

Why the RingCentral App Works for Small Businesses

The RingCentral app is great for businesses of every size. Any business can benefit from tighter communication at the team level, which promotes more effective collaboration and greater productivity. But for a small business, the benefits can be even more impactful.



Consider these scenarios:

Problem: A small business must stretch its budget.

Cloud solutions let small businesses access sophisticated applications without a big up-front investment. The only catch is that the monthly per-user subscriptions can start to add up if an organization enrolls in too many of them.

Solution:

The RingCentral app offers team messaging, file sharing, task management, and online video meetings for one low price.

Because the RingCentral app includes so much, it might be possible to cut back on other cloud solutions subscriptions: for example, using RingCentral Meetings™ HD video conferencing and

screen sharing in place of a service like Webex or GoToMeeting, or a conference call service.

The RingCentral app also has built-in integrations with Google Drive™, OneDrive, Box, and Dropbox™ for file sharing, and Asana for task and project management. For example, you can attach a file from your Box account to a message as easily as you can upload a file directly into the conversation.

Problem: A small business must stretch its people.

When a business is built around a few people or a few dozen—but not hundreds or thousands—each of those people must count for more.

Solution:

The RingCentral app helps small teams get more work done.

RingCentral app team messaging and collaboration is an efficient way of allowing team members to share what they are doing, avoiding duplicate work and getting help from peers when they encounter a problem they cannot solve on their own.

In addition to exchanging messages, team members can assign tasks and deadlines for work that must be accomplished within a specific timeframe, boosting accountability.

With web and mobile clients, the RingCentral app lets people work from home or a remote location as easily as if they were in the office. One reason that's important: Good employees are hard to find. Lamon Warnock, CEO of the RingCentral app customer EZ Surety Bonds ([see case study](#)), says the way his business grew beyond one location was that a valued employee moved away but wanted to keep working for him. "Nobody knows that employee is not sitting next to me anymore," he says. The app allows him to keep in constant communication with her. As a RingCentral Office® customer, Warnock can also treat her home office as just another extension on his business phone system.

Problem: Work is not confined within the walls of an office.

The need for mobility affects businesses of all shapes and sizes, but small businesses seeking growth have a particular need to get out of the office and drum up business. When key people are out of the office visiting potential customers or attending networking events, there may be no one left back at the office to make decisions in their absence. In addition, many small businesses depend on employees who work primarily in the field rather than in an office.

Solution:

RingCentral mobile app lets people check in and get work done from anywhere.

The company founder attending a conference or a chamber of commerce luncheon can easily step away for a moment to scan the app for anything going on in the business that may require their attention. Any conversation they have been @mentioned in will be highlighted, making it easier to see which messages they should review first.

Meanwhile, employees who work primarily in the field can also use the app to keep up with what is happening back at the office. More importantly, team conversations can be an important way of distributing assignments to the field and getting back updates. For example, the bike sharing business [CycleHop](#) has a team of dispatchers tracking which pickup locations are running short of bikes or in need of repairs and getting field technicians to those locations. At the Atlanta music news and reviews website [Bullet Music](#), the editors match photographers with assignments by publishing the opportunities to a RingCentral app team conversation.

By solving many of the major problems they face, the RingCentral app can help small businesses get back to pursuing big opportunities.

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.



RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. ringcentral.com

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