FROST & SULLIVAN

50 Years of Growth, Innovation and Leadership

Managing Communications for the World of BYOD:
Deploying the Right Technology for Today's Mobile World

CONTENTS

EXECUTIVE SUMMARY

Today, everyone is a mobile employee. A fundamental shift from the traditional mobile workforce comprised of road warriors, executives and remote workers, this change to a mobile-centric business world is due in large part to the adoption of smart devices. As a result, heightened expectations for mobility, flexible work environments and an always-on customer experience requires all employees to have ready access to business communications no matter where they are.

What's more, employees today want to be able to choose their own mobile devices based on their preferred design and functionality, a trend known as "bring your own device," or BYOD. Frost & Sullivan research shows that a growing number of employees are using their personal mobile devices for business purposes, with or without approval or support by IT or management. This can be a boon to the organization, but it is also a risk; Frost & Sullivan recommends that companies leverage the BYOD trend by extending corporate communications to their employees' mobile devices.

In doing this, the goal is to be location-neutral and device-independent. Integrating smart devices into a business communications solution with one business identity gives end users the tools they need to conduct business efficiently from their own mobile device. And the need applies to all employees throughout the enterprise, not just traditional mobile workers, as smart phones are increasingly used to conduct business anytime, anywhere, even in the office.

EVERYONE IS A MOBILE WORKER

The classic definition of a mobile worker was someone who spent the majority of his or her time working from the road. Typically, this was a sales or support person, or a high-level manager or executive. But that definition no longer holds true. Of course, traditional road warriors still exist, but their ranks have been expanded greatly by the vast number of knowledge workers and other employees who also routinely use smart devices to perform their jobs when they are away from the office. Just as important, a growing number of employees report using their smart device even when they are working from the office—often right next to their desk phone. Indeed, a recent Frost & Sullivan survey of 263 C-level executives revealed that 85 percent of respondents say mobile phones are used in their organizations; 66 percent consider them the most popular endpoint in use, higher than any other telephony device.

This trend has significant benefits for both employers and employees. With increased mobility comes increased flexibility, allowing workers to do their jobs successfully according to a schedule that works best for the business and its customers. Companies can ensure every customer request or new business opportunity is addressed in a timely manner, regardless of when it comes in.

Smart businesses are planning for more than basic integration; they're thinking about how to leverage the power of smart phones to enable capabilities beyond what they get from the average desk phone and traditional telephony providers.

SMART PHONES AND BYOD: CHANGING THE WAY WE WORK

While smart phones and BYOD are good for business overall, they are challenging for IT staff who are struggling to find an effective and economical solution for managing their organizations' evolving communications needs. A cloud-based communications system that gives employees access to a variety of communications services—including robust telephony, texting, conferencing, and integration with other cloud applications—along with the ability to fully integrate and use smart devices like never before, will help businesses communicate and work more effectively and efficiently.

But not only has the way people work changed, clients today also have the expectation that businesses are always available and responsive, with a new generation of customers preferring texting over email or the telephone. To adapt to the evolving needs of business communications, organizations must enable this change by supporting all their employees—regardless of where they are working and on any device. The flexibility, convenience and usability of smart devices connected to a cloud-based system lets users break away from the bondage of a physical workspace and traditional desk-centric devices and perform their jobs successfully from wherever they are.

Gone are the days when employees routinely worked 9-to-5 jobs from a single corporate office. A recent Frost & Sullivan survey of more than 880 IT decision-makers found that almost 25 percent of employees are either remote or mobile workers—and we expect that number to grow over the next several years. What's more, many employees who normally work from an office often spend time outside that office working on behalf of their employer, especially when it comes to supporting customers, jumping on new business opportunities, and collaborating with far-flung colleagues and partners.

This, as well as ready access to better, cheaper end-user devices, is driving the BYOD trend, which has more employees buying and using their own smart phones and tablets for work. The same survey of 880 IT executives reveals that the number of employee-owned smart phones will grow to 35 percent within the next two years among responding companies. Although companies have been somewhat slow to deploy mobile apps to these end users, almost a quarter of respondents say they plan to give access to corporate telephony tools to mobile workers within the next two years.

