

AVAYA CLOUD OFFICE™

by **RingCentral®**



The Power of Connection

Why you should integrate your
business apps with UCaaS



Integrations today and tomorrow

The modern enterprise relies on an array of different tools to boost productivity, automate workflows, provide customer relationship management and support, and manage communication both internally and externally.

A Harmon.ie survey of information workers reports that, on average, 74% of employees have at least five apps open at one time and 16% use more than 15 apps per business day.


In the case of communication and collaboration, many of these tools may have been adopted at different times and for different purposes. At the same time, modern businesses likely use other types of applications, like video conferencing, instant messaging, and team collaboration tools.

Businesses often manage each of these systems independently and rely on manual, ad-hoc processes to connect one platform with others. These businesses often rely on manual, ad-hoc processes to connect one platform with others.

Equally worrisome is the impact that disconnected communication has on employees that are constantly switching between apps. “App overload,” is a problem that 75 percent of IT leaders cite as a major challenge. App overload means that users have so many different applications to navigate within their company that they struggle to find the right solution for a given task, as well as to master all of the different tools they are expected to use. It not only stifles productivity, it also leads to decreased employee engagement.


There is however a better way, thanks to the cloud. By migrating to a cloud-based for communications and applications businesses can:

- Improve the level of integration between applications.
- Lower maintenance efforts and reduce the strain on IT.
- Increase productivity by providing a more unifying application experience across devices for employees.
- Integrate various applications much more efficiently than would ever be possible using a traditional approach.



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With cloud-based technologies, a business can unify its entire work ecosystem, easing the strain on the IT department and all end users.



The power of cloud-based communications solutions

More than a decade into the cloud-computing era, many businesses have been using cloud-based enterprise applications, such as Microsoft Office 365™, Salesforce, and G Suite, for years. Such cloud-based apps are great at helping companies become more efficient and leverage data more effectively.

However, these applications become even more powerful when they are integrated with a cloud communications app. Adopting cloud-based communication applications is the first step in realizing the full value of these technologies. To leverage them to maximum potential, businesses must integrate their communication tools with the other cloud-based business applications they already use. For example, a business might integrate their communications solution within the cloud so that workers can receive the same call whether at their desk phone, mobile phone, or desktop. Or, they could integrate video meeting tools with its calendar software to schedule meetings automatically. These are just some of the integrations that cloud solutions make possible.

Integrations in a cloud communications solution make the whole enterprise ecosystem much greater than the sum of its parts, whether those integrations are out-of-the-box or via custom APIs.

Cloud-based communications deliver several critical advantages.

- Increase productivity and streamline workflows. Common tasks can often be automated; saving time and allowing employees to focus their energies on higher value tasks.
- Give employees the ability to work from anywhere using laptops, tablets, mobile phones, and office communication devices.
- Make it easy to store and backup communications data such as call or webinar recordings directly into the cloud, where they are accessible instantly from anywhere.





Business communications and applications: A perfect match

Consumer comfort with using cloud technologies to connect with friends and family has led to a change in their expectations for the business apps they use to communicate with fellow workers. Whether their communication is for business or pleasure, they desire and even demand the same simple user experiences and efficient workflows. For example, where users may have been satisfied with integrated email and calendar, they now demand an overall integrated communications experience that includes voice, messaging, meetings, and more.

Recommended Timing

As end users demand a more comprehensive and seamless communications experience businesses will strive to combine productivity applications with communications solutions in a way that empowers employees with the range of functionality that they need.

The integration of enterprise applications and cloud-based communications solutions relieves crippling bottlenecks in enterprise workflows. Rather than employees switching between disconnected apps throughout the day they can access the needed functionalities from within one centralized cloud communications hub.

That is why today's workforce is moving toward integrated solutions that combine tools like email, calendars, and conferencing vs. stand-alone applications and programs.



Integration Use Case:

Sales Agent

John is a sales agent whose job includes calling sales leads all day. He is expected to keep records of which leads were called, when they were called, and the outcome. If this were a manual process it would be a tall order and he would be able to complete fewer calls.

By integrating a cloud-based calling tool with a CRM platform like Salesforce, John can automate most of these tasks. Working from a PC or smartphone, he can easily store call records automatically within his CRM platform and use it to keep track of the outcomes of calls. Few CRM tools offer this type of functionality natively, but it can easily be added through integration with a cloud-based communication tool.



Integration Use Case:

Customer Support Manager

Joel is a customer support manager who is tasked with ensuring his team successfully resolves 100 service complaints a week. How can he track which team members are most efficient and which ones need additional training? Fortunately for Joel, modern integration can come to the rescue. Integrated analytics within a customer service cloud app, like Salesforce Service Cloud, give Joel access to instant reporting on how calls are managed, answered, and more.

**Integration Use Case:**

Mortgage Company Employee

Susan, a mortgage company employee, prepares a document using a cloud-based productivity application like Google Docs or a Box account, but she needs to send the document to a client as a fax due to regulatory requirements. Having an integrated UCaaS allows Susan to add plugs-in to do this in a few steps. With a cloud-based fax solution that integrates with Google Docs or Box, the process becomes much simpler. With just a few clicks, the document can be delivered.

**Integration Use Case:**

Sales Team Leader

David is a sales team leader overseeing a large team of sales reps. The team goal is to schedule fifty meetings per week. Using calendaring software alone, David has to schedule each meeting manually. With an integrated meetings solution that connects directly to email, David can schedule meetings quickly and automatically, without having to shift between multiple applications.

Also, David is able to leverage analytics on communication data to see how his team is working. Who's making the most calls and are they closing the most deals?

The power of cloud communication solutions

Now and in the future, tools that boost productivity and cloud-based solutions are critical for businesses of all sizes. The flexible, scalable solutions provided by cloud-based communications systems deliver greater benefits to both employees and IT.

Workflow efficiency and effortless communications become part of everyday business activities.

By integrating a cloud communication solution with key productivity applications, businesses gain a robust solution that merges all business communications into one productive cloud work environment.

Avaya Cloud Office's open platform is your business communications hub to extend into key applications, including Microsoft applications as well as other leading business applications such as G Suite and Salesforce.



Experiences That Matter