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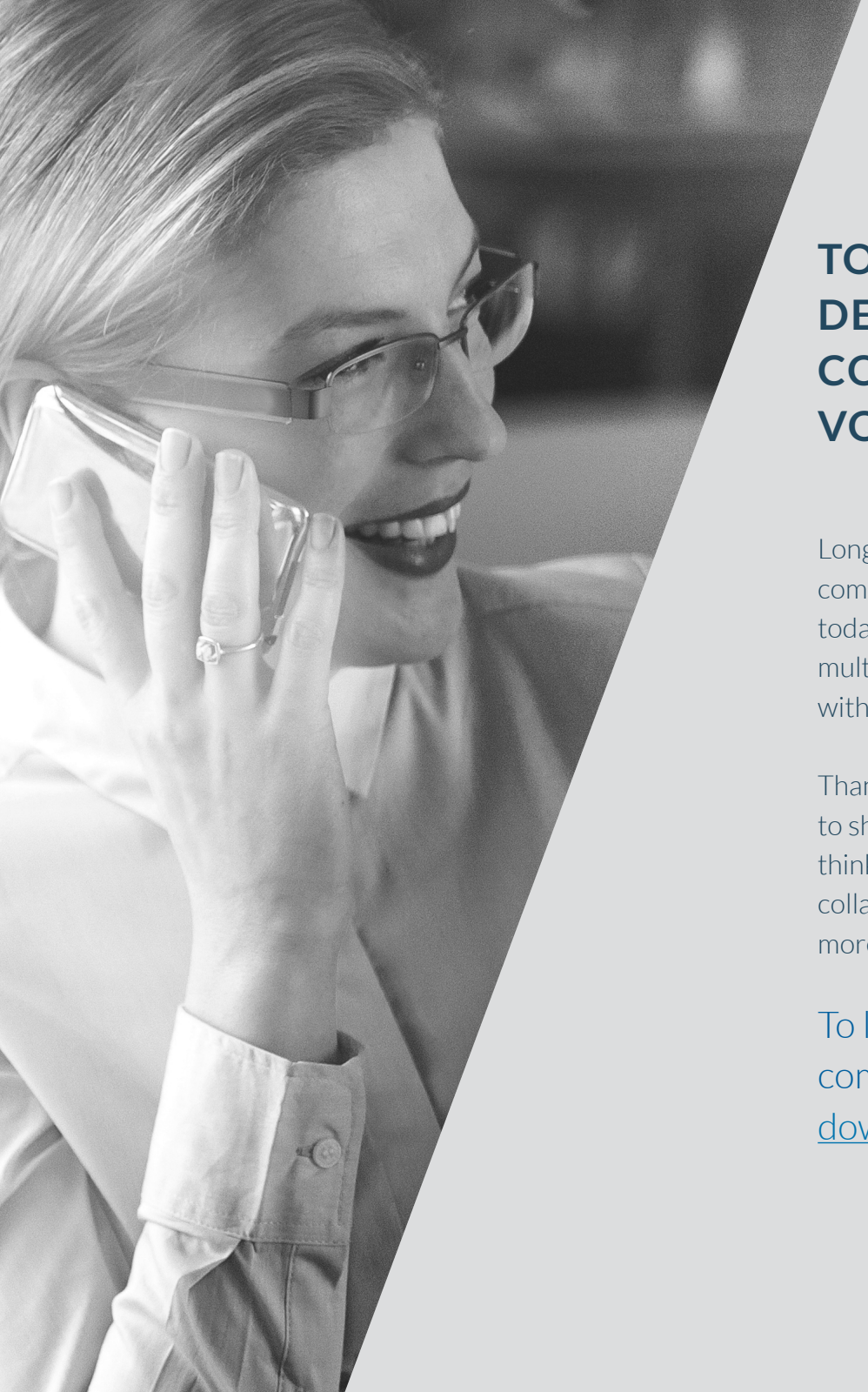


8 TRENDS IN BUSINESS COMMUNICATIONS FOR 2017

For decades, technology has been the driving force behind changes in the way businesses communicate. And recent advances in cloud, mobile, and other technologies mean things are showing no signs of slowing down anytime soon.

So where are we now? How will the top trends in business communications today affect how your company and its people work far into the future?

Join us as we explore where we've been, where we are, and where we're going when it comes to business communications in 2017 and beyond.



TODAY'S DIGITAL WORKPLACE DEMANDS ENHANCED COMMUNICATIONS BEYOND VOICE AND EMAIL.

Long gone are the days when employees depended on voice calls alone to communicate while on the job. With an increasing focus on collaboration, today's often-remote workers are also looking for ways to integrate data, multimedia, and other information sources into their day-to-day interactions with colleagues.

Thanks to the new reality of the digital workplace, companies have begun to shift their overall business communications focus. These forward-thinking organisations are beginning to invest time and money in advanced collaboration solutions that will allow their employees to work together more efficiently and effectively wherever they may be.

To learn more about the factors driving business communications in today's digital workplace, download the Gartner white paper.

BYOD IS ACCELERATING THE EVOLUTION OF THE DESK PHONE.

With an increasing number of employees wanting to use their own mobile devices at work, the traditional office desk phone is facing some serious competition. This "bring your own device," or BYOD, phenomenon has taken hold because it turns the idea of the stationary office workspace on its head. People are now free to work from almost anywhere and communicate from just about any device.

