in the frame but remain the sole focus of the Mini. Once the presenter disables this using the same gesture, anybody from the room can pick it up to start another presentation or simply allow the camera to go back to group framing.

Group framing ensures the team is seen perfectly by remote participants. You need not worry about where you sit in the conference room. The Mini adjusts its view for you! Moreover, the microphone array system has a pickup range of up to 18 feet away with noise reduction and echo cancellation.

Goal

Coolpo has been engaging in research since 2016 to optimize communications technology. Together with our partners, we aim to redefine online team collaboration through AI-integrated devices. Our goal would be to constantly improve online meeting experiences by answering the changing needs of society.

An Inside Look at Two Trends Shaping Financial Compliance

![NICE logo]

Lee Garf
General Manager,
Compliance
Line of Business
NICE

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2021 was a wild ride in the world of financial compliance, and 2022 appears to have even more twists and turns in store. Here's my take on two of the biggest trends shaping financial compliance technology.

Trend #1 - Unified Communications Power: The New Digital Workspace

In today's hybrid working world, we're in video conferences daily, chatting and collaborating in real-time online with co-workers. The same technological innovations that have altered how we interact in our daily lives have now found their way into our remote, digital workspace.

In just a few short months during the start of the COVID-19 pandemic, corporations increased their usage of unified communications (UC) by 400%. This trend has spilled over into regulated environments. For example, major financial services firms like BMO Global Asset Management (BMO GAM) are adopting UC platforms like Microsoft Teams in growing numbers to support remote workforces.

One of our biggest accomplishments in 2021 was the launch of our NextGen recording platform, NTR-X. NTR-X is an open, omni-channel platform that goes far beyond

recording voice to capture video, chat, screen sharing and more. Microsoft Teams is clearly a leader in the UC space and we've also partnered with Microsoft to deliver the industry's **first Microsoft-certified compliance recording solution for Teams**, running in the Microsoft Azure cloud.

Several tier-one banks are already using the solution to record tens of thousands of regulated employees around the globe.

Looking towards the rest of the year and beyond, we see more firms moving in the direction of swapping out their traditional on-prem communication platforms for cloud-based unified communications. There's no reverse gear for this trend.

Trend #2 - Cloud-First is the New Approach in Compliance

2021 also heralded a mind-shift in how financial services firms view the cloud.

Part of this was due to the pandemic. The pandemic was a sea change moment for financial services firms who for the first time, couldn't get engineers into the data center. Prior to that, everyone was focused on reasons why they couldn't move to the cloud, but the pandemic reversed that thinking.

Now, nearly all regulated financial services firms are asking the question: 'Why can't we run this in the cloud?' We have witnessed a significant shift in the willingness of firms to look at consuming a service rather than simply deploying a technology they manage themselves.

Evolving regulator views toward cloud are moving the needle too

Regulators, such as the FCA, have become very much pro-cloud, even cloud evangelists. This has given financial services firms a nod to implement their own cloud strategies.

As for cloud deployments, the results are paying off. **Compliance recording in the cloud** can net upwards of 65% in annual TCO savings. Additionally, the cloud delivers a low maintenance, touch-free experience which enables firms to accelerate adoption of new communication technologies and scale their global recording and compliance assurance capabilities quickly, cost effectively and efficiently.

Interested in learning more? Contact NICE at **fmc@nice.com** to learn more about our compliance recording solutions.

Why UCaaS & CPaaS Are a Winning Combination

Patrick Sullivan
Co-Founder and Co-CEO
2600Hz

2600Hz.com

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The future of cloud communications is becoming increasingly clear, and it looks set to be driven by CPaaS, or Communications Platform as a Service. In fact, many early adopters are being proven out, with 451 Research forecasting the market to hit $21 billion in 2025. CPaaS has solidified its position in the market because of its ability to address some of the unique challenges that service providers are currently facing.

Every year, business processes become increasingly complex, and unified communications solutions need to be able to address these growing intricacies. In addition, it has never been easier to buy and deploy third-party applications to meet that growing sophistication. The end result is a business utilizing a UC platform for their communications needs, but increasingly needing to reach outside that platform to myriad other applications to solve their pressing business concerns. If these are the issues facing the industry today, how does CPaaS solve these problems?

Enhancing UCaaS with CPaaS

Before we delve further into this question, it's important to note that CPaaS is not a replacement for UCaaS. Rather, when leveraged to enhance UCaaS solutions,

CPaaS is an integral tool for service provider success now and in the future. As a service provider, you can utilize CPaaS to integrate the CRMs, POSs, and other tools your customers use everyday with their communications solution, which will increase their productivity and improve the customer experience. CPaaS enables you to position your offering as not just a communications solution, but as an integral tool in all aspects of your customers' daily work.

Unification Through Integration

CPaaS platforms are API-driven and built from the ground up to integrate real-time communications with business applications for a customized user experience. So, as business needs grow more complex and business software continues to proliferate to address those needs, a CPaaS platform can serve as the central node in a business's network of software. What's more, because CPaaS brings communications services first and foremost, it can actually offer enhanced efficiencies as users are able to glean a great deal of insight while communicating

with their customers by easily accessing the wealth of data that is collected and housed across several platforms. And, it is through this unification and integration component that CPaaS also addresses the concerns of service providers. By integrating the apps and programs your customers are using every day, you can gain a competitive advantage and create clear differentiation by bringing a customized unified communications solution to market.

The Ultimate Hybrid Solution

KAZOO, 2600Hz's white-label cloud communications solution, brings together UCaaS, CPaaS, and CCaaS natively in one hybrid platform. KAZOO includes all of the enterprise-grade PBX features your customers need, a robust CPaaS toolkit that enables you to easily build custom integrations, and a next-gen call center. Future-proof your business by offering a customized communication solution with the unique functionality and integrations that fit the niches and industries you serve.

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Video Conferencing

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Video conferencing and meeting software have emerged as critical parts of the communication stack over the last couple of years.

Crucial to ensuring the continued productivity and performance of distributed teams, these solutions have become a central part in virtually every organisation's strategy for the future of work.

Currently, the global virtual meeting software market is growing at a phenomenal rate, from a value of $7.62 billion in 2019, to a predicted $57.23 billion by 2027. This represents a growth rate of around 27.6% CAGR, highlighting the sharp increase in demand for better meetings.

The Trends Shaping Meeting Software in 2022

While meeting software and video conferencing tools have long been a valuable component of collaboration and communication, companies have significantly increased their investments in these solutions in the last couple of years. The challenges of the pandemic and the rise of remote and hybrid work helped to accelerate the growth of video as a communication medium.

Today, video meeting software is at the heart of many successful team management strategies. Countless businesses of every size are relying on meeting software to keep their teams connected, no matter where they are. Some of the trends shaping meeting software today include:

- **Optimized voice and video:**
  With fewer opportunities for face-to-face interactions in our current environment, companies are becoming increasingly reliant on optimized experiences in the meeting environment. Software capable of diminishing background noise, enhancing voices, and even improving picture quality is crucial for keeping people connected.

- **Augmented meetings:**
  Augmented meetings in the modern business landscape involve bringing intelligence and enhancements into the meeting world. Increasingly, we're seeing more smart assistants and intelligent cameras with computer vision in the meeting landscape. AI tools in meetings can do everything from taking meeting notes during the conversation, to setting up future conversations, and translating voices in real-time.

- **Workflow integration:**
  Video meetings and meeting software are becoming increasingly embedded into the technologies we use every day. Companies are using CPaaS technology to embed video apps into their existing tools or creating all-in-one environments for productivity through app marketplaces and environments like Microsoft Teams.

Meeting Software Tomorrow: Looking Ahead

As meeting technology continues to be an important part of how we bring staff and ideas together in a hybrid and digital working environment, the software available will only continue to evolve. Already, we're seeing new technologies emerging to support the hybrid workforce, by improving the way remote and in-office workers see and connect with each other.

New modes of collaboration are also beginning to appear, with VR, AR, and MR all on the horizon, to immerse us deeper into our digital collaboration spaces. Going forward, we'll likely continue to see an increasing number of vendors exploring new and intelligent ways to align our staff members whether they're on the field, in the office, or working remotely.

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Employee Collaboration Reaches the Next Stage of Evolution

8x8

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Senior Director,
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The adoption of employee collaboration tools rose sharply in 2021, as organisations grew more comfortable and adept at remote working. Integrated solutions that combine voice, chat and video are increasingly widespread, thanks to their ability to enhance productivity regardless of time and place. Now, as we contemplate the emergence of a post-pandemic workplace, the question seems to be "where next for collaboration apps?"

Customers need more than "clever features"
This explosion in the uptake of collaboration apps has precipitated further innovation. In 2021, that mostly came in the form of smart new features. But while technical advances like these are doubtless welcome, what organisations really need from vendors isn't more tech, but more understanding.

What kind of understanding are we talking about? The awareness that different teams work and collaborate in very different ways, and that in order to support them fully, tech vendors must cater for these variances in role and user scenarios.

Next-generation collaboration tools: one size doesn't fit all
Rather than developing more "shiny new tech", the real challenge for vendors is this: to combine existing technology more thoughtfully into experiences that support the

function-specific realities of day-to-day collaboration. Think field sales teams, collaborating around new opportunities; event staff who are organised and reorganised into different teams every day; retail staff tag-teaming to facilitate kerbside pickups by customers. From this perspective, one size definitely doesn't fit all.

In fact, it may already be dawning on users that the powerful, generic tools they currently use could serve them so much better, if only someone would tailor them more fully to their style of usage.

The 8x8 approach: putting the user first
At 8x8, we're focused on identifying underserved user populations and building specially curated collaboration experiences to meet their needs. This might include workers whose requirements are more complex than those of the traditional back office team, but still don't warrant fancy contact centre functionality.

As an example, let's look at company receptionists, for whom **8x8 Frontdesk** is specially designed. Their role requires a specific subset of capabilities, from managing incoming

calls to managing queues and navigating a complex company directory. What they're not doing, though, is attending all-day meetings or communicating via multiple chatrooms. From the receptionist's perspective, today's generic unified communications can seem cluttered and cumbersome.

Instead, 8x8 Frontdesk provides a streamlined, single-screen interface that only provides functions the receptionist actually needs. We also added several one-click, role-specific actions that can drastically reduce their often repetitive workflow.

In the coming year, we believe this trend will intensify, with more and more "composed" collaboration experiences coming to the fore. Why? Because this, rather than additional tech features, is what customers need right now.

