

The future of work is now



Prepare your organization with a modern approach to communication and collaboration

Work has evolved away from the office and the standard workday to better match the flow of daily life. The pandemic accelerated that trend, showing businesses, employees and customers the power and potential of digital interaction.

Organizations that embrace change and equip their teams to better collaborate online will surge ahead of the rest. Find out why a modernized unified communications platform has become so important to success.

Work is changing – fast

Organizations have grown more reliant on the technologies they use to collaborate than ever before. The COVID-19 pandemic rapidly accelerated network modernization to accommodate remote workforce capabilities, IT performance and resources in the cloud.

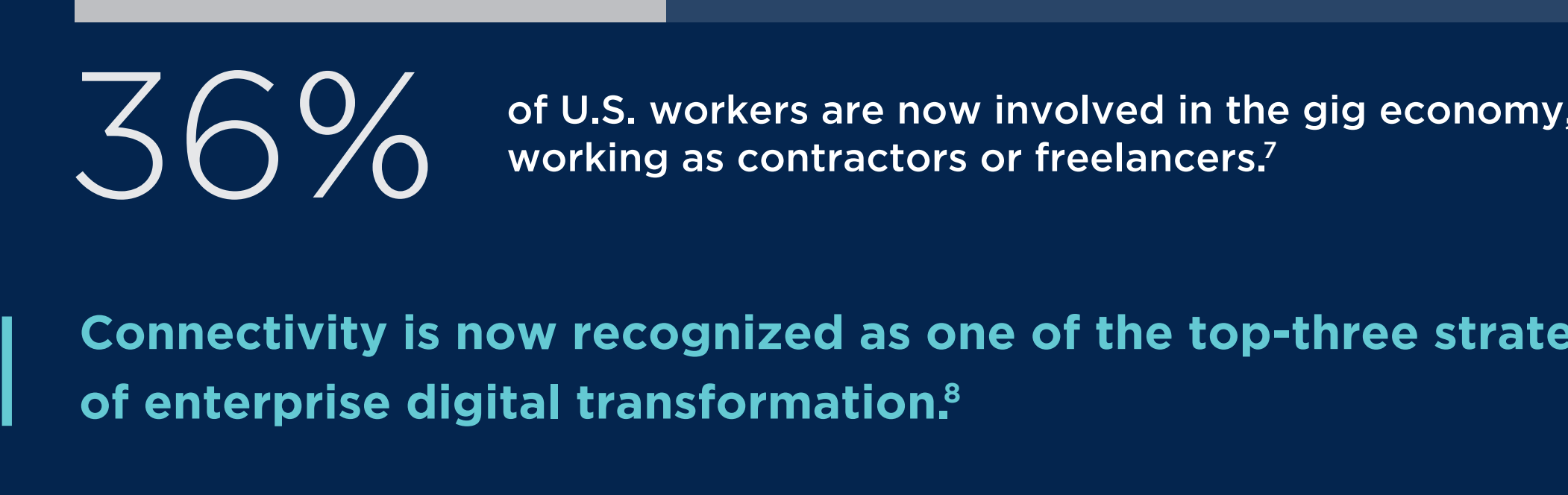


Business and IT leaders are reassessing the ways their teams work together.

Nearly 50% cite the evolving working environment as influential in their selection of a unified communications solution.⁴

The nature of employment has changed forever

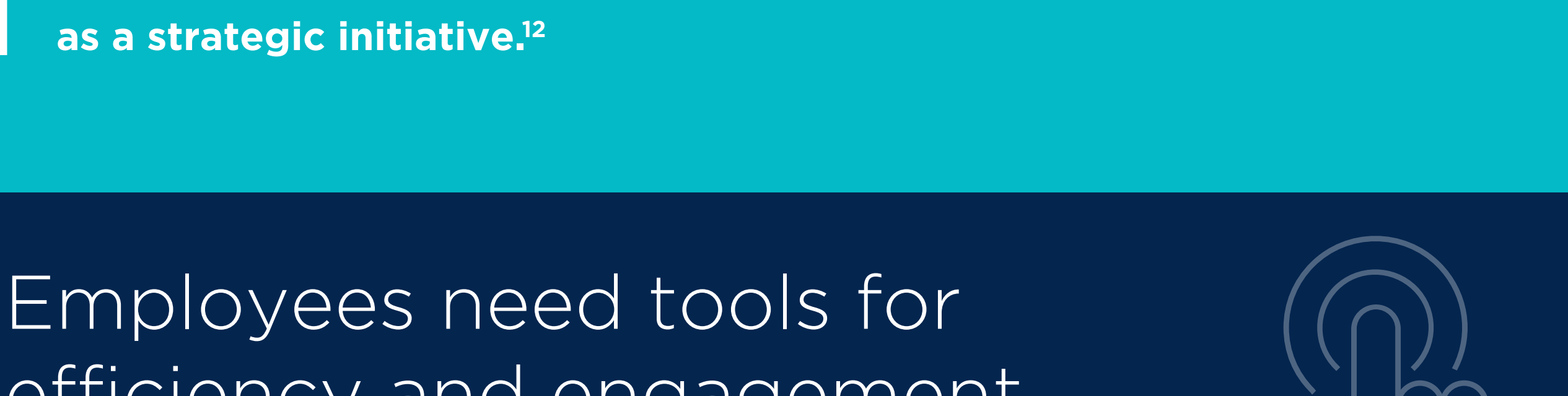
Work is happening anywhere, on any device and often among employees with more autonomy and different relationships to their employers than they had in the past. They need to be able to provide customer service, solve problems and share content remotely, which requires advanced connectivity.