SMART PHONES ARE THE NEW BUSINESS PHONE

Smart phones enable more than basic mobility. Frost & Sullivan research shows that employees are using smart devices more and more, even while they're in the office. This presents a unique opportunity for businesses to take advantage of the power of smart phones, which, unlike traditional desk phones, are designed with the end user in mind. More than ensuring users never miss a call, smart phones present the opportunity for end users to better control, access and manage their communications, without burdening IT or using company resources for simple tasks.

For example, unlike desk phones, smart phones coupled with a cloud-based business communications solution are capable of giving users one-click conferencing. Users can join a conference call from their smart phone without having to dial, enter a conference code and a password. They can also invite participants using text messaging. With smart phones enabled with cloud-based business communications, users can conference call with much more efficiency, even when compared to joining from their desk using a traditional desk phone.

Smart devices coupled with a cloud-based business communications solution also deliver a single number that identifies a users' corporate presence on any device, allowing them to maintain their work identity even when they are using a personal mobile phone. That ensures they present a professional appearance, especially when they are dealing with customers on the go. It also allows the company to maintain its security and usage policies, even when the employee is working with a mobile phone owned by him, rather than the organization.

Furthermore, extending a single business phone number to any mobile device ensures the employer can keep the number—and any calls that come into it—long after the employee leaves the organization. This is especially important for sales and service personnel, as well as anyone who has regular contact with clients and business partners, since it helps the company ensure continuity and control in the face of employee turn-over: when the employee leaves, his customers don't go with him.

INCREASE PRODUCTIVITY, EFFICIENCY AND CUSTOMER RESPONSIVENESS

The Frost & Sullivan research shows that businesses perceive enhanced employee productivity and increased operational efficiencies as the key benefits of deploying mobile applications. (Please see Figure 1.) That's a big change in how companies are measuring return on investment (ROI). While cost concerns still matter, forward-thinking executives realize that even in a challenging economy, being able to drive revenues—rather than simply save money—should be a top priority for all members of the organization. New technology can play a significant role in advancing that goal, so long as it is deployed well and meets the needs of the business in question.

Most Important Benefits in Deployed Mobile Application Solutions: United States, 2012
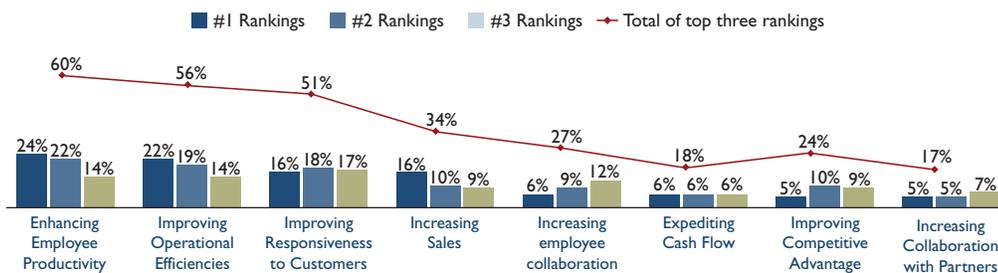
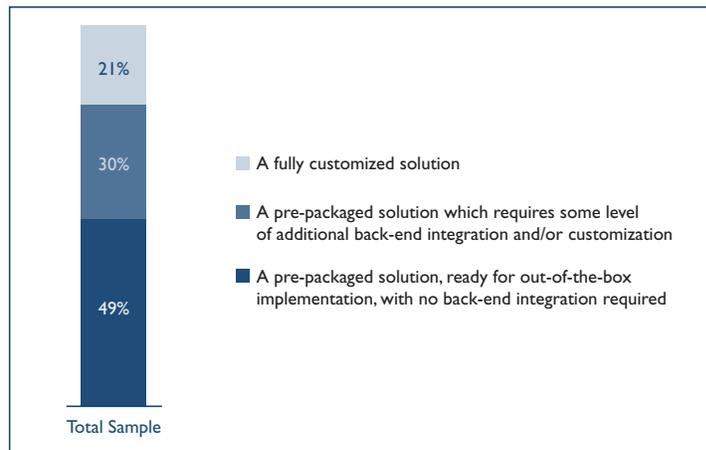*Source: Frost & Sullivan Analysis*

Figure 1: Benefits of Mobile Applications

One unique capability to look for in an advanced communications system with single-number portability is the option of texting from a corporate number—even when that number might appear to be attached to a landline, rather than a cell phone. This allows users to communicate with their customers and partners in the way in which many people prefer, as well as take advantage of the speed and ease that texting delivers.

