

RingCentral

Why you need cloud communications for your global business

RINGCENTRAL.COM



Table of contents

Global success means being local everywhere, all the time	3
Chapter 1. Why on-premises legacy systems just don't cut it	4
Chapter 2. Connecting a global workforce	6
Chapter 3. Deliver a local presence on a global scale	7
Chapter 4. A reliable and cost-effective global communications system that's easy to deploy	10
Chapter 5. RingCentral MVP: Unified and comprehensive	13
Conclusion	14

Global success means being local everywhere, all the time

Success in today's world knows no boundaries. From tapping into new markets to reducing production costs or leveraging regionally dispersed talent, going global offers powerful and attractive benefits.

It's not just megacorporations enjoying these benefits, either. These days, businesses from enterprises to small businesses have expanded their operations, offices, and workforces around the world or have plans to do so.

The conditions are certainly ripe: rapid and reliable transportation has eliminated distance as an obstacle, while innovations in communications and collaboration technologies have made conducting and managing a global business easier.

Meanwhile, customer expectations have changed. When they contact a company, they expect a local experience, making it increasingly important to present a local presence wherever you conduct business.

However, there's one major obstacle:
Your communications solution can't support a frictionless and cost-effective global expansion.

Legacy systems stand in the way of a multinational workforce's ability to truly work together, creating silos and inefficiencies that prevent companies from realizing true global success.

In this eBook, we'll look at the unique challenges of global communications and how companies can use the cloud to create seamless, cost-effective, agile, and flexible communications systems to support the needs of today's global organizations.

Why on-premises legacy systems just don't cut it

For many businesses, expanding globally helps improve their ability to respond to market forces, serve new and emerging geographies, and become more cost-effective. However, legacy on-premises systems are directly at odds with these objectives. Here's why:

Legacy systems can't be deployed globally

Unlike your business, legacy systems can't readily be expanded. Features, functionalities, and plans are determined by local carriers and vendors and may not be available—or available at the same cost—elsewhere. Call quality can also often be inconsistent from location to location.

These problems are further compounded as remote work grows around the world. Employees must be freed to do their best work anywhere and everywhere work takes them, and legacy systems don't offer that level of flexibility.

As such, businesses can't expand their existing legacy systems—they need to layer on new region-specific services and solutions, creating a disjointed patchwork of tools and communications workflows across locations that can erode efficiency and results.

In this eBook, we'll look at the unique challenges of global communications and how companies can use the cloud to create seamless, cost-effective, agile, and flexible communications systems to support the needs of today's global organizations.

Legacy systems slow your ability to tap into new markets

The move to expand globally creates a race to drive value—the longer it takes to bring a new market or office on board, the greater the delay in seeing returns. But the scalability of legacy systems (or the lack thereof) causes critical lags.

Sourcing a local carrier and scoping your organization's needs, ensuring compliance with local regulations, setting up infrastructure and hardware, provisioning new users, and providing training and support are all necessary tasks that take time. The work of bringing a new communications system online is enough to prolong your ability to get new offices up and running and significantly delay your ability to drive value for your business.

Legacy systems cost more

Communications costs are already ranked among the top five expenses for CIOs. But legacy systems drain much more out of the company purse than a cost-efficient all-in-one cloud solution.

Legacy phone systems carry expenses like wiring and hardware. They also incur ongoing expenses like upgrades, maintenance, and dedicated on-site personnel.

Additional standalone solutions such as video conferencing and faxing add even more cost and complexity, as do phone minutes and roaming packages.

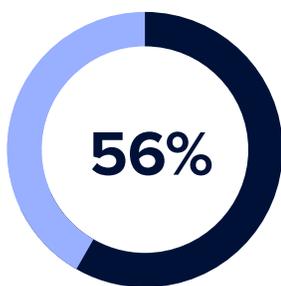
Furthermore, it's hard to get provisioning right at the outset—you either need to purchase excess capacity up front or scale up later, experiencing all these pain points, costs, and delays all over again.

Connecting global offices only increases the burden, as the costs and complexities multiply for each new location you have to connect.

But switching to the cloud drives powerful savings.