Connectivity is now recognized as one of the top-three strategic elements of enterprise digital transformation.⁸

Flexibility is vital

The rules of work changed dramatically during the pandemic, increasing employee demands for flexibility in how, when and where they work.



The distributed workforce is here to stay, challenging organizational leaders to build a new culture and processes that keep employees in-the-loop.

In fact, one-third of CEOs now say they are prioritizing connectedness as a strategic initiative.¹²

Employees need tools for efficiency and engagement

Organizations must give their teams better technology to stay efficient, productive and engaged in their work.

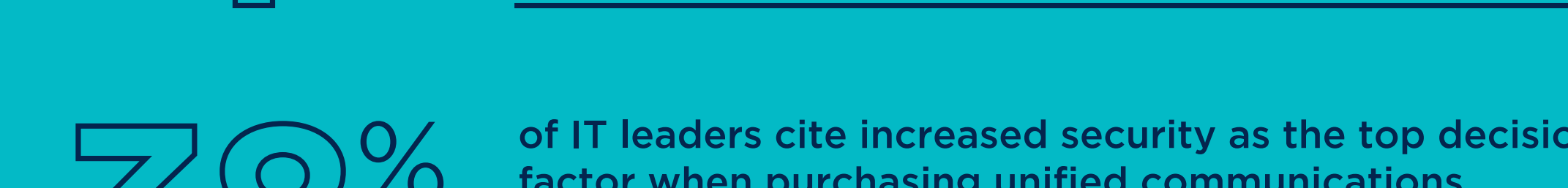


Employees expect to connect easily with one another, but there is clear room for improvement. The good news? Leaders who deliver a better collaboration experience have a competitive edge.

Businesses with high employee engagement report 10 percent higher customer loyalty and 23 percent higher profitability.¹⁶

Organizations need secure, reliable connections

Connecting work to more devices and locations creates significant IT challenges. A reliable, secure network is essential to support the technology and data demands of modernized unified communications.

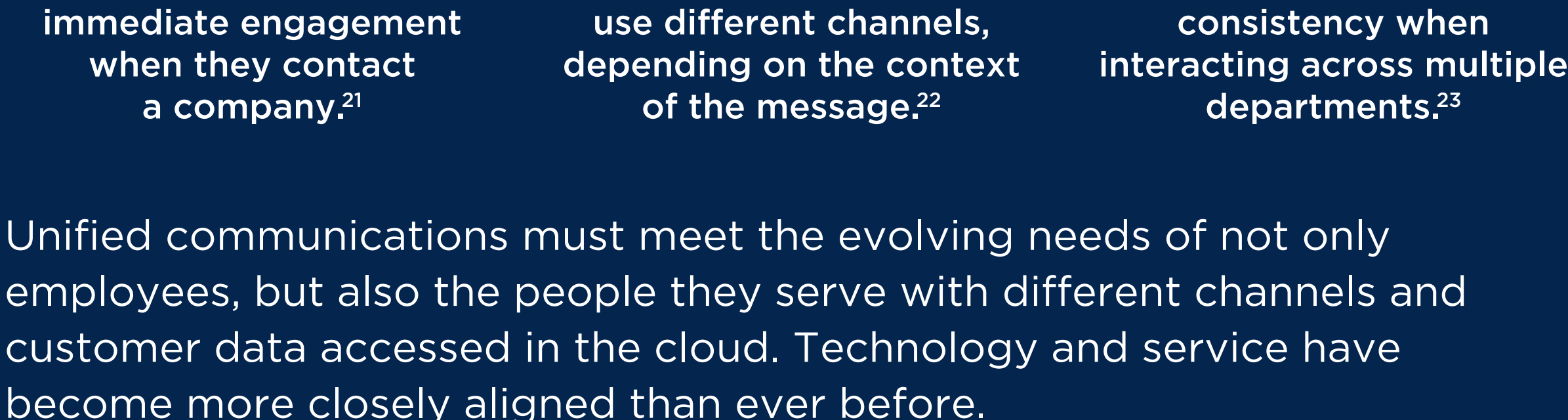


Online threats and network problems pose risks to productivity, reputation and business continuity.

As a result, increasing reliability and uptime is the second-ranked decision factor for migrating to a new unified communications solution.²⁰

Customer expectations are growing

The digital economy has provided customers with more choices, dramatically changing their expectations. Today's consumers want fast, personalized experiences over the device and channel of their choosing.



Unified communications must meet the evolving needs of not only employees, but also the people they serve with different channels and customer data accessed in the cloud. Technology and service have become more closely related than ever before.

Customer satisfaction is the most common metric organizations use to measure their digital transformation success.²⁴

Modernize collaboration for the future of work

To reach competitive, business and IT leaders need to rethink their approach to communication and collaboration. Modernization requires highly adaptable, tightly integrated tools to support:

- Physical and virtual work environments that help employees excel at their jobs, whether they're in the office, working from home or on the road.
- Customer and employee experiences that build loyalty, satisfaction and retention.
- Operational efficiencies that improve the ability to compete and adapt through continued disruption and change.
- Security and reliability that protect data and ensure consistent experiences.

84% of businesses say they're actively investing in future-of-work initiatives.²⁵

Collaboration shouldn't be an add-on or an afterthought. It should be an integral part of your technology strategy. A recent study by PwC showed that organizations investing in digital technology, processes, operating models and ways of working have higher profit margin growth and emerge from disruptions stronger than those that hold back.²⁶

With a unified communications solution supported by a modernized network, your organization can forge ahead into the digital, connected future of work with confidence.

[Learn more](#)

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