



Connect and Empower Your Modern Workforce with the Power of the Cloud and Mobility

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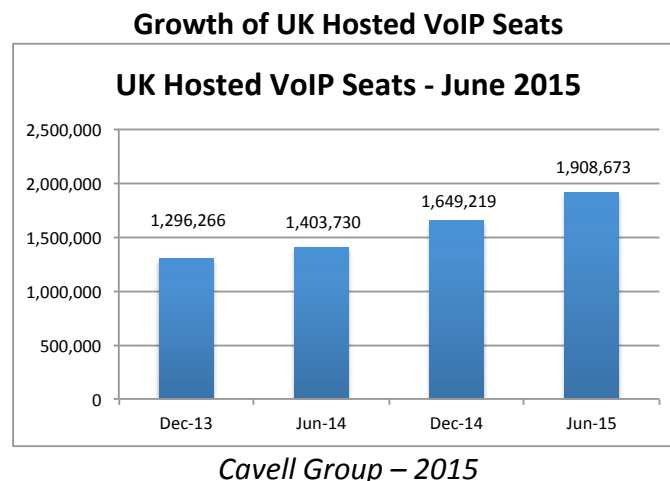
RingCentral[®]

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Businesses are subject to unprecedented forces that are rapidly changing the workplace of today, and more importantly, the workforce of tomorrow.

Research from the Centre for Economics and Business Research (CEBR) revealed that 96% of workers in the UK that have the option of flexible working utilise this opportunity, whilst eight in ten would do so if made available to themⁱ. The need to support this growing adoption of a 'work from anywhere culture' will require businesses to act, with a sense of urgency, to provide and support communication and collaboration solutions to enable employees to work from any location, from any device, at any time.

Reflecting on the days of old, when a new employee joined a company, they were provided with a limited set of communication tools in conjunction with a list of standards on how to communicate. A telephone solution, traditionally an on-premise PBX solution, would be installed and managed by the business and at times, third-party experts. And as 'working outside of the office' increasingly becomes the norm, businesses of all shapes and sizes recognise that traditional PBX's are limited in their ability to bring teams closer together, regardless of where they are in the world. In fact, research by the Cavell Group shows that approximately 15% of the UK workforce already use Cloud-based Voice services. Every six months Cavell records how many business users are utilising Cloud-based Voice services and the first six months saw more business users make the move to Cloud-based Voice services than Cavell had ever tracked before.ⁱⁱ



How has your workforce changed?

For the first time in history, there are four distinct generations working together, side by side, within the workplace environment. Referred to as '4 Generation' or '4G': Baby Boomers, Generation X, Millennials, and the emerging Generation Z, make up today's modern workforce which not only communicate differently, but they also expect to and thrive by working in more flexible, remote and mobile environments powered by different technologies which are designed with the customer experience and control in mind.

With a focus on Millennials, projected to account for 50% of the workforce in 2020, this has created an impressive impact on the use and adoption of technology in the workplace. This generation has been brought up with the internet as the norm and will not know of a world without being able to access information as well as communicate with their peers anywhere, at any time, and on any device.

In a recent study by PwC which looked at the Millennials in the workplace, the results of the study were staggering to see how their perception of the workplace differs from older generations. Usually in business, the initial way to communicate with someone would be to pick up the phone and call the other person whereas 41% of the emerging generation say they prefer to communicate electronically at work, rather than face to face or even over the telephone.ⁱⁱⁱ

As well as communicating differently, the way that the workforce wants to work has changed as well. An estimated 14.1 million people in Britain want flexibility in their working hours or location, equivalent to almost half the working population.^{iv}

There were 4.2 million UK home workers in the first three months of 2014, amounting to 13.9% of the workforce. Of that figure, 2.7 million of these workers travel on a frequent basis to meet customers elsewhere.^v Technology has been one of the main drivers for allowing people working from home as cloud based services such as Dropbox, Salesforce and telephony services allow home workers to access all the tools that they use in the office in their home as well.

From June 2014, every employee was given the statutory right to request flexible working after 26 weeks' employment and this has led companies to look for different ways to enable their workforce to work remotely. Your workforce may be actively looking to work from home and with 64% of employees who work flexibly believing that it has enhanced their job satisfaction and enabled a better work/life balance. Companies that don't adapt may find their employees unmotivated and constrained by what they perceive to be archaic working practices and may lead to them looking for alternative work.