All in, using a unified, cloud-based system can yield a 56% improvement in total cost of ownership compared to legacy, multi-vendor systems, saving businesses an average of \$197,914 (and driving an additional \$838,000 in revenue gains due to a boost in productivity), according to *The CFO Imperative* from Nemertes Research.

All this considered, it's pretty clear that **when the world is your workplace, legacy PBX systems just don't cut it.** It's time to move to the cloud.



A cloud-based solution can yield a 56% lower TCO when compared to legacy, multi-vendor solutions.

Connecting a global workforce

Agility, scalability, and your bottom line aren't the only things that suffer when your communications system can't go the same distance as your business can. Just about every aspect of work becomes that much harder when teams across markets need to work together using disjointed tools.

For example, if each geographically dispersed branch office uses a separate messaging solution, then it's impossible to have quick, on-the-fly chats. Especially after you factor in time zone differences, even a simple question can take a day or more to answer if workers need to rely on email instead of instant messages.

Disparate phone and video solutions can make it harder to connect with far-off coworkers if the tools used in each market aren't compatible or you have to track down people's coordinates on each new platform. It's as far as you can get from seamless, really.

On a large scale, these individual snags become full-on barriers—disrupting workflows and wearing employees down. The need to juggle multiple tools and use complicated hacks just to support basic collaboration steals employees' time and energy. When that happens, employees burn out, and business outcomes suffer.

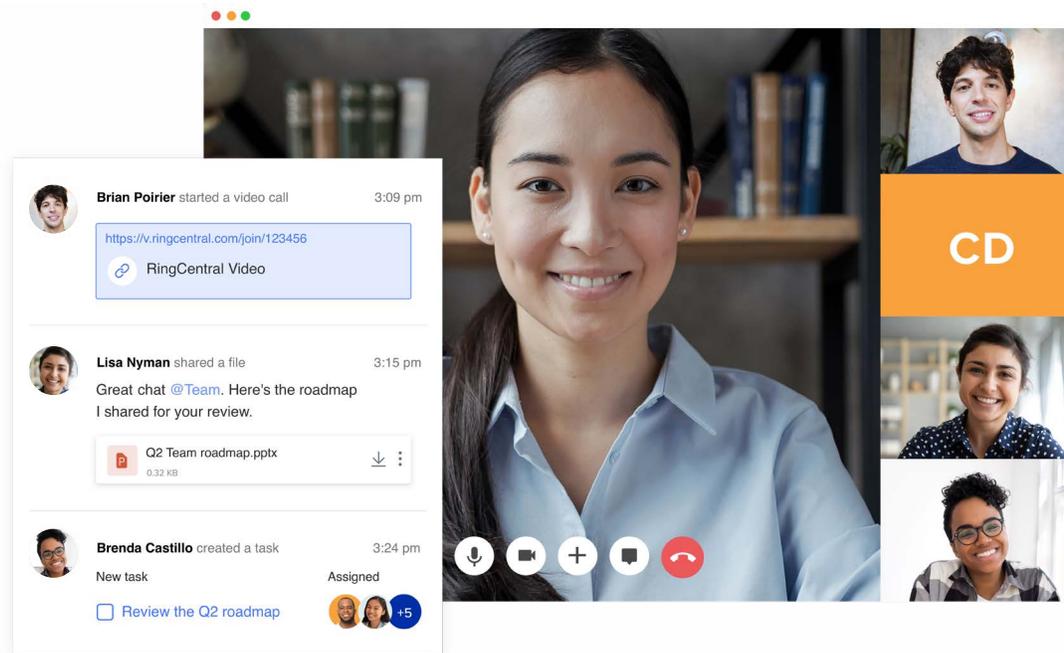
But it doesn't have to be this way. Just because your offices are distributed doesn't mean your communications need to be disconnected.

Just like your business, unified communications knows no bounds or borders. Consisting of cloud-based messaging, video, and phone within a single app, a cloud-based unified communications solution can easily be deployed globally. Together, these eliminate the inherent challenges of working together from disparate locations.

Deliver a local presence on a global scale

What does it take to succeed on a global scale? You need the ability to work wherever and whenever, whether you're traveling from France to Hong Kong for sales meetings or onboarding a whole new office—in a whole new country.

