

The Mobile Enterprise



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Introduction and Executive Summary

Improving Customer Experiences and Boosting Productivity with UC

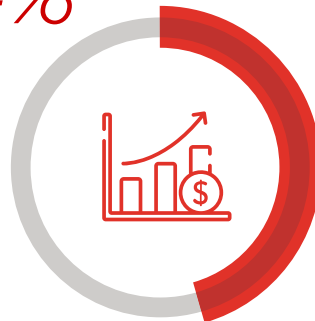
Executive summary of the findings:

81%



of enterprises are planning to **move to a more advanced communications environment.**

44%



of companies could capture an additional **\$13k - \$26k of productivity** per employee per year.

1 in 3



enterprises report a **“significant portion”** of their employees work remotely.

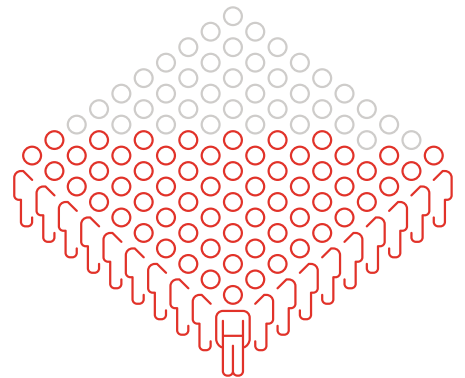
57%



of enterprises are attempting to support **4 or more communications platforms.**

60%

of employees spend **more than a quarter** of their day away from their desks.



1 in 2

respondents did not have a **well-defined strategy** for BYOD mobility.



75%

of enterprises have **“extremely important”** privacy and security requirements their communications must comply with.

The State of Mobility in Enterprise Today

The face of the modern office is changing.

What used to be a centralized hub of business activity has now become more fluid and complex with the advent of mobility and BYOD. This presents several unique challenges and opportunities.

Let's take a look at the typical office today.

Within the Modern Office

According to the results of the Canam Research survey, **60% of employees spend more than one-quarter of their time away from their desks or dependent on mobile.** That means three out of five employees rely on mobile accessibility fifteen minutes of each hour.

What's more, **88% of employees spend 10-50% of their time dependent on mobile.** That means the vast majority spend up to one-half of their productive workdays reliant on a mobile connection to accomplish their work.



88%
of employees spend
10-50% of their time
dependent on mobile.



That's a massive change from even just a few years ago. Today, even within a single office, mobile communications are the key to maximizing a modern workforce's productivity.

Within the Modern Enterprise

Most enterprises span several offices, often across multiple states or countries. How is mobile accessibility impacting their productivity at scale?

According to the survey, **only 42% of enterprises have "most" of their workforce in company offices;** the rest work remotely. Further, **1 in 3 say a "significant portion" of their employees work remotely,** and **10% say a "majority" of workers are remote.**

That's a tremendous shift in the location of your main productivity centers. Mobile accessibility used to be a marginal optimization; now it is a core competency. It must be ensured.

The State of Mobility in Enterprise Today

This is the changing face of global enterprise. Productivity at scale is enabled by mobile communications.