As companies look to extend business communications to their growing mobile-enabled population, they will need to think carefully about how and what they offer. Frost & Sullivan research shows that while most traditional, in-office workers currently have access to the corporate telephone and messaging network, fewer remote or mobile workers do. As the number of mobile and remote workers increases, businesses will need to find ways to provide them with access to corporate applications and networks to ensure they can perform at their best, and that company policies around security and compliance can be enforced across all users and devices.

In the Frost & Sullivan survey of IT executives, the research suggests that as they move toward this goal, approximately half of responding organizations will search for a solution that is pre-packaged, ready for out-of-the-box implementation, with no back-end integration required. (Please see Figure 2.)

**Mobile Applications Design that Best Serve the Organizations
Current Needs: United States, 2012**

21%

30%

49%

■ A fully customized solution

■ A pre-packaged solution which requires some level of additional back-end integration and/or customization

■ A pre-packaged solution, ready for out-of-the-box implementation, with no back-end integration required

Total Sample

Source: Frost & Sullivan Analysis
Figure 2: Mobile Application Deployment Patterns

IDENTIFYING THE VALUE OF CLOUD-BASED SOLUTIONS

For today's employees, just as important as having advanced communications is the ability to seamlessly use communications services, regardless of their location or the type of smart phone they use.

Delivering advanced communications applications to employees who need flexible, easy-to-use, and cost-effective options can be a challenge, especially for small and mid-size organizations that may have a small or non-existent IT staff. Cloud solutions that are maintained and delivered over the Internet can be a boon to these businesses. They can be deployed in a matter of minutes, not days; they can scale up or down as companies grow or pull back; they require no up-front capital investment, and can instead come out of the operating budget; and they are fully maintained and updated by the hosting provider.

Benefits of Cloud Communications Services

- Easy to buy and deploy—no phone system (PBX) expertise required
- Scales in minutes—no hardware set up as you add locations or users
- Location- and device-independent for ubiquitous communications
- No maintenance required—eliminate ongoing IT staff burden and maintenance costs
- Ensure employees always have the latest version
- No up-front costs—no hardware to buy; simple, all-inclusive packages with a low monthly fee

Smart companies are catching on to the value of cloud-based business communications services. According to the recent Frost & Sullivan survey, 36 percent of respondents have plans to deploy cloud solutions within the next two years. Cutting-edge organizations are looking for features that will help them adapt to the new world of mobility and work habits, such as one-number voice/fax/text, and the ability to easily control and access business communication from smart devices.

CONCLUSION

Today's employees must be able to communicate with their colleagues, partners and customers from anywhere and on any device, including the smart phones they are bringing to work and using to conduct business. This is especially true as companies look to support their clients around the clock, with excellent service that leverages the knowledge and commitment of the entire team. And it applies to all employees, not just traditional road warriors. With Frost & Sullivan research showing that mobile phones are in use in 85 percent of surveyed organizations—and that they are the single most popular telephony endpoint—companies must give every end user access to a business communications solution that delivers a single corporate identity and gives users the tools they need to work efficiently from their own mobile device.

As business owners struggle to find cost-effective, feature-rich solutions that deliver a complete set of capabilities to all their end users, they should consider a cloud model for obtaining communications services. Cloud-based communications are easy to deploy, manage and budget for, and they make it easy to add or subtract users as needed. As organizations look for a cloud solutions provider, they should pay close attention to the vendor's expertise and experience; the features included in the solution package, including one-number portability, integration with other applications, and expanded texting capabilities; and a reputation for excellent customer service and support.

ABOUT RINGCENTRAL

RingCentral®

RingCentral securely delivers quality voice, fax and text communications for businesses, regardless of size, locations, devices or budget. Easier to manage and more flexible than on-premise phone systems, RingCentral's cloud solution adapts to the unique needs of each business, integrates with other cloud applications, and eliminates the expense of phone system hardware.

ABOUT FROST & SULLIVAN

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