"I believe the era of composable communications has arrived. Composability should lead to greater customisation, so we can all work the way we want."
Zeus Kerravala, Founder, ZK Research, eWeek

Learn more about 8x8 Frontdesk

Automated User Provisioning for Unified Communications


Akkadian Labs is the industry-leading UC provisioning automation developer for Cisco Collaboration, Webex Calling and Microsoft 365/Teams. Our flagship product, **Akkadian Provisioning Manager**, provides a single-pane-of-glass to streamline MACDs by eliminating repetitive, manual, error-prone tasks.

UC Engineers love Akkadian Provisioning Manager because it enables them to complete a 30-minute task in 30-seconds, freeing them up to focus on the more strategic needs of their organization. IT leadership loves it because it automates a manual process and improves the service levels of deploying critical collaboration applications to employees. Cybersecurity teams love it because it minimizes disruptions and down-time by keeping people out of the core UC platforms – avoiding accidental or intentional misconfigurations. HelpDesk and operations teams love it because it gives them a quick, easy and consistent way to respond to requests for changes to UC services. CFO's love it because it has a powerful ROI, typically with 90% time savings and 50% cost savings.

Benefits

- Productivity - Minimize repetitive manual work. A single pane of glass to initiate **workflows** across multiple UC apps, servers, and clusters.

- Accuracy - Eliminate human errors and inconsistencies. Templates assure that accounts are built with standard configurations.

- Uptime - Reduce risk of outages. A software layer that removes the need to access the native UC apps.

- Security - Protect against accidental or deliberate service disruptions. Role-based access and audit trails that control for system vulnerabilities.
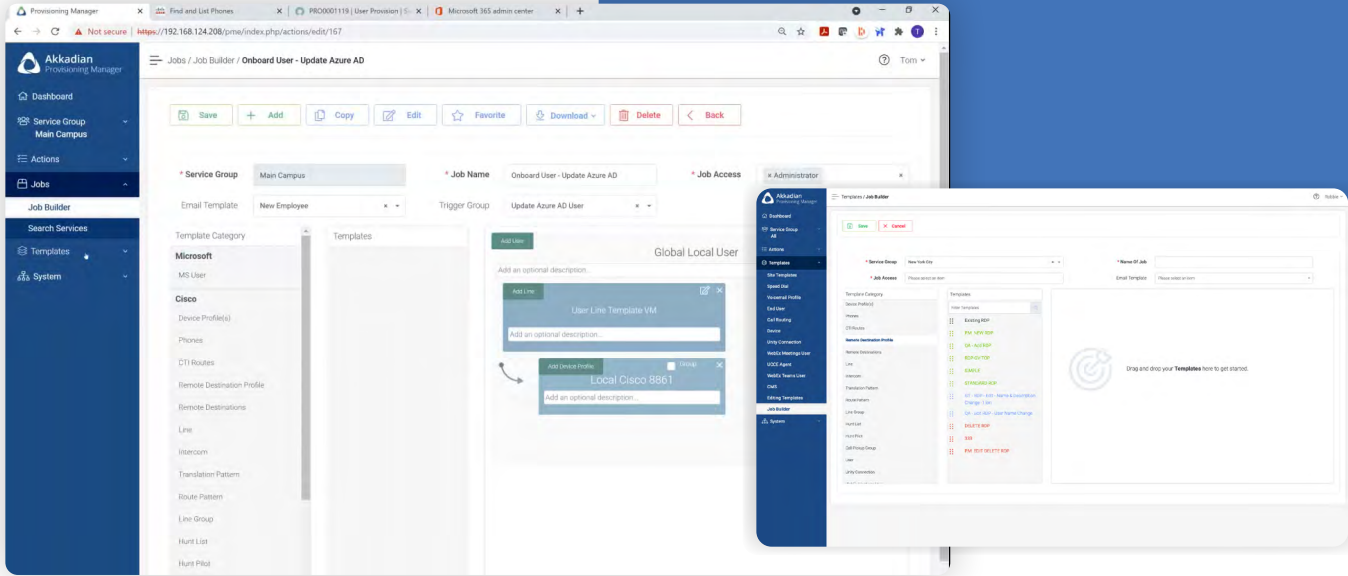
Integrations

Akkadian Provisioning Manager provides native integrations with Active Directory and ServiceNow. This enables you to easily implement full-cycle, zero-touch provisioning.

- AD/SNOW can kick-off any UC workflow—on-board, off-board, add a phone, etc.

- No API programming necessary—out-of-the-box deployment with minimal configuration.

- Akkadian Provisioning Manager can write back to AD/SNOW to confirm a process is complete or make database changes.

Additionally, our API Triggers feature keeps all your systems in sync automatically. You can easily integrate with 3rd party systems like Salesforce, Zoom, Verint, and Callabrio. Triggers set to execute after the completion of any Provisioning Manager job can connect to and update any system that accepts a RESTful API call.

Key Features

- Unified workflows across multiple UC applications, servers, and clusters to simplify MACDs and streamline administration.

- Role-based access to delegate tasks to your operations team - freeing up IT to work on strategic projects.

- Self-service portal for employee empowerment and customer satisfaction to ensure scalability and process efficiency.

- Bulk provisioning to add or delete multiple users from one CSV file for reducing an hours-long task to minutes.

- Reporting on configuration changes consolidated across multiple clusters for enhanced visibility, management, and compliance.

Manual provisioning across multiple UC applications, servers, and clusters is time-consuming and subject to errors or inconsistencies, requiring rework. Our solution streamlines UC administration by automating moves, adds, changes and deletes.

Easy to Deploy

Our easy-to-use, turnkey solution requires no additional modules to purchase and leverages a highly flexible configuration, so no large professional services engagement is needed to deploy.

Technology is complex. We make it simple.

Mike Magil
Technical Product Manager
Akkadian Labs

akkadianlabs.com

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Hybrid work: Meeting Business and Employee Needs

This is **collaboration**

Make all conversations seamless with Rainbow cloud

![Alcatel-Lucent Enterprise logo]

Toni Galo
Cloud Marketing Manager
Alcatel-Lucent Enterprise

al-enterprise.com

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The way we work has changed significantly
From being at the office every day to being secluded at the home office – how we work has been completely disrupted. What we do, and how we do it, are key to our professional fulfilment, and while the shift initially took a toll on the business, it has had an even bigger impact on employees. Motivating your workforce without impacting the business, while addressing evolving customer and employee expectations is essential. However, businesses need to adopt the model that works best for them. It might be a full or partial return to the office, fully remote, or a hybrid model, which is a combination of in-office and remote work. While we are seeing an increase in the adoption of the hybrid work model there can be challenges. Following are some things to consider:

- **Equip your staff with the right tools:** Alcatel-Lucent Enterprise, together with their Business Partners, can help audit, and adapt existing communications systems, applications, and devices, to equip employees with the right solution to support their job, freeing businesses up to focus on strategic, financial, and operational aspects of transformation and business growth.

- **Keep your staff connected:** Communications are vital to maintaining efficiency and team spirit while staying in lockstep with the organisation. Voice communications,

This is **flexibility**

Create the digital workplace that works for you
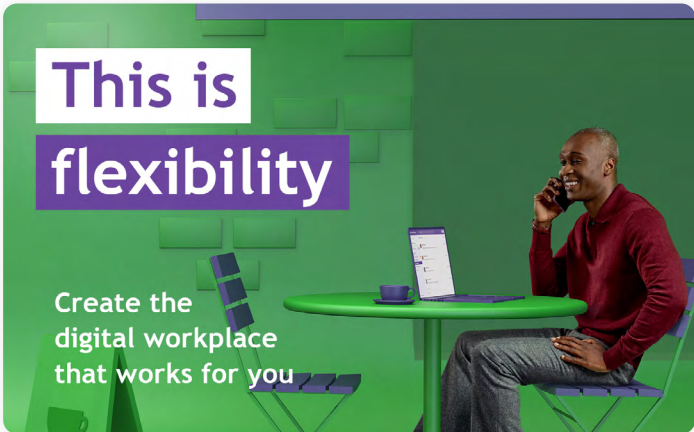
live group chat, audio, and video calls, and meetings help team members gather more efficiently than asynchronous communications such as emails.

ALE connected communications ensure:

- Call continuity across the organisation with an instant connection, a consistent contacts directory, and escalation to conference – on any device – to bolster first call resolution.

- Easy-to-use communications with human interaction including high-quality voice, group chat with "@" mentions, GIFs, voice messages, and escalation to video.

- Screen sharing, remote desktop control, and large file sharing

- Secure access for external contacts.

Security is key
Cybersecurity and access control are essential. You must consider how to: access resources from different devices and locations; protect organisation, employee, and customer data; and, ensure the solution is compliant. At ALE we tailor security, compliance, and privacy to your industry with: HIPAA compliance, GDPR, PCI, HDS, ENS, AgID, among others.

Ready for hybrid work
As hybrid work veterans, we're happy to offer two customisable approaches to a true hybrid workplace:

- **Rainbow™ by Alcatel-Lucent Enterprise**: Designed with user flexibility and security in mind, this application, available on all popular platforms, combines communications, collaboration, and hybrid telephony services wherever you decide to work.

- **Rainbow Office powered by RingCentral**: This Unified Communications as a Service (UCaaS) solution provides all the above including traffic and telephony services from the cloud. Collaborate from anywhere – by phone, message, and video. Rainbow Office is complemented with ALE market-leading communications and networking products.

ALE provides communications and collaboration solutions for each employee profile, wherever they work. From desk phones for the digital age, to softphones, as well as cloud-based team collaboration services and an omnichannel contact centre solution, we provide the solutions that fit your needs. And we leverage existing communications system's **to create the right hybrid digital workplace for your business.**

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How Service Providers Can Navigate the 'Perfect Storm'
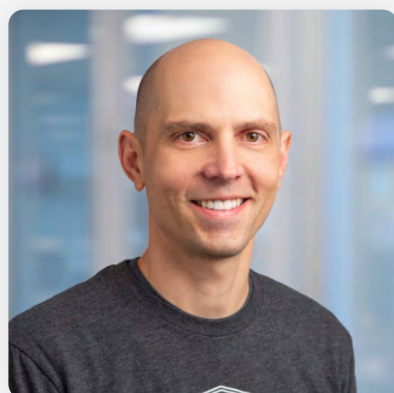
Brian Beutler
Chief Executive Officer
Alianza

alianza.com

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Service providers are facing a 'perfect storm' of challenges as they look ahead to 2022, according to Alianza's CEO, Brian Beutler. The pressures of aging infrastructure, eroding margins, and an aging workforce are all obstacles that need to be addressed by service providers if they are to remain relevant.