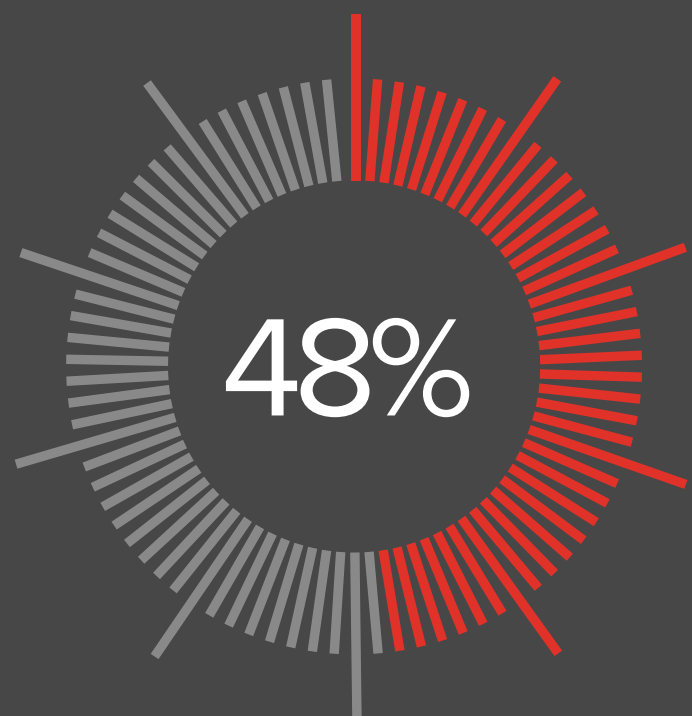
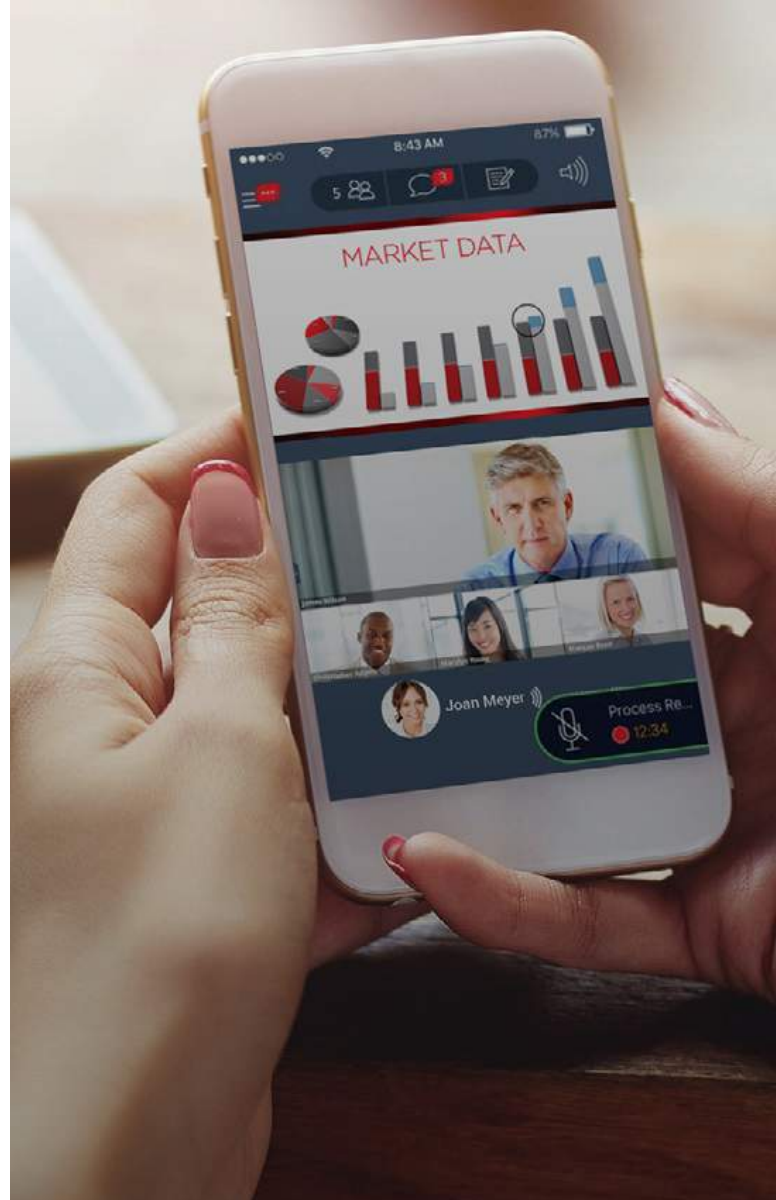
With all those employees relying on mobile, do most enterprises have a unified plan in place to ensure all those people are productive and effective while in motion?

According to the survey, **nearly half (48%) do not have a well-defined (BYOD) strategy.** These are orchestras without conductors; talented workforces whose productivity could be better optimized – and in fact, drastically improved – by a coherent corporate strategy.

A well-defined BYOD strategy should lay out a clear corporate communications policy, eliminating the need for employees to apply security protocols on a case-by-case basis themselves. It should provide best practices for each communication channel, including user interface instructions as well as best-use guidelines, and it should generally apply the same rigorous and universal communications security policies that you would to land line and desktop interactions, regardless of channel.

Companies should work with their software and services communications provider to devise a mobility plan that aligns to their specific business objectives and provides a clear road map to meet future needs, as well.

Mobility is enabling a whole new scale of enterprise productivity. By treating it as a mission-critical business enabler, and creating well-defined company policies around it, companies can harness its power to their advantage.



DO NOT have a well-defined BYOD strategy.