With RingCentral Global MVP, all you have to do is dial—everything else, from your phone number to the user experience to the quality of your calls, stays exactly the same.



After all, when businesses know no borders, they can't afford to work around boundaries that limit their results. For the sales rep traveling abroad, making a call and connecting with colleagues must be the same simple experience, wherever they are and whatever device they're using.

Similarly, customers trying to reach your support team expect an experience that feels local. Forcing them to dial

RingCentral is flexible and customizable to meet the requirements of all your locations, compliant in more than 40 countries, and available in 15 languages—making scaling up simpler and faster than ever.

And with local and toll-free numbers in more than 100 countries, your customers have a fully local experience wherever they are.



**PSTN in
40+ countries**

**Local and toll-
free numbers in
100+ countries**



15 languages

Eliminate barriers that hold employees back

an international number or only providing an IVR menu in a foreign language erodes that experience. With RingCentral Global MVP, however, your business can ensure a local feel to customers, despite being located thousands of miles away.

Likewise, opening a new branch or office in a new country is complicated enough without the hassle of figuring out communications. When it comes to your messaging, phone, and video meeting capabilities, the best system is one that has you up and running—and working seamlessly with other offices and markets—as quickly as possible.

But entering new markets isn't as simple as transplanting a solution that works elsewhere to a new location. Each new region has its own needs, from language to regulatory requirements.

An organization can't reach peak global effectiveness if each office functions as their own island. But separate communications solutions and other disparate business apps create barriers and collaborative challenges that make it hard to truly function as one.

With a unified app for messaging, video, and phone, it's as easy to connect with a colleague in London as a teammate down the hall. A centralized system and consistent user experience eases collaboration and eliminates silos that can develop between remote departments and offices.

Furthermore, with 200+ out-of-the-box integrations and open APIs, RingCentral further fuels global productivity by working seamlessly with the other apps employees use every day.

RingCentral's integrated PBX and contact center enable better global customer experiences too, providing high call quality and allowing customers to contact you easily and quickly in any market you serve.

Streamline international business

When each location acts as its own business unit, it's difficult to achieve economy of scale—especially for communications. Because legacy PBX/PRI systems can't be readily extended, each office requires its own system, with ongoing costs and maintenance. Along with this burden comes the administrative drag of managing a multinational patchwork of vendors and carriers, with separate billing, IT, and long-distance calling plans.

A unified, cloud-based system replaces these complexities and redundancies with pure efficiency: a single platform that can be centrally managed, with simple admin and provisioning, no more having to maintain and update aging infrastructure, and a single vendor—and one monthly bill in your local currency—for all of your organization's communications needs.

Be ready for the next opportunity

All too often, navigating local telecom requirements and regulations and the need to scope and develop new systems and infrastructure is a slow, laborious project that stands in the way of your readiness to jump on new opportunities and drags out expansion.

But if entering new markets is on the roadmap, RingCentral Global MVP can pave the way quickly. From supplying devices with region-compliant power and supplies to taking care of regulatory ins and outs, RingCentral is ready to go in more than 40 countries worldwide.

A reliable and cost-effective global communications system that's easy to deploy

It's finally time for your global enterprise to bridge international barriers, feeling and acting as a single, integrated, local business wherever you operate. That's where RingCentral Global MVP comes in.

Simple to deploy and manage

From navigating local requirements and regulations—such as emergency services—to sourcing devices that are configured to regional power specifications, setting up an international office requires significant legwork before you can even turn on your phones.

At RingCentral, we've established our own backbone with 30+ global data centers and our own peering relationships, providing enterprise-grade reliability and quality of service.

We handle all of the cumbersome details involved in bringing a new location online, making it simple to activate extensions with international numbers and get set up with hardware and calling minutes. With RingCentral Global MVP, deploying seamless communications becomes as simple as plugging in your phone. And once you're online, it's easy to centrally and proactively manage your communications.

Adding or deleting new users, monitoring devices, and making changes are simple to do from anywhere via an intuitive cloud-based admin portal.