Aging Infrastructure
The biggest of the three challenges for service providers is moving away from legacy systems that are reaching end of life. These platforms are, in some cases, 40 years old and only going to become harder to support and maintain.

Eroding Margins
Another challenge for service providers is slipping revenue and subscriber bases, with users ditching landlines in favour of mobile phones. This drop in revenue comes as service providers face the same cost structure, resulting in the eroding of margins — with the gap only widening.

Aging Workforce
Many employees qualified to maintain older, legacy voice technologies are now retiring. Finding replacement staff with the same skill set is difficult and organizations find it difficult to justify that training younger employees dated technology.

"These three factors create a perfect storm effect. By moving to the cloud, service providers can have healthy and predictable margins, reduce reliance on legacy technology, and apply their skilled labour to more strategic initiatives. In addition, they future-proof their network and avoid kicking the can down the road by replacing hardware with hardware, only to face the same challenges and exorbitant capital expenditure for replacement in another five to seven years."

Taking the First Step
Many service providers are caught in limbo: knowing all the above to be true but unsure how to take their first steps to the cloud while keeping the lights on. This is often driven by fears of service disruption, which could upset customers.

Alianza specialises in helping service providers take that first step by easing their migration to the cloud with an experienced, dedicated customer success management team.

"We have migrated providers from virtually every switching platform on the planet. We know how to mitigate risk and move subscribers over safely. We have migrated hundreds of thousands of subscribers for our customers to our cloud communications platform, including bulk migrations as large as 10,000 subscribers in a single day. We help service providers navigate the entire migration process and are with them shoulder-to-shoulder to deliver that safe migration. We describe the transition to the cloud as the last migration a service provider will ever have to make."

As for helping service providers increase margins and grow revenue, Alianza's full-stack cloud communications platform not only reduces operational costs but enables service providers to digitally transform services and offer new, revenue generating products for business users with **Unified Communications as a Service**. From high-quality voice calls to business text messaging, to team messaging and work from anywhere solutions, service providers can become a one stop shop for communication needs.

"Many customers shared that they could not have pulled off the tech transformation from legacy service to the cloud on their own, without leveraging a complete platform offering from Alianza. Alianza has successfully helped all types of service providers innovate quickly and address the evolving demands of their end user customers in a way that is easy to manage, easy to consume, and highly profitable."

UC AWARDS 2022

UC Awards returns for its fifth year.
We'll be bringing the awards to your screens in a digital event format, hosted on our dedicated site **ucawards.com**

JULY 2022

Applications Open May

UC SUMMIT
2023

UC Summit is the number one event for IT professionals, regardless of where they are on their unified communications transformation.

We'll bring you exclusive content from leading industry influencers and analysts across formats including keynotes, fireside chats and panel discussions. Our sessions are curated by the experienced team at UC Today and tailored toward guiding you through your UC journey.

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#BIGUCUPDATE

Boosting Collaboration and Productivity with Microsoft Teams in the Hybrid Workplace

audiocodes

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For IT teams in particular, the pace of change in the workplace since 2020 has been nothing short of dizzying. With each work-from-home employee essentially functioning as an individual branch office, new collaboration platforms are coexisting with legacy PBXs. Here are 3 top tips to develop a winning Microsoft Teams strategy for 2022 and beyond.

1. Microsoft Teams Fits the Hybrid Workplace Like a Glove
It's safe to say that the past couple of years have changed the nature of work forever. Working from home is now standard practice for many knowledge workers, contact centre agents and customer service functions, while for others, working in the office remains essential. The real challenge for today's IT managers is to develop successful hybrid workplace strategies to secure business continuity, while ensuring that employees remain productive wherever they're located. Any such strategy has to be cost-effective, secure and agile. Microsoft Teams ticks all these boxes – and then some.

2. Make Microsoft Teams Your Complete Voice Communications Platform
Microsoft Teams is the ideal platform for all your voice and video communications needs, and it's easier to get started than you may think. You don't need to throw out your existing PBXs and you're not obliged to use Microsoft Calling Plans. In fact, for most organisations, especially those with multiple sites and legacy requirements such as analog devices, the best approach is a migration strategy that seamlessly integrates Microsoft Teams with their existing setup and service provider. AudioCodes has a proven track record in helping organisations successfully migrate to Microsoft Teams.

To really hit the productivity heights, you also need to make the right device choices. Try thinking in terms of user personas to match the right device to each employee. For example, some users might find a headset to be ideal, while others might work better with a more familiar deskphone with handsfree audio and one touch access to collaboration calls. One size never fits all.

Meetings in the hybrid workplace are also different, with smaller groups in huddle

rooms engaged in video calls with remote colleagues. Many managers are also creating similar meeting spaces in their own private office rooms. Device strategy plays a big part here, and AudioCodes can provide **business phones and meeting room solutions** for every Microsoft Teams scenario.

3. Boost Productivity with Microsoft Teams the Easy Way
In times of rapid change, hard-pressed IT managers may not have the expertise or the budget to plan, build and manage the infrastructure for a successful Microsoft Teams deployment. Adopting a subscription-based managed service is a great solution since it frees them up to focus on other, more important, priorities.

AudioCodes Live for Microsoft Teams is an innovative portfolio of managed services for simplifying the migration to Microsoft Teams voice calling, offering Direct Routing as a Service, user management and even on-site integration with legacy equipment. You can also add AudioCodes business phones, meeting room devices, compliance recording, conversational IVR and meeting productivity solutions to your monthly subscription too.

Digital Transformation: Satisfaction on Demand

AVAYA
Experiences That Matter

Oliver Bengtsson
Senior Marketing Manager
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The need for better work-life balance is greater than ever before. Employees are asking for more flexibility and more and more workers are getting their jobs done remotely. To effectively scale, companies must meet the demands of the workforce, particularly as it relates to the freedom of working wherever an employee wants to work. What's the one thing that can bring productive flexibility to today's business? Digital Transformation.

Employee Satisfaction is Customer Satisfaction
A goal of digital transformation is to increase employee happiness, efficiency, and productivity. With increased efficiency performed by happy employees, there is a higher likelihood that your customers will receive better service and will then be happier themselves. Happy employee, happy customer.

Every business wants satisfied customers. While it's impossible to make everyone happy, it is possible to create a working culture in which employees can effectively do their jobs without the burden of technological hiccups. Giving workers advanced tools to make sure that they feel engaged in every aspect of the customer journey helps

foster a strong, positive culture. Helping to make an employee's job easier drives customer engagement and loyalty, because again: happy employee, happy customer.

Integrations Bring About Success
Avaya Cloud Office by RingCentral enables the digital transformation journey for employees and customers. The key to feeling like your business is empowered is integration. With their powers combined, collaboration, communications, and contact centres can work together seamlessly to offer better customer and agent experiences. Having clear, concise communications is important for any business's success, and the cloud can help with that. This is the Era of Disruption, and it's up to a business's decision-makers to guide their company's future forward. All employees should feel like they have a say in the process, whether they're in client-facing roles or in a warehouse. From the breakroom to the boardroom, cultures should be collaborative and in turn, should create greater overall customer value.

How Avaya Can Help
When you focus on your business priorities aligning with employee experience, you are promoting a key factor in your company's

growth. Part of the assurance of providing your employees with the tools to effectively perform their jobs is making sure that they understand the tools that they're using. Clear, concise communications is just one part of the seamless capabilities that Digital Transformation provides.

At Avaya, we understand the customer journey across multiple industries, and encourage potential clients to research our Digital Transformation applications and services.

Our customer insights, AI integration, real-time analytics, and fluid technology give tangible results. A barrier-less experience provides customers with a better, happier experience across many different touchpoints. With integrated communications, a focus on pinpointing digital transformation goals, and best-in-class employee and customer experiences, Avaya provides solutions that drive positive outcomes and Experiences that Matter for everyone.

Visit our website to watch a demonstration.

UC TODAY

CallTower: Collaboration through CCaaS

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Marketing
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calltower.com

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Since one of the most important collaborations a business or organization can create is between themselves and their own customers, the first major collaboration consideration is a **contact center solution**. While your contact center is a behind-the-scenes part of a business, it is important to have a contact center that is high-functioning and capable of delivering the level of service customers expect. Contact Center as a Service (CCaaS) is a cloud-based customer service solution that enables businesses to utilize the software technology they need for their customer service. As a result, a CCaaS solution will reduce the need for additional internal IT support.

FIVE9 BLENDED CLOUD CONTACT CENTER

Five9's cloud contact center solution provides the benefits of feature-rich, on-premise systems with none of the hassles. Five9 enables your people with the tools they need to make powerful customer connections while delivering the results your business requires. With Five9's Blended Cloud Contact Center, you receive all the features and benefits you should expect from on-premise contact center infrastructure systems, with none of the complexity and long deployment times. And unlike many other cloud contact center infrastructure vendors, the Five9 VCC suite is built entirely from the ground up for the cloud.

CT CLOUD CONTACT CENTER – FULLY-FEATURED, POWERFUL AND COMPLETE END-TO-END CLOUD CONTACT CENTER

Superior Customer Care: CT Cloud Contact Center empowers customers with a full-featured, powerful and complete end-to-end cloud contact center solution. Customers can expect their calls to be answered quickly and their issues to be resolved promptly. Whether your contact center has a few

or even hundreds of agents, meeting this demand requires specialized software.

Increase Productivity and Reduce Costs: The CT Cloud Contact Center solution is designed to improve contact center operations by reducing IT reliance, streamlining workflow processes, simplifying training, and affecting better decisions through robust analytics.

Fresh, Dynamic and User-Friendly: Contact Center solution can be complex, optimizing them shouldn't be. With CT Cloud Contact Center's user-friendly interface and graphical dashboards, enabling your staff to achieve your customer contact goals is easier, more accessible, and more enjoyable than ever before.

ABOUT CALLTOWER

With the evolution of the telecom industry, **CallTower** has expanded into a hosted unified communications and collaboration solution provider; changing the way people communicate around the world. Our mission is to enable people to easily connect and get work done.

