

How to connect your global workforce with unified communications



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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. Even small businesses have expanded their operations, offices, and workforces around the world or have plans to do so.

The conditions have never been better: businesses can reach customers anywhere in the world thanks to eCommerce, while cloud-based communications and collaboration technologies make running a global business much easier.

At the same time, customer expectations have changed. When customers contact a company, they expect a seamless experience. This makes delivering a local presence everywhere you do business more important than ever.

However, there's just one problem:
Disjointed communications (among both colleagues and customers) prevent frictionless and cost-effective global expansion.

Having too many communication apps forces your multinational workforce to shuffle between different tools just to collaborate, which hinders their ability to truly work together. Customer information gets lost in the cracks, leading to long wait times and poor overall experience.

On a global scale, these dents in communication result in silos that businesses expanding outwards simply can't afford.

Let's look at how a single communications vendor with a global presence can unify your workforce and perfect your customer experience—from anywhere in the world.

The challenges of disjointed communications

With disjointed communications, working together across multiple offices and countries—and serving customers around the world—becomes infinitely harder.

1. Too many apps leads to less collaboration

For example, if each branch office uses a separate messaging solution, workers would have to switch tools every time just to collaborate. The confusion adds to the headache workers already face on a daily basis as they juggle up to 15 different apps a day. The result? They'll default to slower forms of communication (such as emails), work separately, or not collaborate at all.

Disparate phone and video solutions can also make connecting with far-off coworkers challenging if the tools used in each market aren't compatible or you have to track down people's coordinates on each new platform.

2. Too many apps leads to poorer customer service

Imagine if customers had to make an international call every time they needed to reach a business in another country. And when they do, representatives have to switch between multiple communication apps just to find the right answer. Or worse, issue a support ticket and promise a call back.

When your contact center isn't integrated with your communications, the snags in collaboration turn into massive hurdles.

33.3%

66.6%

More than two-thirds of employees say that they waste more than 60 minutes a day navigating between apps, and 31% lose their train of thought when they do.

On a large scale, these individual snags become full-on barriers—disrupting workflows and wearing employees down. The need to juggle multiple apps just to collaborate on a project steals employees’ time and energy. When that happens, employees burn out, and business outcomes suffer.

But it doesn’t have to be this way. Your offices might be distributed, but your communications can bring your entire organization together.

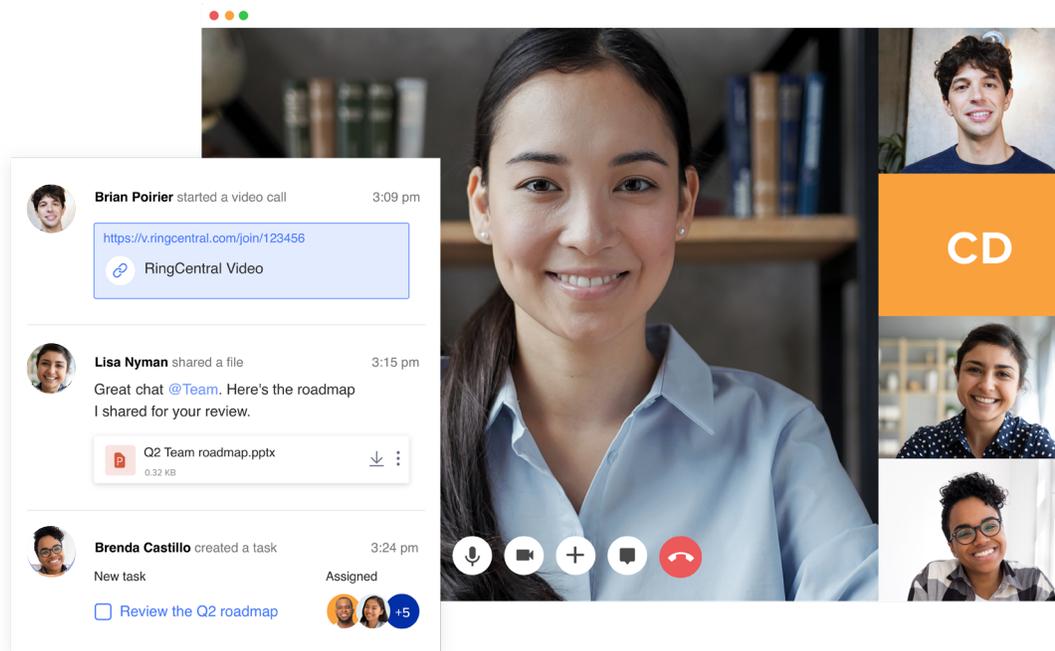
Just like your business, unified communications have no borders. Consisting of cloud-based messaging, video, and phone within a single app, a unified communications solution can easily be deployed globally. And with an integrated contact center, your workers can resolve customer issues no matter where they are.