Secure and reliable

Security is a key differentiator when choosing a communications system. At RingCentral, security is at the heart of our solution, starting with our dedicated security department, with security engineering, security audit/compliance, application security, security data science, and service abuse functions that report to the company's Chief Security Officer (CSO). All of our employees receive ongoing security training.

But something this important requires a multipronged strategy. RingCentral Global MVP gives you peace of mind with seven layers of security, employing robust measures at every level: physical, network, host, data, application, and business processes, as well as the enterprise level of your organization.

99.999%

RingCentral's uptime SLA

99.99%

Less than 13m 8s quarterly downtime

99.95%

Less than 1 hour 5m quarterly downtime

99.9%

Less than 2 hours 10m quarterly downtime

You don't have to take our word for it. RingCentral regularly undergoes independent verification and audits of our security controls by major partners and third parties.

And because different regions and industries have their own security requirements, we make special effort to comply with specific industry regulations and data privacy laws including:

- SOC 2 Type II
- SOC 3
- HITRUST
- HIPAA
- McAfee's CloudTrust Program
- General Data Protection Regulation (GDPR)

We also know global businesses can't afford for even one office to be offline, even in the face of natural disasters and power outages. Our distributed network is fully redundant in every location we serve, ensuring 99.999% uptime for all your end-to-end communication needs and 24/7 continuity everywhere you do business.

More than just communications

RingCentral Global MVP is more than just a communications platform—it helps your employees do their best work at every location.

Global device monitoring and robust real-time analytics provide full visibility wherever your people and teams are located, from live tracking of online and offline devices around the globe to dashboards and in-depth reporting on QoS and user trends and behaviors.

From insights into more than 30 KPIs to instant alerts about issues, RingCentral Global MVP makes it easy to know exactly what's happening with your business communications no matter how far away.

And RingCentral Global MVP does more than just propel communications—it propels productivity too, via a robust suite of integrations with other business apps.

From Google to Salesforce to Outlook, RingCentral connects with the other tools your teams are using locally or internationally, cutting out unnecessary workflows and unleashing new efficiencies.

Recognized by industry leaders



Frost & Sullivan awarded RingCentral the top ranking of more than 120 other unified cloud communications providers in both the European Hosted IP Telephony and Unified Communications as a Service (UCaaS) markets, earning the highest combined score for growth and innovation.

Gartner has also recognized RingCentral as a Leader in its Magic Quadrant for Unified Communications as a Service (UCaaS), Worldwide report for six consecutive years since 2015. Gartner, which ranks UCaaS vendors on critical capabilities, awarded RingCentral the highest score in five out of five use cases, including multinational organization and mobility and remote working.

We achieve these results with a relentless focus on innovation and 30% reinvestment into R&D—doing our best work to help keep your business on the cutting edge.

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RingCentral Global MVP: Unified and comprehensive



RingCentral Global MVP connects your global workforce with a single cloud communications system that features:

- One integrated service providing messaging, video, and phone to all your locations
- Centralized and consolidated IT management, reducing cost and complexity
- Simple number and porting management
- Analytics reports provide device reporting and usage insights on a global scale
- A consistent, intuitive user experience enabling global communication and collaboration
- Local emergency services
- One bill—in a single currency—across all offices
- Easy localization with availability in 15 languages
- Carrier-grade quality of service and a 99.999% uptime SLA
- Local and toll-free phone numbers and extensions in 100+
- Regionally pooled minutes included per user for cost savings on international calls

Conclusion

Achieving global success means more than opening a new office in a new country. To win on an international scale, businesses need to overcome borders and distance, working together and serving customers as a seamless, integrated unit.

RingCentral Global MVP bridges the gaps global companies face, eliminating needless complexities, redundancies, and costs. Whether your business spans the globe or plans to expand in the future, a unified solution will ensure that your teams are ready.

Visit ringcentral.com/office/features/global-office-communications/overview for more information.

For more information, please contact a sales representative. Visit ringcentral.com or call 877-596-2939.

RingCentral, Inc. (NYSE: RNG) is a leading provider of unified communications (message, video, phone), customer engagement, and contact center solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

RingCentral

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