The support and patronage of our customers inspires us to exceed expectations. CallTower exists to enable people to easily connect to transact business communications. Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications (UC) solutions for growing organizations worldwide. Our unmatched implementation and support teams have deployed and supported thousands of users, enabling solutions around the corner and across the globe. All projects receive a designated product manager who secures a seamless implementation and training success plan.

CallTower ensures that businesses reach their full communication potential and stay competitive, with the most advanced capabilities in today's changing market climate. With easy-to-use business communication technology tools that support mobility, messaging, conferencing and presence management. We enhance strategic and business operational capabilities by integrating only the best unified communications suite of products. All CallTower solutions are easily provisioned in the online portal, CallTower Connect.

Three Predictions for the AV Industry

In addition to my role at **Crestron**, I'm also a board member of the IMCCA — the Interactive Multimedia and Collaborative Communications Alliance, an industry association that supports the unified communications industry. Both positions afford me a top-level look at what's trending — and here are three predictions for the balance of 2022 (and beyond) for AV companies based on those trends:

Manufacturers will move to more as-a-service options

The supply chain crisis that has plagued us these past months (and shows no sign of slowing anytime soon) will change our mindset towards physical devices. Yes, we still need a black box as the medium for delivering or executing a function, but that function will continue to evolve and need upgrades. Rather than waiting for your next black box for enhancements, service, support, and so on, customers will want it to be field-upgradable and manageable. Tesla has made this model consumable with their cars via remote troubleshooting and proactive software upgrades to make their cars better — why not the same with AV? This also extends to the financial model with

customers looking for more flexible buying options as opposed to paying upfront and owning a device that may well be outdated the second one takes it out of the box.

Camera technology dominates the meeting space

We're not talking about one cool camera at the front of the room that zooms in and out, but rather multiple cameras, multiple screens, all around the space that envelopes not just the room but immerses the meeting participants into the meeting itself. Yes, the metaverse is coming to meetings, too — but before that happens we need to leverage the tech we have to provide the individual personal viewpoints of all the folks in the meeting, regardless where they are, and regardless where they are looking. The best solutions will track participants as they move around the conference room, recognizing hand gestures and body language, and allowing each attendee to see the remote participants around the room without having to put on a VR headset.

Good enough is no longer good enough

March 2022 marked two years of remote working for many of us. We have become experts in the video conferencing world, and simply having the ability to "join a meeting" in a new, upgraded office isn't enough. Expectations have changed — and thus the experience must be made not just easy but enhanced. Better audio, better video, automation, control — they're all now critical to the modern workplace. Just putting a soundbar at the front of the room, a touch panel on the table, and running a HDMI cable simply isn't good enough to draw remote workers back to office when they can have a better meeting experience at home. You need to make your office — and especially your meeting rooms — not just good, but great.

If you're interested in learning more about what goes into truly exemplary hybrid spaces, have a look at Crestron's new eBook, **"Keys to the Digital Workplace."**

Keys to the Digital Workplace

THE DESIRED RESULT: SEAMLESSLY LINKING TEAM MEMBERS ANYWHERE IN THE WORLD VIA A UNIFIED COMMUNICATIONS SOLUTION

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Team Collaboration

The way we identify "collaboration" has evolved significantly in recent years.

In the past, teamwork was built on in-person meetings and conversations. Today, we're discovering people don't necessarily need to be in the same space to work effectively together.

Today, collaboration is enabled by software, video conferencing tools, and cloud-based systems. The global team collaboration software market is set to grow from a value of $15.25 billion in 2020, to $40.79 billion in 2028. As the world of work continues to evolve, and hybrid workplaces grow increasingly common, the demand for exceptional tools for collaboration will only grow.

The Trends Shaping Team Collaboration in 2022

In 2022, the focus for business leaders is on using team collaboration technology to not only align teams but enable them to accomplish their best work. Team collaboration tools aren't just convenient apps for the modern team – they're the central hub where endless crucial work takes place.

In an environment where physical workspaces are growing increasingly less common, team collaboration apps are emerging as the new heart of the digital workforce. Some of the most significant trends shaping team collaboration in 2022 include:

- **Intercompany collaboration:** Increasingly, companies are discovering that unifying the workforce in the hybrid world doesn't just mean bringing internal staff members together. Organisations need access to team collaboration tools which allow them to interact securely and safely with contractors, clients, and external entities too.

- **The collaborative work hub:** As the environment for everything from knowledge sharing to communication, collaboration tools are cementing their place as the new "work hub" for employees. Staff are increasingly looking for environments where they can build a single-pane-of-glass environment with integrated workflows and tools. For instance, Microsoft Teams is rapidly emerging as an environment for UCaaS, productivity, and CCaaS.

- **Artificial intelligence:** AI in the collaboration landscape is having a huge impact on the way we work. AI tools are assisting employers in looking after their teams' wellbeing and can provide insights into how to improve staff engagement. AI automation tools can also help with minimising repetitive tasks in the workforce, and enhancing the quality of meetings, so teams can get more done in a digital environment.

Team Collaboration Tomorrow: Looking Ahead

Strong collaboration has always been a critical part of running a successful team. Over the last couple of years, the challenges imposed by the pandemic have forced companies to rapidly find ways of connecting and sychronising their employees without reliance on physical spaces.

Going forward, Team Collaboration tools will continue to gain attention as the ultimate environment for team work in a distributed workforce. We may even see these tools integrating more heavily with new disruptive solutions for collaboration, like virtual reality headsets, MR, and AR, or even IoT connected devices and AI assistants.

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Welcome to the New Future

The workplace of tomorrow demands a rethink of the traditional office space. Building successful spaces will rely on our ability to re-imagine workplace strategies not just for productivity, but for safety, flexibility and inclusion of remote team members.

The good news is that it's never been easier to deploy effective technology that makes it easy to stay connected. And even better, it's simple to use, sets up in a snap, and just works right out of the box.

At DTEN, we are obsessed with delivering the ultimate user experience with cleverly designed solutions that function as a natural extension of the way we connect with one another.

Key Requirements for Your Hybrid Workspaces

The new hybrid workplace reimagines the traditional office with innovative new spaces designed for inclusion, connectivity and flexibility.

Simple to Use & Easy to Set Up
+ Multi-award winning product design
+ Lightweight, streamlined, plug-and-play
+ Certified for Zoom Rooms
+ One click Guest Join for Microsoft Teams, Webex and other platforms

Flexible & Scalable
+ Easy deployment with central device and user management tools on DTEN Orbit
+ Unbeatable value with solutions for a range of meeting spaces with flexible deployment options

It Just Works
+ Built-in cameras, speakers, microphones and whiteboard in a multi-touch display
+ Always Zoom Ready

DTEN

Doug Remington
GM / Head of EMEA
DTEN

dten.com

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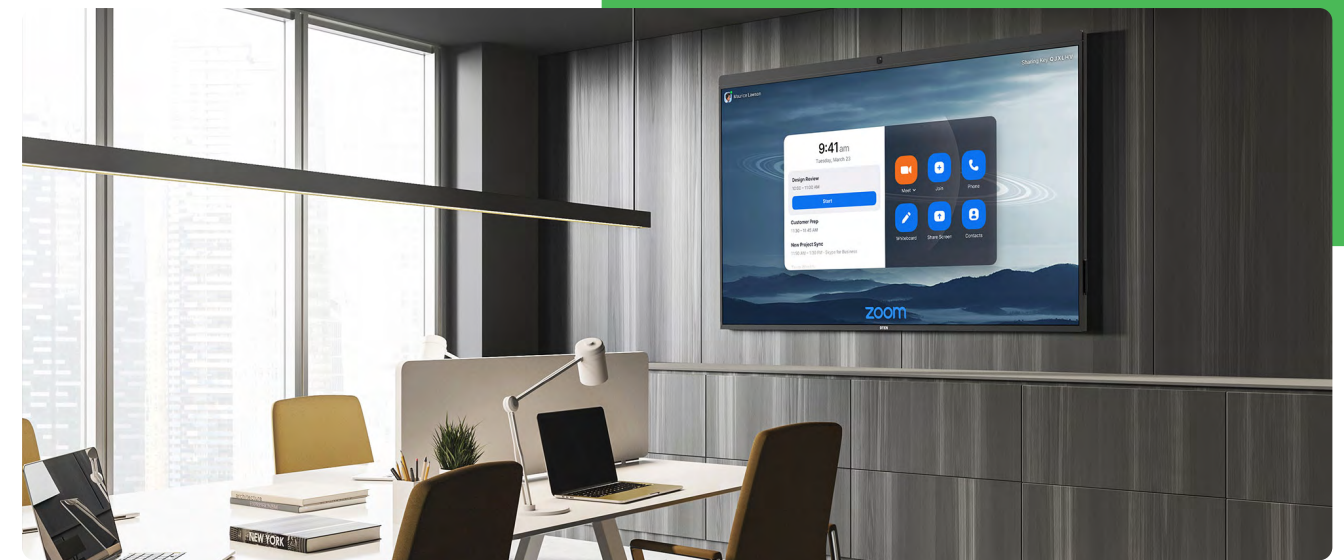
Two Examples of How DTEN Can Help:
Conference Rooms
(Medium to Large Meeting Rooms)
Supercharge Team Collaboration

Take command of larger spaces and engage meeting participants with a brilliant video meeting, presentation and collaboration station that demands attention.

The D7's built-in autoframing camera technology will dynamically adjust to keep presenters in frame for world-class presentations that leave a lasting impression. The D7 also works seamlessly with Zoom's Smart Gallery feature, framing each person in the meeting room to ensure participants are equally represented.

+ Spacious displays for easy content sharing and presentations
+ Be seen and heard with powerful built-in microphone array and camera systems that automatically calibrate to the room

Highlighted Features:

+ All-in-One design includes camera, microphone array, speakers and built-in Zoom meeting software
+ DTEN Audio AI sound suppression technology filters out background noise for distraction-free meetings
+ Brilliant 4K multi-touch displays for intuitive digital whiteboarding and annotation

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Flexible Workspaces (Hot-desking and Hoteling)
Maximize Shared Work Desks

Provide flexible work areas for employees who may be splitting their time between home and office. Zoom's Workspace Reservations features allows visitors to instantly pair their personal Zoom handle with the DTEN ME Pro, and simply unpair when finished.