Deliver a local presence on a global scale

What does it take to succeed on a global scale? And how do you offer your customers all over the world a seamless, local experience? It starts with 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 should be the same simple experience, **wherever they are and whatever device they're using.**

At the same time, 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 44 countries, and available in 16 languages—making scaling up simpler and faster than ever.

And with local and toll-free numbers in more than 110 countries, your customers have a fully local experience wherever they are.



**PSTN in
44+ countries**



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



16 languages

Eliminate barriers that hold employees back

an international number or only providing an IVR menu in a foreign language erodes that experience. Your customers should be able to **call a number local to them**, reach a representative, and have their issues resolved promptly.

Opening a new branch or office in a new country is complicated enough without the hassle of figuring out your communications strategy. When it comes to your messaging, phone, and video meeting capabilities, the best system is one that has you up and running—and connected to colleagues and customers—as quickly and seamlessly 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 its 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 240+ out-of-the-box integrations and open APIs, RingCentral further fuels global productivity by working seamlessly with the other apps employees use every day. Your users can integrate messaging, video, and phone capabilities into the apps they live in all day seamlessly, such as Salesforce, Microsoft, Google, Zendesk, and more, to maximize productivity and simplify workflows.

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 economies of scale—especially for communications. Managing a multinational patchwork of vendors and carriers, with separate billing, IT, and long-distance calling plans only adds more complexity.

A unified, cloud-based system tackles these complexities: a single platform that can be centrally managed, with simple admin and provisioning, and a single vendor to deal with—and one monthly bill in your local currency—for your entire 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 drags out expansion and stands in the way of your readiness to jump on new opportunities.

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 **44 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 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.

In fact, you can even register and manage every site in your organization individually or at scale—all within the same 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, business processes, and the enterprise level of your organization.

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)
- Cloud Computing Compliance Controls Catalog (C5)
- ISO 27001
- ISO 27017
- ISO 27018

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 a **99.999% uptime** for all your end-to-end communications needs and 24/7 continuity everywhere you do business.

Did you know?

The average cost of downtime is **\$5,600 per minute.**

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 and gives your customers a familiar, local experience.

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



In 2020, Gartner recognized RingCentral as a Leader in its Magic Quadrant for Unified Communications as a Service (UCaaS), Worldwide report for the sixth consecutive year. Gartner also awarded RingCentral the highest score in five out of five use cases, including multinational organization, mobility, and remote working.

In 2020, Frost & Sullivan also awarded RingCentral the top ranking out 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.

We achieve these results with a relentless focus on innovation and over 39% reinvestment of revenue 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, phone, and contact center 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 for employees and customers
- Local emergency services
- One bill—in a single currency—across all offices
- Easy localization with availability in 16 languages
- Carrier-grade quality of service and a 99.999% uptime SLA
- Local and toll-free phone numbers and extensions in 110+
- 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 business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) global platform. 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 offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. 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, Inc. 20 Davis Drive, Belmont, CA 94002. ringcentral.com

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