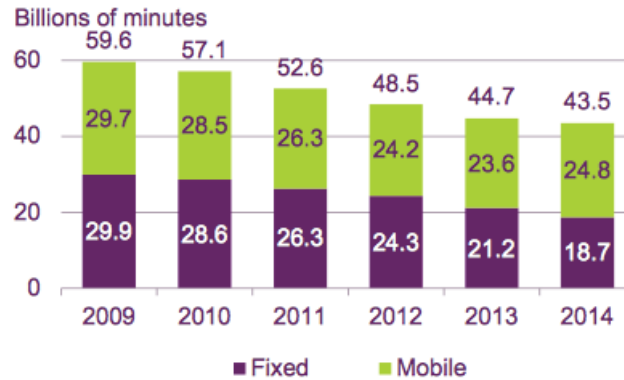
Why do you need to adapt to these changes?

As we have highlighted above, companies will need to take the needs of a modern workforce into account as the workplace will be dominated by employees wanting to exploit technology to make them more productive. Gone are the times when employers can make the choice for their workers on how they are expected to communicate and how they are expected to work. Most employees will use the device and applications that make life easiest for them and look to work in the place that offers them the most flexibility.

We can see the impact that BYOD is having, the latest Ofcom research shows that more calls are being made by mobile users than people on their landlines as 57% of business calls were originated on mobile phones in 2014, representing a 4.3

percentage point increase on 2013.^{vi} Some companies are realising this move to mobile and deploying mobile applications to give employees the ability to work more effectively on their mobile devices.

Comparison of Business Fixed and Mobile Voice Call Minutes



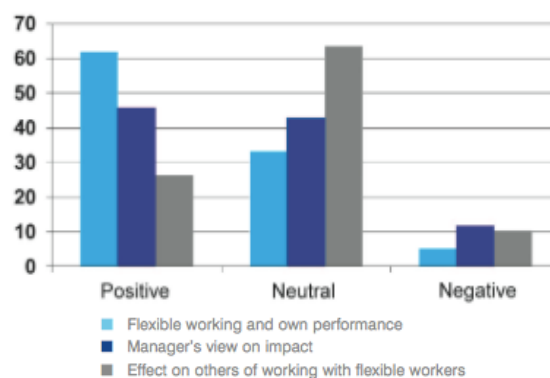
Ofcom 2015

As flexible working is now a legal right for all businesses in the UK and some forwarding thinking businesses are seeing this as a way to improve the productive and retain staff. With 94% of UK firms offering some form of flexible working to their employees, whether this be working from home, or variable working hours,^{vii} enabling remote workers will be a key challenge for all employers. This will require companies to invest in the right technology to give their staff the flexibility to work where they want. The flexibility (or lack thereof) to allow staff to work where they want is becoming a factor in companies' ability to attract and retain staff and this is only possible by enabling your workforce with the right tools to do so.

Flexible working does not just benefit your workforce by increasing their individual job satisfaction. A study by Stanford University showed a marked rise in the productivity of staff working offsite, with a 13% performance increase in those working from home and a drop in job attrition of 50%^{viii}. Companies offering flexible working practices may see not just happier workers, but are likely to see their productivity rise.

Analysis of Work Performance for flexible workers

Performance - quantity of work



Cranfield University Study

How will technology enable this?

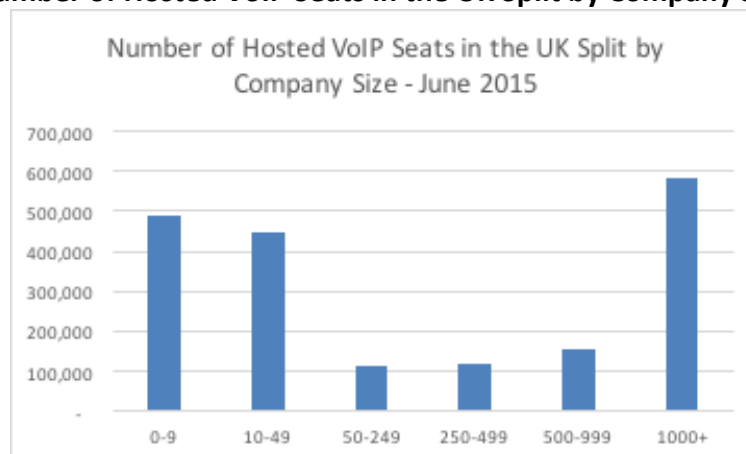
Previously technology was driven by businesses and technology vendors themselves. With the consumerisation of technology, the end user now drives the majority of technology decisions in the workplace. What companies need to do is work out how to enable their employees by giving them the tools to communicate effectively, where and with the device they choose.