The Challenges and Considerations of a UC Future: Risk and Security

A modern, advanced communications environment creates massive opportunities for enhanced productivity and security. It ensures that while employees are mobile, they are still reachable and responsive to customers and colleagues. It also guarantees that they have the opportunity to use their “down time” productively when traveling, and that corporate security protocols are applied from one central, authorized source.

Given these tremendous benefits, are modern enterprises planning to migrate to a more advanced communications environment?

Let’s take a look at the attitudes prevalent in today’s enterprise landscape.

The State of Communications Adoption

According to the Canam survey, **38% are in an “early adoption” environment**, meaning that they offer limited ad hoc support for mobile and have not implemented a unified communications policy.

An additional **19% are still in a “traditional” environment**, with land line telephony the only officially supported communications channel.

In total, **more than 1 in 2 enterprises are not fully capturing this opportunity.**

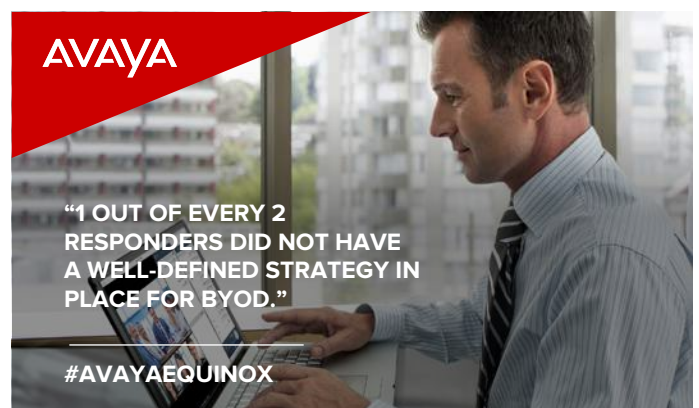
38% are in an “early migration” environment (i.e., barely begun support for mobile).



19% are in a “traditional” environment.

All this is in spite of the fact that **81% would like to move to a more advanced communications environment.**

With the enormous financial and security benefits of an advanced communications environment clearly recognized, there must be other specific challenges that are causing companies to hesitate when considering adoption.



Common Challenges and Considerations of Enterprise Adoption

So, why are some businesses balking at giving their employees full multichannel mobile accessibility?

The answer is not skepticism about additional productivity. In fact, **95% of respondents reported that their mobile/remote employees are just as productive as those located in a traditional office.**

No, the actual answer is that **59% are concerned about the complexity and challenge of upgrading.** In enterprise-level environments, technology roll-outs can be expensive and time-consuming, and for mission-critical systems like communications, any delays or complications just can't be afforded.

What's more, enterprise-level businesses are often subject to strict and rigorous security and regulatory requirements. This security mandate is made even more complex for multinational corporations, which often must comply with different regulations for each country in which they operate. When considering giving potentially thousands of employees BYOD mobile access, these businesses need ironclad guarantees of resilient and centralized security.



59%

are concerned about the complexity and challenge of upgrading.

Indeed, **76% say network security, access control, and regulatory requirements are their biggest concerns around adoption.** More specifically,

they are concerned with HIPAA (37%), PCI (18%), SARBOX (16%), and GLBA (10%) compliance.

The Ideal Advanced Communications Solution

Therefore, an ideal unified communications solution must be quick to roll out, feature flexible and robust security protocols that can be universally applied from a central source, and be compliant with the most prevalent regulatory requirements of the industry.

A technology transformation does not have to endure undo risk and costs. It should start with a detailed inspection of the customer's network to assure the infrastructure is able to carry the new load, eliminating post-deployment problems. Thorough end-to-end solution testing should be done prior to ramp-up, along with comprehensive security assurance services. If done right, these technology transformations can be accomplished with minimal risk while achieving the business outcomes previously defined.

A communications solution that checks all these boxes presents enterprises with an extremely promising opportunity for additional productivity and security.



95%

of respondents reported that their mobile/remote employees are just as productive as those located in a traditional office.

Simplicity and Clarity: the “U”C Difference

The benefits of a “unified” communications solution come from how effectively unified it truly is. As a result, not all advanced communications solutions are created equal.

The benefits of the right choice are numerous: employees are more productive and responsive, customers are more highly satisfied, and security policies are better maintained. The wrong choice, however, can lead to employee frustration, higher costs, and unnecessary security risks.