+ DTEN ME Pro replaces need for separate web camera, microphone, speakers and whiteboard with a single easy-to-use solution that just works
+ Pair with personal Zoom handle for one- touch to start Zoom meetings
+ Access the DTEN ME Pro's camera, microphone, speakers and touchscreen in every meeting with DTEN Smart Connect

Highlighted Features:

+ Easily pair with personal devices to access contacts, chat and Zoom calendar
+ Central device management with DTEN Orbit enables hassle-free device and user management with minimal IT staff
+ Access the DTEN ME Pro's camera, audio and touchscreen systems for every application with DTEN Smart Connect

Schedule a Product Demonstration Today

UC TODAY

Stay Focused with Audio Designed for the Brain

Digital communication tools are now a natural part of our daily lives. We are constantly moving in and out of cluttered sound environments – both at home and at work. But our brains struggle to process the sounds coming from headsets and speakers, as well as people in the room. Such sound environments result in cognitive overload, leading to concentration loss, tiredness, and stress.

At EPOS, we understand that we hear with our ears, but we listen with our brain. So to perform at our best, we need to help the brain adapt to artificial sound environments. Because ultimately, it all comes down to understanding how the brain makes sense of sound.
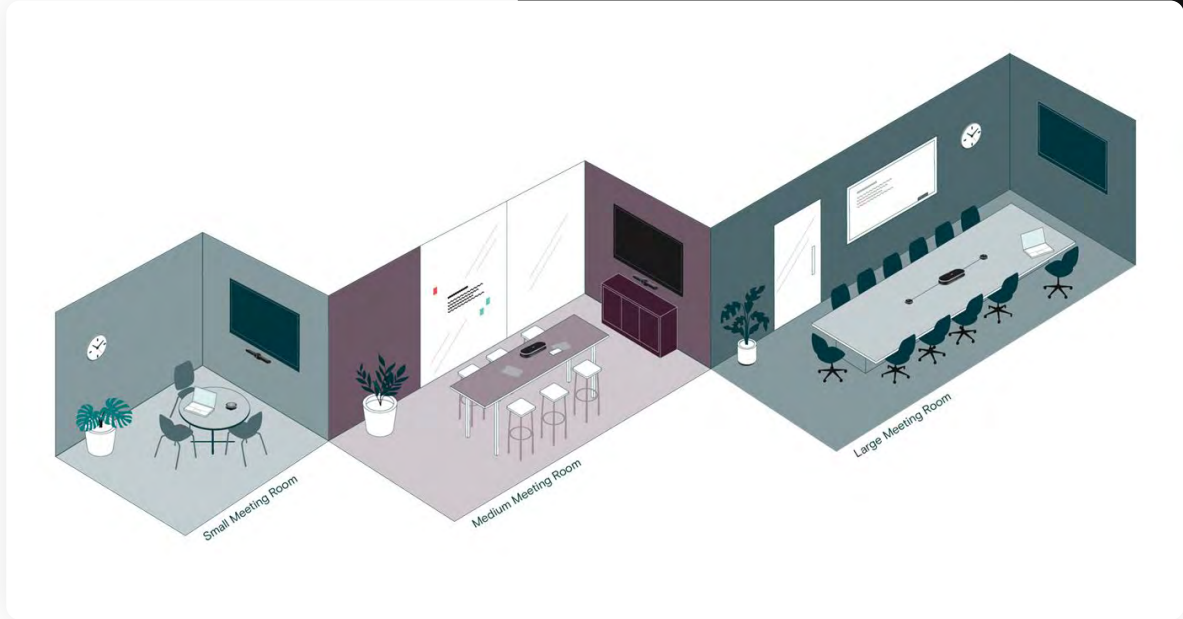

EPOS BrainAdapt™ in Meeting Room Solutions

Remote worker

Meeting room

Superior double talk technology allows for uninterrupted discussions that don't overload the brain

Intelligent picture framing enables smooth camera motion that localizes meeting room participants, helping maintain engagement

A great audio experience only happens when technologies support the brain's listening process, helping it perform as intended. That's why we've introduced EPOS **BrainAdapt™** - Audio designed for your brain.

EPOS is part of the Demant Group, a world-leading hearing healthcare and technology group, and as such builds on more than 115 years of experience of working with innovation and sound.

Based on decades of psychoacoustic research through the Demant Group, EPOS has the data on how and when the brain performs best - and designs algorithms and acoustics that make it easier for the brain to balance and adapt to artificial sound environments.

All EPOS Meeting Room Solutions help your brain adapt to hybrid meetings. With audio and video designed for the brain, EPOS enables both sides of the meeting to communicate and perform better. This leads to: increased focus, higher concentration, reduced stress and improved productivity.

Whether in a small, medium or large meeting room, every product in the EPOS EXPAND Line is designed for clear conversation, ease-of-use and connectivity with your devices. Working in partnership with Microsoft, EPOS has developed premium speakerphones and video conferencing solutions that are certified for Microsoft Teams Rooms on Windows and Android™. Through the rich functionalities of Teams combined with premium audio, organizations today can be prepared to enhance collaborations when people are both in and outside the office through an inclusive meeting experience.

Now that we have accepted and successfully transitioned into this 'new normal' and the hybrid workplace, it is important to recognize that we have reached a critical moment in time. There is a big opportunity for businesses to really rethink the meeting room and adapt it to fit today's more modern way of working. In doing this, businesses can create an environment where their employees, customers and partners can all be productive, regardless of their location. The first step? Invest in advanced intelligent technology, such as a speaker, to deliver even richer experiences for remote and in room meeting participants.

UC TODAY

How To Unleash The Power Of The Hybrid Workplace

![Konftel logo]

![Stefan Eriksson portrait]

Stefan Eriksson
CMO
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For many companies hybrid working is becoming the norm but some are achieving much greater results than others. So what are their secrets to success?

Lots of lessons can be learned by delving deeper into the effective ways home working is being combined with traditional office life. But what do we mean by successful companies? And how do we define success, when it comes to investing in the hybrid workplace?

New research from analysts Metrigy encompassed 400 global organisations. Of those a 'success group' of 68 companies was filtered out based on above average performance in three criteria.

1. Revenue gains
Increased project capacity through more effective team collaboration was achieved with faster responses to sales opportunities. Higher quality customer interaction and better support for partners and employees were further benefits.

2. Increased productivity
The success group enjoyed more efficient meetings with easier collaboration and less time spent travelling.

3: Cost savings
Reduced travel and real estate costs were typical areas where companies achieved savings.

With a close-up on these successful companies, a number of actions appears as markers and really point out what they do differently compared to the standard group surveyed.

The most successful companies...
• provide employees with a choice of work location
• provision more video and audio devices for work from home
• are more likely to be deploying video to all or most meeting rooms
• are more likely to use video for most meetings and see it as critical business technology
• consider the ability of meeting rooms to support multiple meeting apps of high importance
• refresh meeting rooms every three years

In conclusion, there are many combined factors that provide a competitive commercial advantage from managing the hybrid workplace right.

Measurable differences

On average 10% more of the successful companies use video for most meetings, see video as business critical technology and equip employees with high quality endpoints.

It might not seem like huge differences, but the pattern is convincing – the success group's behaviour makes a big impact.

We also recognise it's completely natural for people to want to use their own laptop for the apps and collaborative tools they prefer or have been provided by their IT department. Over 80% of the success group find multi-app access of moderate or high importance.

Conferencing jungle

Konftel also understand it can be a bit of a jungle out there to find the right equipment for the right rooms. One size doesn't fit all so we've created an interactive **Room Type Guide** to optimize the decision-making process. Furthermore all our products are Climate Neutral Certified which offsets the impact on the planet of growing demand. Users can conference with a clear climate conscience from the very first meeting.

In conclusion many successful companies from around the world are already embracing hybrid working based on greater use of video meetings, to reap long-term rewards. The time to act is now!

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Keeping Hybrid Happy

Hybrid working is here to stay and good collaboration tools are now an essential. For the majority of the workforce – these new levels of flexibility have been well received.

However, the sheer volume of these new and often unconnected solutions can cause complexities for IT managers trying to discern which best fits their unified communications (UC) requirements.

Moreover – research from customer experience management software specialist, Pega, has highlighted that workers it analysed typically switch applications more than **1,100** times a day, toggling between as many as **35** different applications each shift.

So how to avoid the hybrid headache?
Choose your supplier wisely with a consolidated cloud services platform to lower your cost of ownership, raise your customer experience and keep your team happy.

Crazy Simple
When you consider all the communication and IT services we use in a working day, taking into account

not just collaboration but all telephony, chat, storage, backup, webinar and contact centre – there's a lot of disparate solutions. Each has their own associated cost, maintenance and admin resources. Not only that – integrating all these also incurs extra IT security risks along the way, especially with hybrid work forces dispersed at different locations. Crazy! With NEC's UNIVERGE BLUE you get one complete UC platform and at one monthly rate. Simple!

UCaaS? Or CCaaS? It's better to have both
Double your customer experience rates! NEC's UNIVERGE BLUE can elevate your customer experience, business communications and teamwork by merging UCaaS and CCaaS features in a 'single pane of glass'. This new unified platform experience gives every employee in your business the tools they need to collaborate and support customers faster and easier than ever before in one application.

And the stats don't lie - businesses that have unified employee and customer communications platforms have seen:

2x greater customer satisfaction rates, **14.1%** reduction in handle times, **12.7%** increased first contact resolution and **12.4%** YoY annual revenue increase!

Already use Microsoft Teams? Read on
NEC's UNIVERGE BLUE is the perfect complement to Microsoft Teams – get the best of both worlds. Boost the power of Microsoft Teams with the enterprise-grade Cloud PBX of UNIVERGE BLUE. Designed for businesses looking to integrate a reliable, comprehensive PBX into their Microsoft Teams applications. Want more advanced capabilities? Leverage UNIVERGE BLUE's enterprise-grade calling features, including auto attendant, call queues, automatic company-wide call recording, and more within the Teams applications. And all with an industry-leading **99.999%** uptime SLA.

Want to learn more?
Speak to our team of experts.

More info at univergeblue.com

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The Stage is set
for the Future of Collaboration

Like everything else in the world of work, collaboration is constantly being reshaped by emerging technology, especially the cloud and artificial intelligence.

These are especially transformative technologies that change the very nature of how work gets done and how humans interact. Collaboration has long been a human-to-human activity, but with workforces becoming more mobile, remote and distributed, other modes of collaboration are developing.

Very little technology is needed to collaborate when everyone is in the same physical space and can communicate directly with one another. Today, this seems more the exception than the rule, and technology has become the enabler for connecting workers across space and time. Cloud has played a vital role by providing a common platform and set of applications, and with that, UCaaS has become a must-have during the pandemic as work from home became the norm.

