SPEED. SHARED CONTENT. CONTEXT.
Collaboration software revolutionizes enterprise communications.
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One thing’s certain: Most people have trouble keeping up with their email. According to a recent study by Yahoo Labs and the University of Southern California, as the volume increases, people reply faster (47 minutes or less on average), with fewer words, and to less email (only about half). And as the inbox snowballs, users respond to only a small fraction of their messages—less than 5% when the load reaches about 100 emails a day.¹

So it should come as no surprise that people would find better ways to communicate. Workplace collaboration software, also known as team messaging—which combines the speed of messaging with the context and content teams need to work together—is taking the enterprise communications world by storm.

¹Yahoo Labs/USC Department of Information Science: Evolution of Conversations in the Age of Email Overload, April 2015
Email is still the dominant form of communication in most businesses. According to an Ipsos poll sponsored by RingCentral, nearly 9 in 10 (86%) Americans working full-time across a wide range of industries rely heavily on email to get work done and to collaborate with their teammates. However, while email has its place for longer or more formal communication between individuals, it lacks the immediacy of texting. Ninety percent of SMS texts are read within the first three seconds.

Organizations cannot rely on email alone in the age of digital transformation—where companies like Uber can disrupt the taxi industry without owning a single taxi. Today’s businesses need to communicate and collaborate better and faster so they can adapt to rapid change and increased competition.

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2Ipsos Public Affairs study conducted on behalf of RingCentral: Most Americans Working Full-Time Rely on Email to Get Work Done and to Collaborate with Colleagues, 2017

3Dymark: Mobile Intelligence Review, Second Edition

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90% of SMS texts are read within the first three seconds.

—Dymark Mobile Intelligence Review
The power of teamwork: team messaging

More than 8 in 10 workers (83%) have smartphones, and they have become impatient with anything less than the speed of SMS texting or having access to voice and video communications from anywhere. Today’s knowledge workers have also grown up on social media, which emphasizes a group form of communication that is very different from email, voice calling, or SMS texting.

Team messaging apps such as RingCentral Glip, Slack, and HipChat evolved as business tools by blending the speed of texting and instant messages with group communications such as users sharing comments in Google Drive. It’s about one-to-many vs one-to-one, and real-time vs when they get around to reading the email.

*Yahoo Labs/USC Department of Information Science: Evolution of Conversations in the Age of Email Overload, April 2015

It’s about **many** versus one-to-one, and **real-time** versus when they get around to reading the email.
Today’s rough-and-tumble competitive environment is driving demand for greater speed and agility. But according to ZK Research, “Your organization can’t really be agile if your people aren’t agile.” Agility requires empowering your employees to collaborate with coworkers in real time. This is where team messaging comes in: compared with conventional texting and chat, it transforms communication into collaboration.

It expands the humble instant message window into an immersive collaborative workspace with the context and content teams need to get more work done and complete projects more successfully.

Your organization can’t really be agile if your people aren’t agile.

1ZK Research, RingCentral Webinar: Collaboration Workstreams the Key to Digital transformation, 2016
Getting more work done—how team messaging works

On the desktop, these new team messaging apps like Ring Central Glip elevate instant messaging from its pop-up box existence in the corner of the screen to a full-screen experience. Teams exchange messages in a virtual workspace that has context about other collaborators. It includes all of a team’s resources—such as shared files, calendars, and task lists—in one place. On a mobile device, the messaging capabilities of team messaging act as a more powerful alternative to SMS text messages or consumer chat apps. It also provides an easy-to-use mobile collaboration interface with ready access to team resources stored in the cloud.

Team messaging expands the much-loved instant messaging pop-up window into a collaborative workspace. It combines messaging with the content and context required for group collaboration. In one virtual workspace, users share files from cloud storage, calendars, task lists, and more.
Knowledge workers rush to adopt these new apps once they see the benefits, such as drastically reducing emails, scattered discussions, and disjointed resources as teams easily share conversations, files, tasks, and calendars. These apps also replace the cumbersome use of email in cases where group members really need fast exchanges, step-by-step task management, or quick approvals. The familiar workflow is another key to adoption. The way team messaging works is similar to how employees use their smartphones to send a text, share a group message, or access their calendars.
This consumerization of IT has extended to include the BYOIT phenomenon, and employees now want to bring their favorite apps to work.
78% percent of millennials indicated access to the technology they preferred to use makes them more productive at work.