One of the major technology changes that has enabled more flexible working practices has been the rise of cloud services. Cloud services allow companies to give their employees the tools to work from where they want as all the data is stored in the cloud and can be accessed from anywhere and from most devices.

Cloud-based Voice services have enabled users to no longer be tied only to their desk phone and communicate effectively where from where-ever they wish. Hosted VoIP is not a new technology and in the UK, there are almost 2 million business users who have a Hosted VoIP solution. Since June 2014, there have been over 500,000 users moving to a Hosted VoIP solution with over 10,000 small businesses (with less than 10 employees) adopting a Hosted VoIP solution in the first six months of 2015.

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Number of Hosted VoIP Seats in the UK Split by Company Size



Cavell Group Research 2015

Hosted VoIP has enabled companies to give businesses more choice of capabilities which gives their employees the right tools to communicate from any location with any device. With Hosted VoIP's mobility solutions, many employees are no longer confined to the work campus where they use a single device on the network. They are mobile and they use the device most convenient for them – at home and at work - including personal devices. What Hosted VoIP has done with mobility applications is allowed users to access any device from anywhere they want.

Mobility applications, whether installed on smartphones, tablets or laptops allow users to make or receive calls from their work phone number regardless of where

they are and in many cases, manage their account as well to set up forwards, set availability or receive their voicemails. With 76% of the UK population owning a smartphone^x, this gives employees the flexibility to use their personal device without buying them a specific work phone and enables any worker to communicate regardless of location.

What should you do?

When you are considering how this affects you and your business, there are a series of questions that you need to consider:

Do you understand your user's current communication requirement?

What devices do they really use to work?

What are the key applications that they use, both in business and personal life?

What are your employee's requirements for flexible working?

Do you understand your business requirements?

Are there ways you can improve your current business processes by using cloud-based services?

Are there ways you can reduce the cost of your current infrastructure by moving to cloud-based services?

What is the best infrastructure to support your employee and business requirements both now and in the future?

Your modern workforce will need to be flexible and mobile in the future, does your workforce have the tools and applications to be able to offer that today?

ⁱ How cloud mobility can superpower your business potential – IT Pro Portal

<http://www.itproportal.com/2015/05/16/how-cloud-mobility-can-superpower-your-business-potential/>

ⁱⁱ Cavell Group – Hosted VoIP Research 2015

ⁱⁱⁱ Engaging and empowering Millennials – PwC 2015

<https://www.pwc.com/gx/en/hr-management-services/publications/assets/pwc-engaging-and-empowering-millennials.pdf>

^{iv} The Timewise Jobs Index – TimeWise 2015

http://timewise.co.uk/wp-content/uploads/2015/05/Timewise_Flexible_Jobs_Index.pdf

^v Census Analysis - Distance Travelled to Work - ONS 2011

http://www.ons.gov.uk/ons/dcp171776_357812.pdf

^{vi} Communications Market Report - Ofcom 2015

http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr15/CMR_UK_2015.pdf

^{vii} Flexible working: Goodbye nine to five - Institute of Leadership & Management

<https://www.i-l->

m.com/~media/ILM%20Website/Downloads/Insight/Reports_from_ILM_website/Research_flexibleworking_march2013%20pdf.ashx

^{viii} Flexible working and performance - Cranfield University School of Management

<http://www.workingfamilies.org.uk/wp-content/uploads/2014/09/Flexible-Working-Performance-2008.pdf>

^{ix} Cavell Group – Hosted VoIP Research 2015

^x Mobile Consumer 2015: The UK cut – Deloitte 2015

<http://www.deloitte.co.uk/mobileuk/>