The more distributed the workforce, the greater the need for UCaaS, and since the cloud scales quickly and inexpensively, enterprises have been able to keep productivity high in pandemic times. Now that cloud has become established as the leading approach for collaboration; the foundation is set for emerging technologies like AI. Since AI is a by-product of the cloud, it's not surprising that AI-driven innovations for UCaaS are now quickly coming to market.

In just the last year or so, we've seen new language added to the collaboration landscape, and none of it would have been conceivable in earlier times. Terms like virtual reality (VR), augmented reality (AR), immersive experiences and the metaverse seem more at home in the gaming world, but they are now finding practical use

cases in the workplace. The possibilities are only just being explored now, but as these technologies gain mainstream adoption in the consumer world, the nature of collaboration will transform to reflect their impact.

As we come out of the pandemic, hybrid work looks to be the model of choice, where work from home becomes a regular part of how enterprises operate. This means that IT will need to support a distributed workforce permanently, and with that, collaboration will be about supporting a mix of in-person and virtual interactions. While UCaaS platforms make it easy for distributed teams to communicate, the work around collaboration is more complex, and has more to do with workflows, processes and co-creating.

When team members cannot all be in the same space at once, the challenges around doing these become evident for both workers who need to collaborate, and IT leaders who need to support them. In this context, it should be easier to understand why technology companies are trying to introduce these emerging capabilities to the collaboration space. With AR and VR, team members can virtually join other spaces and participate as if they were in a room with co-workers. Holography will soon make it possible to project images of yourself to "physically" be in the room with them.

Endless variations will emerge as these technologies mature and gain adoption. VR headsets aren't for everybody, and you could instead choose to create your own avatar – or

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Principal
J Arnold & Associates

J ARNOLD & ASSOCIATES
FUTURE OF WORK | TECHNOLOGY CHANGE
CREATIVELY ANALYZED | CLEARLY EXPLAINED

multiple avatars depending on the situation – and collaborate with other avatars, or even real faces, all in a single UCaaS environment. This is just the beginning of a major transformation led by digital technologies, where the physical and virtual worlds start to merge.

As this journey continues, expect to see many metaverses; virtual spaces that look, feel and even function like real spaces. In time, collaboration will occur entirely in a metaverse where there may be no reason – or occasion – to interact with co-workers in person. This is certainly not your parent's work world, and while the future is unknown, it's probably going to look a lot like the online games your kids play, so it might be a good idea to play along too.

Unified Communications (UC) has Come of Age

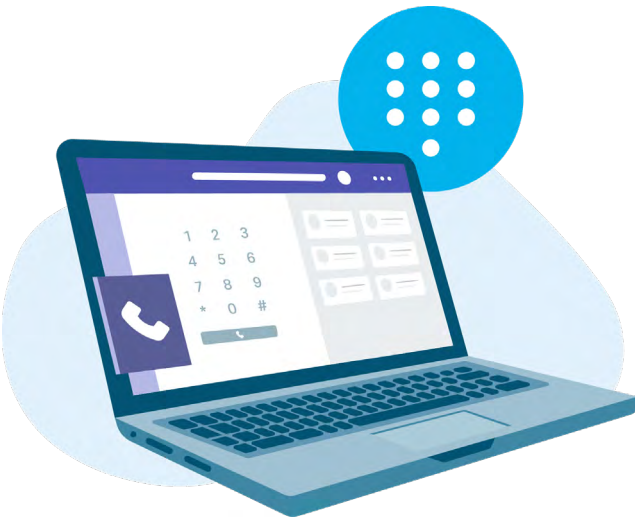**Myles Leach**
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Businesses that may have been culturally averse to hybrid working in the past got to see, in practice, that their people could be just as productive out of the office.

Hybrid working is here to stay. According to research by recruiter Robert Half, workers now want to work up to three days from home and the rest in the office. In many cases, workers would also prefer to transition to a four-day working week, while 40 percent of employees now have plans to work remotely from another country or city.

The biggest factor in the success of a new hybrid working model is whether teams have the right tools to communicate and collaborate.

NFON is leading the pack by providing the best-in-breed solutions for businesses that need the best tools to work smarter, every day. Headquartered in Munich, NFON is the only pan-European cloud business communications provider – it has over 3,000 partners in 15 European countries and seven subsidiaries, and counts 50,000 companies as its customers. NFON enables businesses to make considerable savings while streamlining their telecoms processes and delivers true added value through a phenomenal range of value-added services such as call recording and analytics.

NFON offers easy rollout, increased control, free automatic updates for life, built-in business continuity, and a scalable pay-as-you-grow model to provide flexibility for businesses and organisations of all sizes and branches. Its cloud telephone system, Cloudya, is extended with a number of premium solutions, offering maximum flexibility and future proofing without the need for hardware and software installation.

Team collaboration and can be boosted with its proposition: Nvoice for Microsoft Teams.

This includes powerful communication features in the familiar Teams environment that allow employees to easily connect to customers and colleagues and work together on joint projects – whether they are in the office, at home or on the move.

Microsoft Teams is already used by hundreds of thousands of businesses as their key collaboration tool. NFON's hybrid integration gives businesses a completely unified communications solution for today's agile workforce.

As well as equipping customers with the ultimate teamworking tool, the sale of Nvoice for Microsoft Teams with a Cloudya licence provides our partners with a guaranteed recurring monthly revenue. Plus, with NFON's user persona document, its partners can understand the different ways customers' users work, then recommend the hardware and software that's best for their specific communication needs. This enables customers to optimise their collaborative workspaces, conference room audits are also a major revenue opportunity for our partners.

Recently Microsoft Teams reached 270 million daily active users (DAU) **"This growth reflects the continued demand for Teams as the lifeline for remote and hybrid work and learning during the pandemic, helping people and organizations in every industry stay agile and resilient in this new era."**

UC TODAY

Let your Team Members feel Heard, using Tech that makes Hybrid Meetings Better

We've entered a world where being in the office five days a week, with all your colleagues present, is a thing of the past. This shift has opened a world of remote and hybrid possibilities, but people still need to remain as connected to their teams as they would be in the office.

What collaboration solutions are most in demand right now?

We're witnessing large scale investments to create consistent, enterprise-grade tech experiences for all workers. The in-demand solutions are those that deliver meeting equality so that all participants are heard with greater clarity and seen with equal power, regardless of their individual locations.

Remote and hybrid workers no longer want to "make do" - they want business grade tech at home that is fit for purpose and enables them to look and sound their best in a professional setting. This means adopting devices and technology such as video conferencing cameras, next-generation desk phones, high-end audio speakers and ergonomic, active noise cancelling headsets.

What emerging solutions could come to the fore?

Firstly, AI video conferencing solutions for better, clearer, and smarter collaboration experiences. Secondly, video

conferencing cameras with automatic speaker tracking to keep meetings dynamic and split screen functionalities to allow remote participants to feel included. Not forgetting active noise cancellation technology in pro-grade headsets that minimise disruptive background noises, leading to better comfort, focus, and productivity. Finally, smart analytic systems that can even monitor sound in the wider environment, filtering out noise, so that voices remain crystal clear.

How will these technologies aid hybrid working?

With co-workers spread across locations, meetings are no longer discussion or negotiation-led, instead workers expect to be able to share documents, screens, and brainstorm together. Participants want to be able to collaborate, view and annotate files in real-time, so it's vital that businesses adopt tools and technology that enable new ways of working.

For example, **video conferencing bars**, with built-in native software experiences (e.g. Zoom and Microsoft Teams), will play a starring role in the development of collaboration spaces in offices. All these factors combined will help organisations get hybrid meetings right.

What changes are coming in the months and years ahead?

First exchanges will be virtual rather than in-person, so companies will need to invest in technology from a people-first perspective and choose collaboration solutions that empower creativity, exchanges, and productivity.

Ease of use will dictate user experience which is paramount to acceptance and adoption rates within the workplace. Equipping individuals and conference rooms with rich virtual collaboration systems will better engage co-workers and clients.

Finally, spaces, people, and technology will be core to creating engaging, collaborative environments. The office will still be a go-to destination but the way it will be used will change. Simply put, the office will no longer be the face of a business, instead technology and the experience of calls and meetings will be what people gravitate towards and remember, whether they are employers, employees, or clients.

Visit **www.poly.com** to discover our wide range of UC solutions.

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Collaborate From Anywhere Gets a Makeover - "Hybrid Work"

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Director of
Solutions Marketing
Ribbon Communications

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Hybrid Work, Hybrid Work, Hybrid Work...oh my! There's no hotter buzzword in unified communications. Yet, it's just a modern word for an old concept, the ability to connect & collaborate from anywhere. Head back to 2019 and talk to any road warrior or parent that needed to work from home. They would have lamented trying to stay connected and productive while working in multiple places. So, what's so different about hybrid work now? Simple: now it impacts the rest of us! And as with many things in life, it's a much more serious problem if it's our problem...

Hybrid work exposed an issue that was decades in the making. Today, organizations are finally addressing it by migrating to Microsoft Teams, Zoom, Ring Central and many other cloud-based communications services. However, the transition is not always simple, especially for multi-site organizations. Larger organizations face four big challenges:

1. Not everyone is a hybrid worker -- millions of people still need a traditional desk phone & PBX service to do their work (hospital nurses, retail workers, manufacturing, etc).

2. Replacing everything requires paying to replace everything. Even if the business case is compelling, writing a check to do everything, today, might be impossible.

3. Even if budget isn't an issue, migrating thousands of users or hundreds/thousands of sites requires planning, training, and coordination – meaning it takes time.

4. Existing PBXs were installed over decades. They are tied into emergency systems, contact centers, fax machines and countless other business processes. Those services need to be maintained, migrated, or updated.

Our team at Ribbon has been dealing with these four issues for more than 15 years, creating solutions that interconnect different brands and different generations of technology. We call it the "agnostic core". Ribbon's roots are in building the fabric of carrier networks, so they have interoperability in their DNA. We apply that same paradigm to large enterprise networks.

In the agnostic core, **Ribbon's infrastructure** leverages its carrier scale to connect everything to everything. We use industry standard SIP, PRI & analog solutions to ensure existing PBXs/contact centers and newer clouds services can all "talk" to each other. This allows calls to be seamlessly routed from

one legacy system to another or to a new cloud service, leveraging a common dial plan that IT staff can centrally manage.