— Polycom study

According to a recent study by Polycom, 78% of millennials indicated access to the technology they preferred to use makes them more productive at work. A decade ago, IT departments struggled with the rapid proliferation of bring your own device (BYOD). Now when consumers go to the workplace, they expect to find all the forms of technology they are accustomed to using in their personal lives.

This consumerization of IT has extended to include the BYOIT phenomenon, and employees now want to bring their favorite apps to work.
80% of respondents said team messaging and collaboration applications are already helping with productivity and work efficiency.

—Ipsos

Team messaging meets the consumerization of IT

With the mega-popularity of team messaging, it should come as no surprise that many IT departments are evaluating these apps to see if they would be a good fit for their organizations. However, users are not waiting for IT to render its opinion. They are jumping the gun, downloading these apps and using them to collaborate. In a recent Ipsos study, 80% of respondents said team messaging and collaboration applications are already helping with productivity and work efficiency.  

—Ipsos Public Affairs study conducted on behalf of RingCentral: Most Americans Working Full-Time Rely on Email to Get Work Done and to Collaborate with Colleagues, 2017
Stealth IT creates inefficiencies and risks

Employees love these consumer-grade team messaging apps. But their ad hoc, stealth adoption limits effectiveness, increases cost, and creates a number of concerns for IT, such as:

- Lack of integration with the corporate phone system limits unified communications (UC) capabilities such as HD video conferencing and click-to-dial.
- Inability to sync with the company phone directory or Active Directory makes it difficult to onboard and de-provision users.
- Inadequate security and control—including the inability to audit and keep records—introduces risks of hacking and non-compliance.
- Uncontrolled downloading of apps by various groups results in increased management complexity and no single vendor for UC and team messaging.
- A patchwork of messaging apps results in siloed teams that limit enterprise-wide collaboration, as well as different UIs and features with unique learning curves.
- IT has poor or no cost control as individual departments and business units may pay for a variety of solutions.
Ultimately, IT is responsible not only for serving business needs but also ensuring the reliability, security, and control of anything that connects to the network. But from cloud file storage to smartphones, experience shows employees will use what they like to use. This dilemma requires deploying technologies that meet both needs.

This is why IT should take the lead in meeting the exploding demand for team messaging. Compared with individual groups and business units downloading their preferred apps—which often don’t communicate with each other—IT can standardize on an enterprise-wide solution. This approach greatly enhances collaboration by breaking down the walls that now commonly exist between siloed teams and incompatible apps. Bringing team messaging into the IT fold further provides greater security as well as easier management by enabling integration with existing phone and business systems.
RingCentral Glip provides all the features and user-friendliness of the most popular consumer-grade apps, so it won’t become shelfware.
Replacing a jumble of team messaging tools—some of which may be consumer-grade apps—with a single enterprise-grade solution requires a sound plan. When choosing a platform, make sure it meets all five of the following criteria.

**Usability**
The popularity of BYOD and consumer-grade file sharing solutions represent just two examples of how difficult it is for IT to dictate what technologies their users will adopt. If a team messaging app is not as easy to use as their preferred app—and if it doesn’t make them productive—users will balk at IT’s choice, and it will become costly shelfware. Experience shows that when users rebel, they usually find a way to use what they want to use. Consequently, an enterprise platform should be both user-friendly and IT controlled.

