



Technology Insights

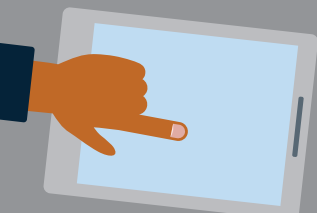


# 8 Signs that Say it's Time to Dial Up a More Cohesive Communications Strategy

A Datamax Unified Communications eBook




# Technology is redefining the workplace, the workforce, and the workday.



Employees today are undeniably on the go. Millennials now make up the largest percentage of the US labor force. Attracting and retaining top talent, satisfying your clients' insistence on instant gratification, and maximizing the productive collaboration of your own workforce, hinges strongly on that age-old human necessity... communication.

*(Albeit, with a vastly changing array of preferred devices, methods and behaviors.)*

Does your current communication strategy reflect the rapidly-changing workplace – one that prefers tools like video conferencing and relies on his or her smartphone? Are you overwhelmed by a scattered workforce, or not incorporating modern communication channels that enable real-time collaboration?



**In the following pages, we'll share 8 signs that it's time to dial up a more cohesive, intuitive and integrated system of communication.**

# Sign #1:

## Your remote workforce is giving you a real headache.

A recent report claims that more people worldwide own a cell phone than a toothbrush.

IDC predicts that by 2024, nearly two-thirds of the total US Workforce will be mobile. Whether you're overwhelmed with the idea of embracing the Bring Your Own Device (BYOD) era, or currently struggling with managing your scattered workforce, it might be time to update your strategy to one that embraces mobile technology and manages the flurry of devices intuitively.

*\*IDC Research defines "mobile workers" as workers who are enabled with mobile devices (smartphones, tablets, etc.) by their company to complete their assigned tasks and workflows.*

By 2024, mobile workers will account for nearly 60% of the total U.S. workforce.\* – IDC Research



# Sign #2:

## Your business phones have gone yellow on you.

Or, they've at least faded from their original color. Perhaps there's a tiny screen on them, or no screen at all. Ring a bell? You're using an analog phone system as antiquated as the Yellow Pages themselves.

In doing so, your team is sorely lacking in both performance-enhancing features and overall reliability (as opposed to the 99.999% reliability of a Unified Communications System). On top of that, you're probably paying too much.

Unified Communications provider Intermedia found that users who move to a cloud-based phone system cut their phone bills by as much as 50 percent.



Cut phone bills by as much as 50 percent with Unified Communications. – Intermedia

# Sign #3:

## Your travel budget is running on empty.

Video conferencing plays a critical role in helping companies and their employees save travel time and money. An Intermedia report found that 75 percent of organizational leaders say their work travel has been reduced due to expanding video conferencing capabilities.

And hey, chances are, they'll appreciate the opportunity to stay home. 59 percent of those surveyed say they always prefer using video conferencing over work travel.



75 percent of leaders says work travel reduced by video conferencing. – Intermedia

# Sign #4: You're failing to attract and retain top level talent.

Advancements in technology have altered employee expectations. They want it all (in terms of devices), and they want it now.

From mobile applications to video conferencing to email and voice assistance, employees want technology that works for them, not the other way around. 40 percent of millennials surveyed (*Intermedia report*) indicated that it would be helpful to launch video and voice meetings via voice-activated technology.

Is it time you give this next generation of employees the voice they're looking for?

More than three-quarters of Millennials say they are strongly influenced by thoughts of how innovative an organization is when deciding if they want to work for it. – *Deloitte*

41.2% said the phone is the most effective sales tool at their disposal. – *Marc Wayshak Study*





74% of IT leaders from global enterprises report that their organization has experienced a data breach due to a mobile security issue. – *International Data Group*

# Sign #5:

## Security and compliance have you strapped.

For many industries, regulatory compliance requires them to back up emails, text messages, faxes, voicemail, documents and even video. Expanding communication capabilities may seem like exasperating an already monumental chore.

Unified Communications platforms address financial, medical and other industry regulatory mandates with extensive security and privacy controls, all implemented under one solution.

As an example, regulations supported by Intermedia's cloud-based services include FINRA, SEC, NASD, Gramm-Leach-Bliley-Act, Sarbanes-Oxley and HIPAA.

# Sign #6: You'd like a system upgrade, but projecting needs is difficult.

We get it. In business, the rate of growth is often hard to project. As such, accurate long-term investment in communication technology seems less than a sure thing.

Cloud-based Unified Communications makes flexible scalability a cinch. Ordering additional services can be done online with no technician or expertise required. Administrators can manage service and features using one intuitive control panel portal.