Additionally, Ribbon elements integrate with Microsoft Active Directory, making it easier to add/ remove users or "repoint" their phone number from a legacy system to a cloud service. This makes it possible for IT staff to move one department or one site to the cloud without disrupting connectivity to other employees or customers.

Ribbon's SBCs and centralized management tools monitor the health and safety of the entire communications network. Then, our analytics tools use machine learning to look for patterns and watch for known bad actors. These tools can automatically take action to respond to unauthorized network access, cyberattacks, denial of service attacks, fraud attempts, and network quality incidents.

Many enterprises are more anxious than ever to **address hybrid work environments.** They simply need a rational way to get there and we, at Ribbon, are helping to make that happen.

Fostering Collaboration through High-quality Audio

Jim Schanz
Vice President- Global Integrated Systems Sales
Shure

Shure.com

GET IN TOUCH →

In today's hybrid work environment, organizations across every industry have come to a greater appreciation of the positive impact high-quality audio and collaboration technology can have on productivity in their workforce. Yet, finding a solution with the right balance of intuitive audio capabilities, security, and infrastructure can be challenging for CIOs and IT decision makers not as accustomed to working with complex networked systems.

The **Shure Stem Ecosystem™** portfolio offers a range of solutions for situations requiring straightforward, precise audio control and underscores Shure's commitment to providing any organization, in any meeting room, affordable, high-quality audio. From design to implementation and management, the Stem Ecosystem™ was designed for simple deployment, intuitive operation, and seamless compatibility with leading collaboration systems, offering IT managers a complete solution for their organization.

While hybrid work environments present a more flexible employee experience, these benefits are often marred by the frustrations of managing and implementing truly suitable technology. As not all companies have the same requirements and resources, it is key to find an appropriate, high-quality audio solution that enables communication to happen no matter what other collaboration tools are already being adopted by an organization.

Stem Ecosystem devices are suitable to be implemented in any environment – from small businesses, start-ups, to main meeting rooms. Moreover, Shure's Stem Ecosystem devices work well with a wide range of conferencing platforms, including Webex, Microsoft Teams, Zoom, RingCentral and more. Stem's seamless connections with these platforms can help businesses enhance collaboration while also providing valuable flexibility for employees who rely on multiple conferencing platforms.

Another pertinent roadblock for organizations is when meeting participants deal with frequent, annoying, and distracting sound disruptions such as background noise, dropped audio, and bandwidth issues. No doubt, organizations around the world have been spending valuable time struggling with these technical and audio problems.

With the Stem Ecosystem, organizations can ensure a first-class audio experience where all meeting attendees can be heard regardless of where employees are joining a meeting. Employees can continue to work efficiently and productively with Stem, an audio solution that enables them to interact, engage and stay involved.

We all know that a conference call can still happen without video. But without high-quality audio, a value-added exchange simply can't take place. With Stem Ecosystem products, every meeting participant is equipped with the right tools to face typical daily working challenges and can eliminate the headaches that might be presented by other technology.

IT decision makers are seeking comprehensive and customizable solutions that deliver the complete package, from ease of installation to clear call quality. To achieve this, organizations will need to seek new ways to incorporate additional conference rooms and collaboration spaces.

For this reason, Stem Ecosystem devices offer IT professionals a variety of building blocks that empower them to create the perfect customized audio experience for every meeting space. They can be controlled securely over the network through the Stem Ecosystem platform while seamlessly blending into a space without compromising sound quality. With the ability to mix-and-match different products, IT managers can design their **Stem experience** around their communication needs.

The Next Battlefront in the Mobile Engagement Revolution

![syniverse logo]

![Jeff Bak photo]

Jeff Bak
Vice President, Enterprise
Syniverse

syniverse.com

GET IN TOUCH ›

Application-to-Person (A2P) SMS was once the bleeding edge of mobile customer engagement but today, that's just table stakes for mobile customer experience (CX).

Communications Platform as a Service (CPaaS) offers enterprises many more ways to expand and enrich mobile CX, becoming a major driver in enterprise efforts to develop a more mature digital transformation strategy. The CX aspect within has evolved from necessary evil to strategic imperative in today's "experience-first" economy.

While A2P SMS globally has slowed to a 6% annual growth rate, the CPaaS market continues to grow at 40% annually. Service providers, like Syniverse, have found success providing enterprises with critical tools to transform their CX into the strategic differentiators required for key players in any industry.

At Syniverse, we see a new battle forming in the mobile engagement revolution — one we feel uniquely positioned to win as we continue to help enterprises perfect digital transformation strategies and CX evolutions.

The Next Wave of CPaaS Is Upon Us — Causing the Industry to Pivot Quickly

CPaaS market growth has been fueled by "digital natives," the newcomers, such as over the top (OTT) players, fintech

customers, and the FAANG portfolio of tech companies like Facebook, Apple, Amazon, Netflix and Google, looking to disintermediate established brick-and-mortar companies.

Digital natives undoubtedly made an impact but didn't take over the world, with plenty of surviving brick-and-mortar companies not made up of coders. These "digital adopters" often struggle with digital transformations and aren't interested in building from scratch.

Taking Customers From Digital Adoption to Digital Transformation

Candid conversations with customers show demand for customized, intelligent, coordinated mobile engagement solutions that are overdue for many Fortune 2000 enterprises. The COVID-19 pandemic accelerated things as social distancing made mobile engagement the primary means of customer interaction.

The Syniverse approach is to form strategic partnerships with digital adopters who rely on us to help develop, tweak and expand mobile customer engagement experiences with a white-glove approach, allowing them to focus on business. While digital adopters lagged behind digital natives, that hasn't stopped them from having a clear notion of how they want to engage with customers.

Commonly Requested Engagement Solutions include:

- A variety of pre-message checks to verify phone numbers and perform security checks (i.e. SIM Swap detection).
- An ability to send messages via the customer's preferred channel, with a fallback option if the message doesn't get through.
- An ability to coordinate a coherent "conversation" across multiple channels.
- "Plug and play" solutions that must be able to connect and integrate with existing ERP SaaS platforms, allowing those systems to feed information to the CX solution aiding the customer, and also supporting feedback.

Delivering these solutions requires an orchestration engine — another critical component success available from Syniverse.

While a rich CPaaS portfolio is absolutely required, the real value comes from leveraging with connectors and integrations for truly unique CX solutions. Digital adopters need a co-creation partner to develop and enhance these solutions and in the blossoming digital adopter mobile CX market, Syniverse is the perfect match.

UC TODAY

Room Kits

Meetings are essential to running a successful business, no matter the industry.

This is particularly true as we approach a new "future of work". With team members now operating from a multitude of different environments (remote, in the field, and behind the desk), meetings are the key to keeping everyone on the same page.

Room kit technology, designed to provide a plug-and-play solution for meaningful meetings, is a powerful enabler in this new landscape. Unlike old-fashioned AV solutions, room kit systems are convenient, scalable, and easy-to-use offerings, intended to bring hybrid staff together fast.

The Trends Shaping Room Kits in 2022

As the age of hybrid work begins in earnest in 2022, and portions of the workforce return to the office, room kits are becoming an essential investment for ensuring the continued synergy between home and in-office staff. These tools make it easier for companies to set up and enable meetings as quickly as possible, for more consistent collaboration between teams.

With comprehensive room kit environments, companies can easily align staff members wherever they are, without having to rely on IT professionals to get hardware and software up and running. Many room kits even allow companies to connect their preferred collaboration software today, with "Bring your own Meeting" innovations. Trends driving the room kit space include:

- **Creating meeting equality:**
  As hybrid work continues to thrive, a major focus for many businesses is ensuring no team member feels like a "second-class citizen". Every employee in a conversation should feel like they have a seat at the table. Tools like eye-tracking cameras to help improve eye contact, and screens designed to improve the link between home and office workers are helping to create this balance.

- **Meeting room intelligence:**
  The number of AI enhancements available for the meeting room is growing. Today, companies can access everything from virtual assistants capable of starting a meeting with nothing but a voice command. AI cameras can be created to allow team members control over software with gestures and contactless movements. Sensors and intelligent tools can even track things like temperature in a meeting room, to ensure a post-pandemic environment remains safe.

- **Immersive meetings:**
  As we continue to look for better ways of bringing employees together in a hybrid environment, immersive technology is becoming increasingly appealing. XR technology like virtual and augmented reality tools can help to bring teams together like never before, to work on digital twins of products, or share ideas in real time.

Room Kits Tomorrow: Looking Ahead

There's no denying meetings will continue to play an important role in the way businesses are managed and run in the years ahead. In this environment, simple, accessible, and easy-to-manage room kits with a host of advanced features will be crucial to success.

Moving into the future however, there's a good chance we'll see Room Kits featuring even more impressive tools, from contactless gesture-controlled meeting software, to AI sensors and smart assistants, and even mixed reality holograms to bring context to conversations.

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Ensuring Compliant Collaboration To Meet Regulatory Requirements

Complete Compliance Coverage for Zoom, Webex, Microsoft Teams, Symphony, Slack, RingCentral, and more...

Leverage easy integration to your existing archive with value added search enhancements

Smartly enable features like in-meeting chat and polling for video platforms with selective archiving

Use built-in, compliant archiving with no storage fees along with the industry's only patented video risk detection and supervision technology

Trust customers across the US, UK, Europe, Canada, and Australia who gave a '100% Would Recommend' rating via Gartner Peer Insights

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THETALAKE

Gartner
MAGIC QUADRANT™ HONORABLE MENTION 2022
Enterprise Information Archiving

THETALAKE

Stacey English
Director of
Market Intelligence
Theta Lake

thetalake.com

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A stream of **guidance from regulators** has reminded organizations of their data privacy, recordkeeping, audio recording and supervision obligations wherever staff are based. The UK Financial Conduct Authority (FCA) clearly summed up the regulatory expectations: "any form of remote or hybrid working adopted should not risk or compromise the firm's ability to follow all rules, regulatory standards and obligations, or lead to a failure to meet them."

In parallel, the U.S. Securities and Exchange Commission (SEC) investigation into how financial firms are keeping track of employees' work-related communications, with penalties for records preservation failures and a dedicated email address to self-report non-compliance, is a clear indicator of heightened regulatory scrutiny to come.

The need to capture, retain and supervise electronic communications is a fundamental requirement for financial services institutions worldwide. Not only is it mandated by regulatory obligations such as MiFID II, SEC 17a-4, FINRA Rule 3110, FCA's SYSC, and IIROC's correspondence rules, it's critical for responding to complaints, audits, or investigations.