**Security**
With today’s sophisticated and dedicated attackers, any software deployed in an enterprise environment must be secure. Employees using insecure team messaging applications can result in the loss of competitive information and intellectual property. It can also expose organizations to significant penalties for non-compliance with government and industry privacy regulations. Finally, any application that connects to the network must have adequate security to prevent hackers from using it as a conduit into critical back-end systems.
Cost
For individual business units, the cost of a team messaging application is not significant. In fact, many managers probably put the subscription on a credit card. Nonetheless, this fragmented approach deprives IT of the ability to negotiate lower cost contracts based on large numbers of users. There are also hidden costs, such as the operational overhead for IT to deal with disparate applications and user needs, as well as management issues relating to provisioning users. And, of course, any IT leader must worry about the cost of a data breach should an insecure app provide a pathway for hackers to penetrate corporate network and back-end systems.
**IT vetting and control**
In a perfect world, IT should vet every application deployed to corporate users on a range of criteria—from security to reliability to cost. Without a standardized messaging platform, users can create a chaotic mix of different applications, each with its own UI and features. This can duplicate costs and training efforts. There may also be incompatibilities among apps used by various teams, which will limit collaboration and productivity. And because IT only has so many resources, every technology deployed to employees must be easy to manage. Many of the team messaging apps commonly downloaded by individual departments lack the capabilities to integrate with corporate phone and network directories, for example. Integration makes it possible for IT to automate the process of onboarding employees and terminating the access of employees that leave the company. These apps also typically lack capabilities for auditing and tracking.

**Integration**
A key aspect of these new collaborative workspaces is ready access to the cloud-based productivity apps that workers use every day. These include CRM solutions like Salesforce® as well as file-sharing applications such as Dropbox™ and Google Drive™ and personal productivity apps like Evernote™. Any enterprise team messaging solution must integrate with the most popular cloud apps.

A critical component of a full-fledged and effective team collaboration solution is access to business communications from within not only the team messaging workspace but also these integrated cloud productivity apps. However, many commonly downloaded team messaging apps lack integration with the corporate phone and UC system, which causes problems such as having to manually initiate calls or invite users into a team.
RingCentral Glip is designed from the ground up for today’s enterprise, which includes eliminating the pitfalls of BYOIT. It gives users the same features and ease of use provided by popular consumer-grade team messaging, while meeting the essential criteria required by IT.

**User friendly, full featured**

Glip team conversations can include popular features such as file sharing via integrations with third-party apps such as Dropbox. They also offer text chat and structured collaboration such as task management and team calendars. Basically, Glip provides all the features and functionality users would have in their preferred app. Integration with the RingCentral cloud phone system further adds integration with the employee directory, enabling users to initiate HD video conferencing and online meetings with just one click.
Secure
As an integrated component of RingCentral Office®, Glip benefits from the robust, audited security of the RingCentral cloud, which includes hardened, geographically dispersed data centers staffed by experts in security and compliance. Glip team messaging cloud operations rely on the security of Amazon Web Services (AWS), including firewalls, access control, and a secure VPN border—all of which is audited.

Cost effective
Glip is offered as a component of the all-inclusive RingCentral Office platform. Like other features in the platform, such as audio and HD video conferencing, it comes at no extra cost. Integration with the corporate phone system also simplifies administration, reducing IT operational overhead. Glip also allows organizations to add additional seats at small incremental costs.
**IT friendly**
Seamless integration with the corporate phone directory and Active Directory makes it easy for employees or admins to create groups and add/delete users from groups. Glip further provides the robust control and administration required by enterprise IT departments, such as allowing or blocking users, unlocking accounts locked due to too many failed password attempts, or assigning admin privileges to group leaders. Admins can also export data from Glip for compliance purposes.

**Integrated**
Glip seamlessly integrates with the RingCentral cloud phone system and corporate systems like Active Directory, eliminating silos that hinder collaboration between teams and departments. All teams and users share the same phone systems and UC features such as audio, video, and web conferences. It also integrates with popular cloud productivity apps like Salesforce, Google Cloud, and Microsoft Office 365™, making it possible to collaborate directly from these programs.
Conclusion

Ready or not, team messaging is coming to your organization. The best way to prevent it from becoming a stealth IT headache is to get ahead of users. RingCentral Glip provides all the features and user-friendliness of the most popular consumer-grade apps, so it won’t become shelfware. At the same time, it provides the robust security, control, and administration required by enterprises. It’s the best of both worlds—user approved and IT vetted.
About RingCentral

RingCentral, Inc. (NYSE: RNG) is a global provider of cloud unified communications and collaboration solutions. More flexible and cost-effective than legacy on-premise systems, RingCentral empowers today’s mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax. RingCentral provides an open platform that integrates with today’s leading business apps while giving customers the flexibility to customize their own workflows. RingCentral is a leader in the 2016 Gartner Magic Quadrant for Unified Communications as a Service Worldwide for the second consecutive year. RingCentral is headquartered in Belmont, Calif.