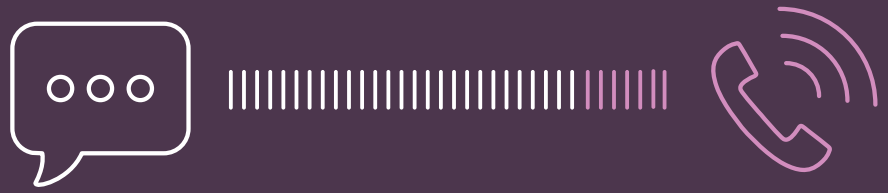
Hastening this evolution of the desk phone is the increasing adoption of cloud technology by other modern business tools. With always-available access to softphones, databases, software, and other critical company resources, today's office desk has become truly virtual and can follow its occupant nearly anywhere in the world.

To learn more about how BYOD is changing the way businesses work, download the Frost & Sullivan white paper.

TEXTING IS BECOMING MORE IMPORTANT AS A BUSINESS COMMUNICATIONS TOOL.

In December 1992, the first-ever SMS text message was sent. In the nearly 25 years since that historic event, texting has evolved into a ubiquitous communications tool used not just by individuals, but businesses as well. And the trend only seems to be getting stronger.

So what makes text messages such an attractive tool for businesses today? According to UK mobile research agency mobilesquared, 90% of people read text messages within the first three minutes of receiving one. Few, if any other methods can command that kind of immediate, undivided attention. With most people carrying their mobile phones with them everywhere, texting offers one of the simplest, fastest, and most effective ways for businesses to communicate with customers today.





MODERN COLLABORATION TOOLS ENCOURAGE BETTER TEAMWORK.

Email has replaced the desk phone as the dominant form of workplace communication. But today's overreliance on email comes at a price when it comes to teamwork and collaboration. As proof, a recent Harvard Business Review study found email to be amongst the least valuable forms of communication for encouraging teamwork.

Because of this realisation, many companies today are looking for ways to reduce or eliminate their employees' dependence on traditional email systems. A new class of collaboration tools has emerged to fill the void, allowing team members to seamlessly share conversations, files, tasks, and calendars from a unified virtual workspace.

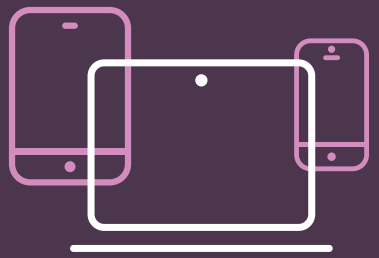
To learn more about how collaboration tools can impact employee productivity, watch this webinar.

PEOPLE NOW EXPECT TO BE ABLE TO WORK THE WAY THEY WANT.

Workers today are more mobile than ever, often needing to work outside of the traditional office. So how can companies create the flexible environment people want, without sacrificing the collaboration and productivity that naturally occur when working directly with others on site?

Cloud technology makes it possible for employees to stay connected, regardless of where they may be. By providing remote, secure access to company documents and applications, cloud-based solutions can turn any location—from a noisy coffee shop to quiet hotel room—into a productive workspace. And cloud-based collaboration tools can streamline project management, brainstorming, and other team activities.

To learn more about today's most advanced cloud-based team collaboration and productivity tools, read this blog posting.



WORKFORCE MOBILITY CONTINUES TO RISE.

With the vast majority of people reportedly now using their cell phones for work during personal time, the notion of the office as a place to go from 9 to 5 has changed dramatically. For many people, their work environment is now fluid—limited only by the number of reception bars on their wireless devices.

This rise in workforce mobility creates new business communications challenges. And keeping pace with today's new, untethered workforce requires companies to reevaluate their current business phone systems to meet the changing needs of employees on the move.

To learn more about how an advanced cloud phone system can be utilised to better integrate your mobile workers, download this white paper.

COGNITIVE TECHNOLOGY IS GAINING TRACTION IN THE BUSINESS WORLD.

Technology has reached the point where modern-day supercomputers know how to analyse and use data to essentially reprogram themselves on the fly. Perhaps the most famous of these new cognitive systems is IBM Watson, the computer that challenged—and beat—two top contestants on the Jeopardy! television game show.

These same cognitive or "predictive" capabilities are already finding practical uses in many fields, including medicine, education, retail, and many others. Modern business communications systems have also begun to utilise the technology. For instance, advanced contact centre solutions can now determine how to best handle specific calls, automatically rerouting customers based on each agent's individual skill set, proficiency, availability, work load, and more.

To learn more about how businesses are leveraging cognitive technologies to become more predictive of their customers' needs, visit ibm.com/cognitive.



WORK IS NO LONGER A PLACE.

In today's far-flung, always-connected work world, the concept of a "team" has shifted dramatically. Continually changing roles, off-site employees, remote offices, and other realities mean companies need workers to be able to connect and collaborate from wherever they may be.

New unified communications (UC) solutions now allow employees, remote workers, partners, suppliers, and customers to collaborate with team members from anywhere using email, video, text, and other communication tools. By consolidating these various functions onto one platform, UC solutions make teams more agile. Participants can share information and make decisions quickly, then move on to other projects.

The result? Companies can better harness the collective knowledge of everyone across their extended enterprises, helping to ensure their long-term success in today's competitive business environment.

To learn more about the increasing importance of communication and collaboration solutions to businesses today, download this white paper.

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ABOUT RINGCENTRAL

RingCentral is the leading provider of cloud-based business communications and collaboration solutions. Easier to manage and more flexible and cost-efficient than legacy, on-premise communications systems, RingCentral's cloud solutions are meeting the needs of modern distributed and mobile workforces. Delivered on a state-of-the-art cloud platform, RingCentral solutions unify communications by bringing together voice, video, conferencing, team collaboration and contact center solutions into a seamless experience that integrates with leading cloud-based tools and business applications. RingCentral enables more than 350,000 businesses, from SMBs to enterprises around the world, to empower their workforces, more easily connect with their customers, and streamline their business communications.

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