But the widespread adoption of modern collaboration platforms like Microsoft Teams, Zoom, Webex, Slack and more across the industry, has led to concerns

about meeting these obligations. With the ever-growing volume of video, voice, chat and document content from online collaboration, and tools built for email, firms face a significant challenge in capturing, retaining, and supervising the dynamic media-rich features of modern communications. It's even more complex for over 90% of FSIs that have deployed multiple collaboration tools.

Unfortunately, organizations are responding by shutting down innovative features to safeguard against potential issues. Theta Lake's **study of 100 industry leaders** revealed that more than 4 out of 5 firms turn off functionality to reduce the risk of non-compliance with regulatory obligations. Instead of implementing strategies, processes, or technology solutions to ensure compliance, organizations disable valuable features that employees need to provide richer client experiences and better collaborate.

Of the 83% of firms disabling features, nearly half have turned off a few content sharing features or the camera, while over a third have turned off most content sharing features. These include in-meeting

chat, whiteboarding, and polling. Content shared in chat conversations is considered the biggest threat to security and privacy driven by the ease of sharing files and links which could contain proprietary or protected information.

Fortunately, there is a path forward for organizations looking to scale their collaboration tool usage while reducing compliance and security risks. AI-enabled security and compliance platforms that allow for automated detection of relevant risks are available to assist with navigating compliance and security obligations. Selective archiving capabilities make it easy for financial services institutions to choose the meeting components they want to archive and supervise. Built-in integrations enable existing archive and ediscovery systems to be utilized, and searchable, without any disruption to existing tools or processes.

With the right technology and controls financial services organizations can benefit from distinct competitive advantages in the market from increased utilization of tools while alleviating security, privacy, and compliance challenges.

83%

ARE NOT LEVERAGING ALL THE CAPABILITIES OF THEIR COLLABORATION PLATFORMS

[GET SURVEY]

THETALAKE

UC TODAY

The Ultimate, Affordable, Plug & Play Video Conferencing Solution from Trust

Trust is a leading value-for-money brand offering accessory products that are smart and affordable, while being sustainable. The broad assortment features peripherals designed for daily use, fulfilling the full range of business needs. As a global company, Trust is represented locally in all relevant countries to provide local support.
Our portfolio includes:

- Video Conferencing
- Keyboards and mice
- Webcams
- Headsets
- PC Speakers
- Mobile
- Connectivity

Back to the office
Many companies are choosing a hybrid form of working, giving their employees the opportunity to divide their work time between working from home and coming to the office. Is your company prepared for this hybrid form of working? Here's what you need to make this a success:

Iris 4K Ultra High Definition Conference Camera
An all-in-one, plug & play video conferencing solution with ClearView and ClearSound Technology turning any office space into a video conference room.

The award-winning, all-in-one solution
In this digital age, you need to rely on your equipment to make deals and get work done. The Trust Iris is the award-winning, 4K UHD all-in-one video-conferencing solution for your company.

Just plug & play
IRIS is ready for use within minutes. You simply remove the product from the box and connect it to your laptop. Ready! You can now start a meeting straight away. Use the remote control to manage the display and sound at the push of a button for an interactive meeting.

ClearView technology with 4K resolution and a 120° wide angle view
IRIS ClearView technology contains an HD sensor with an amazing image resolution and wide angle view. This offers a high definition and full-body display of every person in the room without them having to sit shoulder to shoulder.

IRIS offers several options for tracking and framing individual participants. The dynamic range function ensures clear image in any light condition. Finally, IRIS is equipped with voice tracking, where the camera automatically turns and zooms in on the person speaking.

ClearSound technology for great audio performance
IRIS ClearSound technology contains a high-end quality speaker optimized for voice audio. Sounds are automatically filtered from any vibrations to prevent resonance to offer you a great audio experience.

IRIS fits any meeting room, big or small
One of the great benefits IRIS offers is the fact it turns any small meeting room into a fully-fledged video conference room. IRIS' wide angle lens and great microphone array ensures a perfect video conference experience for any meeting from 2 up to 8 people sitting at a safe distance from each other.

Alliance partner with Barco ClickShare
Combine Iris with Barco ClickShare and you get two unique solutions working together seamlessly. Barco ClickShare technology makes the conference room experience wireless. It enables team members in the office to link up and share content wirelessly with remote meeting participants in a matter of seconds.

About Trust B2B
We are a trusted brand offering quality, affordable products with dedicated B2B programs to support your business growth. Trust provides the most extensive range of mobile and PC accessories to suit every business need.

Trust.

Joost Buijsen
B2B Marketing Manager
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UC TODAY

Unlocking the Secret to a Successful Digital Workplace Strategy

VOSS
DIGITAL WORKPLACE MANAGEMENT

Mike Frayne
CEO
VOSS Solutions

voss-solutions.com

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After the chaos and disruption of recent years, we cannot be sure what the future will throw at us. What we do know is the workplace has changed more quickly in the last 24 months than ever before, and UC is at the heart of a revolution. Hybrid working is the new normal for many and organizations must rise to the challenge of ensuring that each member of staff has access to the productivity and collaboration tools they need to be effective, whatever their location.

With this as the backdrop, what keeps the IT team awake at night?

• Your staff need to be enabled with the right collaboration and productivity tools, regardless of location. The tools must be secure and enable the best business experience to keep the staff happy and motivated.

• Your IT team needs a shift from keeping the lights on to adding business value with collaboration tools powered by strong automation and insight-generating tools.

• Your collaboration platform and innovation ecosystem need to respond quickly to change and be highly agile and productive. Cost effective to operate, manage and scale with resilience are must haves.

The digital workplace

The digital workplace embraces the idea that organizations should use digital business transformation to align technology, employees, and business processes to improve operational efficiency and meet organizational goals.

The digital workplace is, by definition, a hybrid workplace. It is the virtual equal of the physical office space, including employee devices, apps, tools, software, and platforms. This means ensuring remote colleagues have access to all of the collaboration and communications tools they need, to carry out their jobs efficiently and effectively wherever they are.

What's your digital workplace strategy?

Building a digital workplace is inevitable, but it is a serious undertaking that requires careful planning and must be integrated into the overall IT infrastructure. It will entail utilizing and managing multiple vendors with solutions residing in both dedicated and hybrid cloud environments. Be sure you understand your company's objectives before you embark on the transformation journey towards a highly agile, digital workplace.

What role does UC automation play?

Automation management tools provide a central point of control over the whole UC environment, making it:

• Faster, often by an order of magnitude in terms of time to value.

• Easier as lower-cost, non-technical administrators can perform simple and medium tasks.

• More repeatable with far less risk of human errors when executing any given task, responding to any given problem, or scaling to support new services or higher headcount.

Automation management means your digital workplace can be fully flexible, agile, and customizable with one clear view across the entire organization. Role-based access control means the central IT team has full control (design, asset limits, etc.), but individual business units – or agencies – can retain full autonomy for the day-to-day management of their environment. Automation delivers a greater level of user productivity, at a lower overall operating cost (a win-win).

Find out more about VOSS, the leading provider of digital workplace management technology.

UC TODAY

Zoom: Connecting the Modern Workplace to Elevate your Brand Experience

Customer experience can be defined as the total engagements a customer has with your brand. To ensure those engagements are positive and deliver an exceptional brand experience, organizations adapting to a new hybrid work model must also reimagine how customers and employees interact. The employee experience, after all, is one of the biggest drivers of customer retention, with Gallup reporting that companies with the happiest employees showed **147% higher earnings per share** than their competitors.

Ensuring your key stakeholders are happy requires a deeper focus on empowering employees to do their best work, from anywhere. Zoom can help you elevate your customer experience, keep employees engaged, and support the ever-changing demands of the modern workforce with solutions for:

Flexible collaboration

The uptick in **hybrid and remote employees** requires secure, seamless collaboration across physical and virtual channels. Zoom's meetings, webinar, chat, phone, and whiteboard solutions enable frictionless communication throughout the workplace with the freedom to connect from almost every device. Upgrade your conference room experience with **Zoom Rooms** by promoting real-time interaction between in-person and remote attendees. Our **Smart Gallery** view uses AI technology to create individual video feeds of in-room participants and level the meeting field for remote participants.

Enhanced experiences

Give your customers support experiences that create raving fans with Zoom's video-first, omnichannel contact center. Offering multi-channel solutions on the familiar Zoom platform, **Zoom Contact Center** empowers employees to consolidate interactions and provide empathetic support when connecting with customers. Whether through chat, phone, video, or other digital channels, Zoom Contact Center allows you to engage customers how they prefer to connect and provide a more human interaction with your brand.

Virtual events are here to stay, as a recent Qualtrics study cited 62% of surveyed participants preferred hybrid events with the option to attend virtually. **Zoom Events** helps organizations host engaging, dynamic events of any size that capture the excitement of an in-person conference with the ease of being at home. From registration and ticketing to the networking-friendly Expo floor and post-show analytics, Zoom Events is the turnkey solution to host your next unforgettable experience.

Intelligent integrations

With companies using an average of 130+ apps for productivity, there's never been a bigger need for seamless integrations. The **Zoom App Marketplace** features nearly 2,000 apps and integrations to bring Zoom into your most popular solutions. **Zoom Apps** streamline workflows, empower teams, uncover new efficiencies, and drive engagement by bringing your favorite workplace, conversation, and file-sharing applications directly into the Zoom platform.

Zoom Meeting SDK and **Zoom Video SDK** allow developers to build fully customizable, scalable, video-based applications on Zoom's secure, reliable, video-first communications platform.

The future is here

Zoom can help modern teams connect, collaborate, and deliver personalized customer experiences. **Learn more.**

Oded Gal
Chief Product Officer
Zoom Video Communications

zoom.us
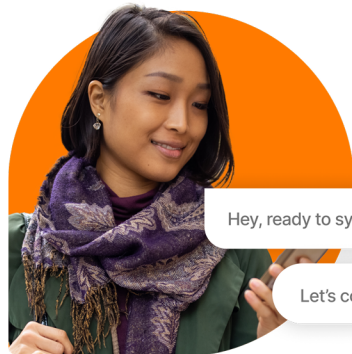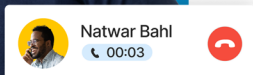
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Hey, ready to sync?

Let's connect!

Natwar Bahl
00:03