

Breaking Down the Barriers to Seamless Collaboration

How online meetings and collaboration come together to empower today's teams



Enabling seamless collaboration

Introduction

Across a range of industries, “going” to work is becoming a relic of a bygone era. In addition, the old model of companies recruiting talent locally and, in some cases, paying to transplant highly skilled workers from distant locations is also no longer the norm. Instead, distributed workforces increasingly collaborate with their own team members and with customers and partners, using a mix of traditional voice calling and new communications technologies. Gallup’s most recent Work and Education poll¹ found that 37 percent of US workers say they have telecommuted, while another research group predicts 60 percent of today’s office-based employees will work remotely by 2022.²

According to James Ware, Executive Director of the Future of Work Institute, a research and advisory firm that helps companies create flexible workplaces, we are witnessing “a basic transformation in what matters and how value is created” for workers. And as

the economy transitions to a more knowledge-based model, talent has become the primary source of economic value in many industries. Enabling this talent to collaborate effectively—across town or across an ocean—represents one of the biggest challenges facing today’s CIOs. How businesses sell their products and services is also transforming as companies look for ways to deepen customer relationships and penetrate global markets without the cost and employee downtime associated with travel.

Thirty-seven percent of US workers say they have telecommuted.

—Gallup’s annual Work and Education poll



1. Gallup, Gallup’s annual Work and Education poll, September 2015

2. PSFK Labs

In the first phase of this transformation, email and conference calls helped to hold together the fabric of distributed workforces. However, these technologies fall short as an effective option. For example, some studies have found that up to 90 percent of human communication relies on non-verbal cues.³ Salespeople often call this “reading the room.”

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—Frost & Sullivan

There was a brief period of excitement around new technologies like telepresence, which some companies promised would fill this void. However, these premises-based systems had significant shortcomings—namely cost, complexity, and a lack of interoperability. They also lacked capabilities to easily bring mobile workers into a collaborative environment. As a result, video conferencing and telepresence have not become as widely adopted as web meetings.

Enter the cloud. Cloud web meetings empower workers to seamlessly connect with anyone, anywhere without the limitations and technical requirements of on-premises systems. The cloud

model also fits the needs of today’s IT leaders who want to spend less time “keeping the lights on” and more time adding value to the business. Cloud systems do not require extensive system integration, as they are typically plug and play—all they need is an IP connection. This key advantage combined with low cost and easy adoption of video conferencing as a cloud service makes it a key enabling technology for accelerating digital transformation in sectors such as manufacturing, banking, healthcare, education, energy, retail, and hospitality.

These same qualities—plus integrations with business productivity apps such as file sharing and team messaging, and other communications features—also allow IT departments to fundamentally change and drive the business by supporting new and innovative use cases. Examples include video-enabled customer engagement, digital classrooms, remote medical diagnosis, remote customer support, and remote monitoring and troubleshooting of industrial systems, such as refineries or oil production platforms.

RingCentral integrated team messaging is the modern remedy to email overload and is available in one unified workspace that also provides task management and one-click access to video meetings and screen sharing. Additionally, RingCentral Meetings™ can be easily upgraded to the full cloud communications capabilities of RingCentral Office®.



Better ROI and lower cost

RingCentral Meetings delivers all the benefits and quality of expensive on-premises systems while providing significant cost-savings and more intuitive user experience.

With RingCentral Meetings, employees can hold face-to-face meetings in high definition, collaborate with others, and share screens or documents with anyone, anytime, anywhere. It empowers employees to connect with clients and enables collaboration between teams across locations—as if they're all in the same conference room. Users experience high-definition video and audio with rich collaboration features that enable effective business meetings, enhance team productivity, and drive sales.

Easy to set up conference rooms

RingCentral Rooms™, an available capability for RingCentral Meetings, makes it fast and simple to set up video-enabled conference rooms that rival expensive on-premises telepresence environments. Unlike proprietary premises-based systems however, it is easy to set up a room using off-the-shelf hardware at only a fraction of the cost.

Attendees can participate in a meeting from an immersive collaboration conference room enabled by RingCentral Rooms with easy tap-to-start from an iPad® controller. It is also easy to bring remote attendees in to the virtual meeting room by linking to their mobile smartphones or tablets running the RingCentral Meetings app. Plus, the cloud architecture eliminates fumbling with hard connections and the need to address compatibility issues such as hard connectors and cables.



Scalable to reach larger audiences

When you need an effective online event or training, RingCentral Webinar™ can help you make a big impact. You can connect with large audiences across the country or around the world more easily and cost effectively without travel or venue expenses. RingCentral Webinar lets you engage attendees with compelling multimedia content in real time. Your audience can join from any device—computer, tablet, or smartphone—to see and hear presenters and panelists in high-resolution video and audio.

As a webinar host, you can easily manage your online events from registration to post-event follow-up and analysis. You can track, qualify leads, and merge valuable information with your marketing and sales databases. Interact with and answer incoming questions from audiences using threaded Q&A features. Chat privately or publicly with panelists and attendees during an event. Monitor interest with real-time polls, and record your event for future distribution.



RingCentral Meetings gives you the power to connect and collaborate efficiently.

- Hold unlimited HD video conferences from offices, homes, hotels, airports, or any location anywhere in the world.
- Collaborate with up to 100 people—colleagues, project teams, clients, partners—in a meeting (add large meeting licenses for up to 500 people).
- Share presentations, whiteboards, websites, and files from local and cloud storage like Box, Dropbox™, Google Drive™, and OneDrive.
- Connect from anywhere around the world using any computer, tablet, smartphone, or RingCentral Rooms video conferencing room system.
- Interoperate with legacy H.323/SIP telepresence room systems with RingCentral Room Connector™.
- Engage with up to 10,000 attendees during online events with RingCentral Webinar featuring customizable registration, emails, polls, and Q&A.
- Hold efficient trainings and group discussions with up to 50 breakout sessions.
- Start or schedule an online meeting directly from Microsoft Outlook® with just a click.
- Record meetings for easy sharing and playback.
- Connect to a meeting's audio by having the meeting call you.
- Grow sales by reaching global customers, instantly turning sales calls into demos, giving more effective online presentations, and showing customers working products and prototypes, etc.
- Enjoy a seamless migration to our complete cloud communications system, RingCentral Office, when you're ready for simpler management, reduced IT costs, and less end-user training.

Conclusion

For many years, the widespread adoption of telepresence and video conferencing has been hindered by the cost and complexity of on-premises systems. Now the cloud changes all that with affordable high-quality systems that make it easy to initiate HD video conferences or set up telepresence rooms. The RingCentral platform is built with mobile workers in mind, so joining an HD video meeting using a mobile device is easy, and participants can experience all the features that desktop users or room attendees can.

All this helps organizations reap the many benefits of video conferencing, such as reducing travel costs, building more cohesive teams, conducting interviews remotely, and increasing sales and deepening customer relationships by facilitating more

frequent meetings. Video conferencing offers the potential to eliminate frequent business travel without losing the important context of meeting in person, such as non-verbal cues. It can also boost productivity by bringing together remote teams and ensuring better, faster collaboration—without the wasted time and fatigue caused by business travel.

And best of all, RingCentral Meetings provides you with the foundation for an easy and seamless cloud migration strategy. Migration to our complete cloud business communication system, RingCentral Office, is easy and allows for simpler management, reduced IT costs, and less end-user training. Go to ringcentral.com to learn more.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



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