When businesses decide to acquire a new phone system, 82% adopt UC. At least half of those who take the plunge into UC cite perceived workplace productivity gains as a motivation. And, not surprisingly, 93% of them report seeing those benefits realized after deploying a new UC phone system. –

*Eastern Management Group*

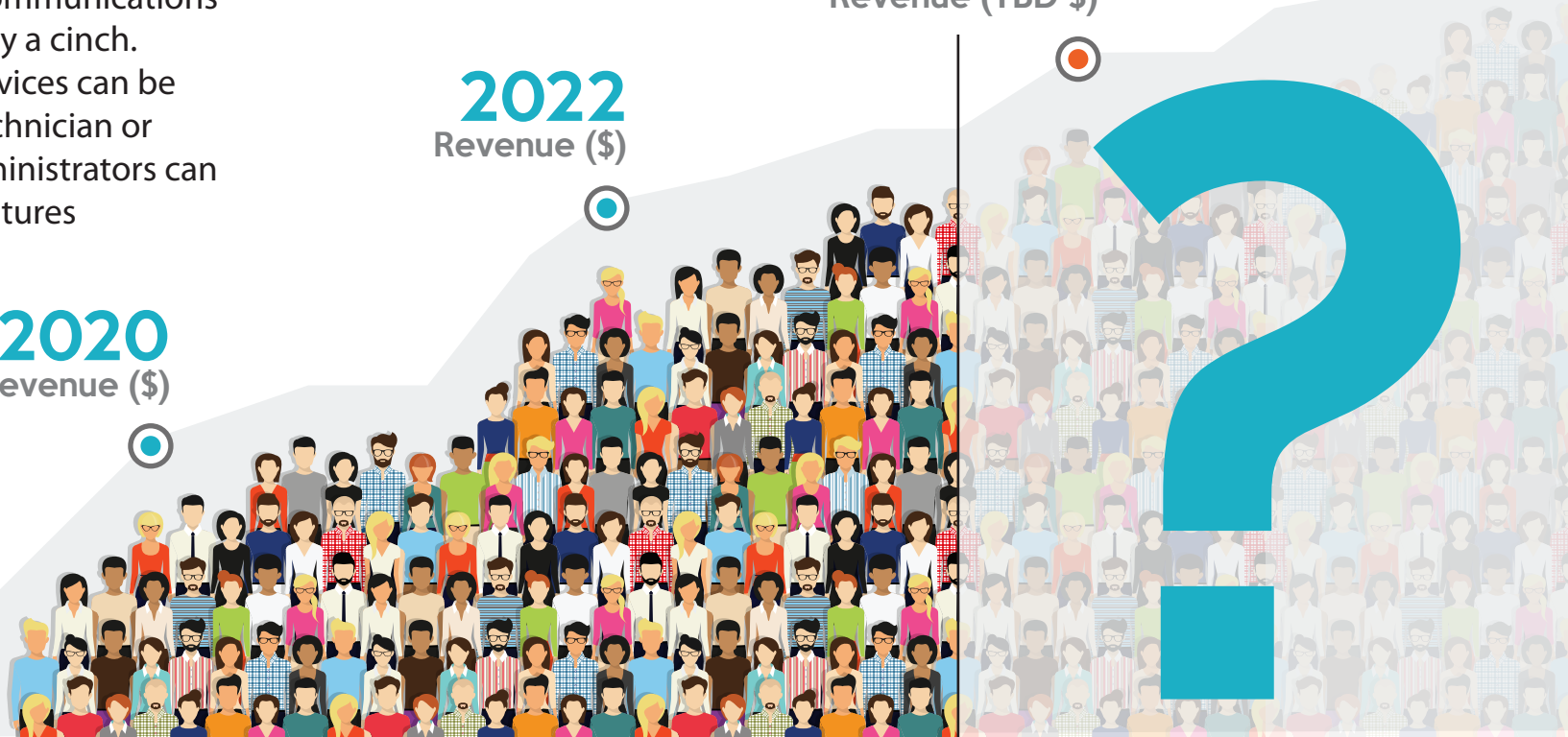


**2020**  
Revenue (\$)

**2022**  
Revenue (\$)

**2024**  
Revenue (TBD \$)

**2026**  
Revenue (TBD \$)



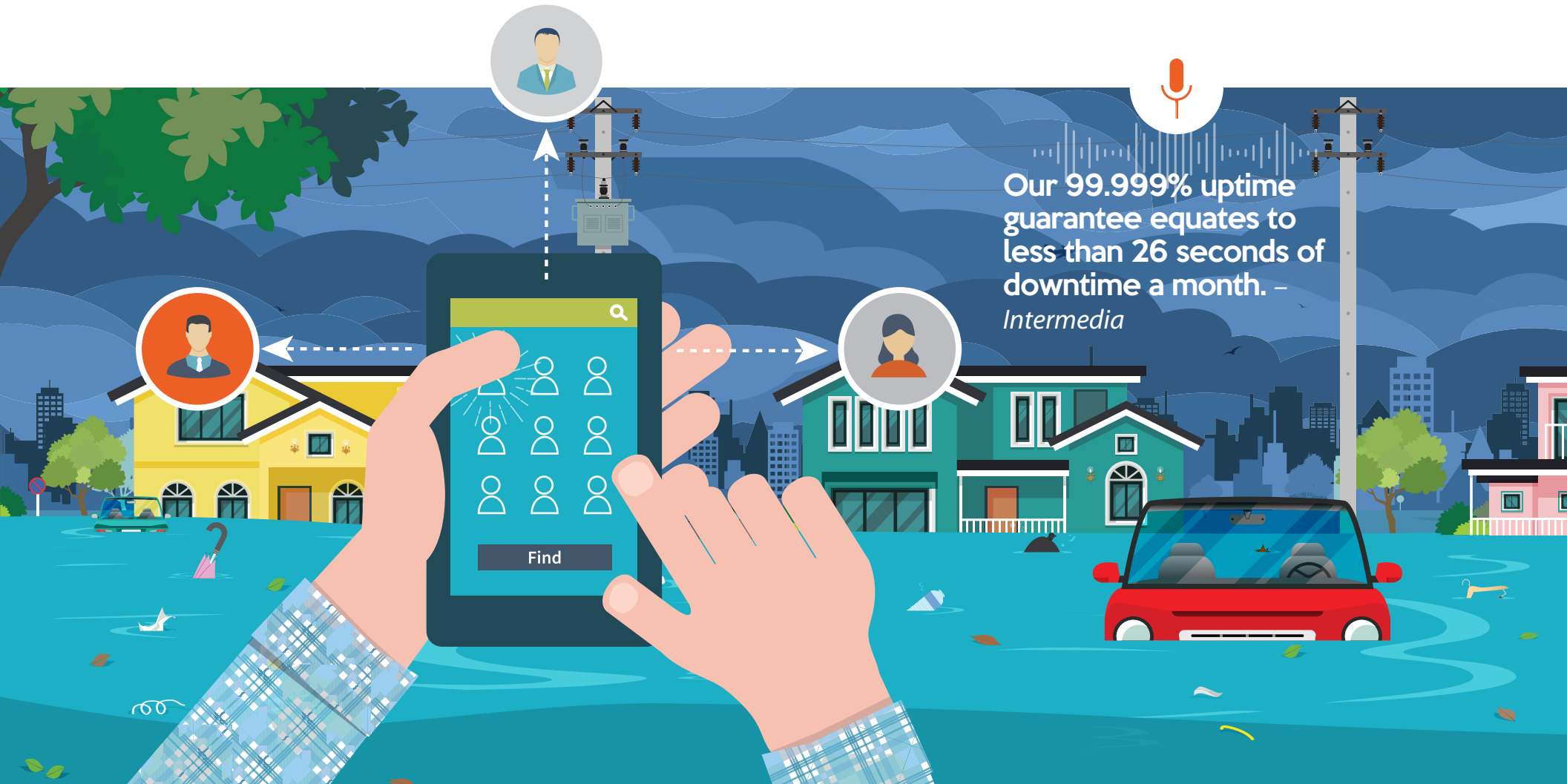
# Sign #7:

## Weather days are totally wasted ones.

Are weather days – or any days employees can't get to the office – considered a wash?

With a cloud-based Unified Communications System, in the event of a flood or other natural disaster, your services will remain uninterrupted with services accessed and managed via a secure, online portal accessible from any device.

Employees can access information from their desktop remotely, they can collaborate and share information from multiple devices, and can communicate as if it were, yes, just another day at the office.



Our 99.999% uptime guarantee equates to less than 26 seconds of downtime a month. – *Intermedia*



# Sign #8:

## Collaboration is, frankly, a free-for-all.

Your marketing team uses a solution like Dropbox to share huge files. Your technician, on the other hand, only checks his or her email when they make it back to the office, and you need to reach them NOW.

Point being, your team lacks collaboration cohesion. A Unified Communication System makes workers more reachable, more professional and essentially more productive. Mobile devices interact seamlessly with the phone system. Voicemail messages can be transcribed to text and/or email. HD video conferencing and screen sharing empowers collaboration in real time.



Businesses adopting UC on average experienced a 52% improvement in workplace productivity and a 45% increase in business efficiency which translated into a 25% increase in operating profit.

– Eastern Management Group

# Is your organization experiencing a failure to communicate?

Just as Henry Ford said, “failure is simply the opportunity to begin again, this time more intelligently.”

Unified Communications is the convergence of multiple forms of communication (*chat, video, telephony, file sharing, etc.*) into one unified user experience. It's a fully integrated platform that goes wherever your workforce goes. It enables communication and collaboration on your terms. Anywhere. Any time. On any device.

Are you ready to begin again, with a communications strategy that reconnects your scattered workforce?



## Get Started!

Click here to schedule a **Datamax Unified Communications Assessment** to determine a better strategy for your communications.

**Can't wait? Give us a call now at:**

**800.482.5772**  
(Little Rock)

**800.364.4255**  
(Hot Springs)

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