Top Multichannel Challenges

Among enterprises that have adopted UC solutions, challenges remain that are keeping employees from being as productive as they could be.

According to the Canam survey, **46% say that the lack of a clear corporate UC policy is one of the top challenges they face.** Some enterprises have adopted multiple solutions, each with their own capabilities, functions



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and costs. This can lead to fractured security, employee confusion and limited use.

A truly unified communications solution is necessarily “unified”. Security is applied from one authorized place, so protocol decisions are never the individual employee’s to make. This removes any guesswork around whether a channel is authorized for a specific type of communication, improving the likelihood and frequency with which an employee will use it. Suddenly, more of its productivity potential is unlocked.

Further, a simplified interface with “one-touch” access increases usage and provides intuitive control that allows the user to select the right mode “in the moment”. Each communications channel has its unique strengths and applications, and providing employees with robust integration equips them for lasting success.

The survey results back these imperatives up, with **30% of respondents saying it is too difficult to connect with customers.** Given that this is one of the primary benefits of an advanced communications environment, this figure suggests that the solutions in place at these enterprises are not properly unified. Similarly, the fact that **25% find the interfaces too difficult to use** is indicative of several communications channels running in parallel in these offices, but not unified by a single underlying backbone.

Simplicity and Clarity: the “U”C Difference

Communications Channel Usage

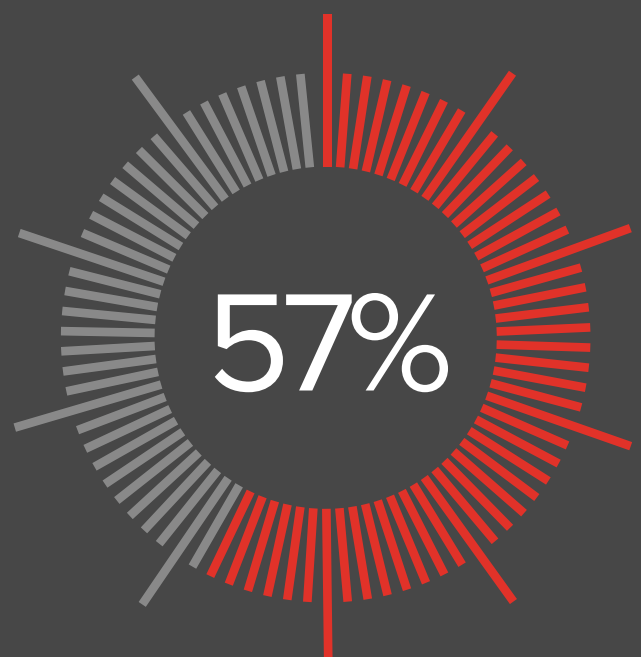
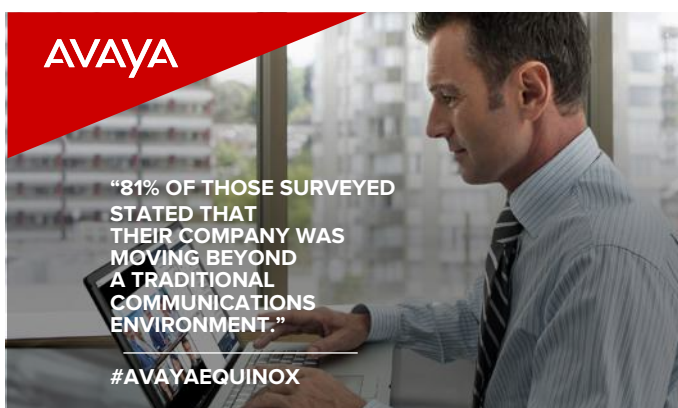
The results of the survey bare out the fact that these enterprises have multichannel environments, not unified ones.

37% of respondents say they are supporting four to six communications platforms. That is four to six different vendors, four to six different systems to install, maintain and train on, and four to six different channels that cannot easily communicate information across one another.

20% of enterprises are currently operating more than six different platforms. These platforms are not designed with one another in mind, nor are they formatted and coded for one another, nor are they able to all be controlled from one unified hub. They are a loose confederation of strings, and without a properly unified solution, they will inevitably weave themselves into knots.

To gain the most value from a single UC platform, alignment with all key stakeholders, including business units and end users, is critical. This can best be achieved through an up-front discovery consulting engagement.

Not all advanced communications solutions are unified, and the difference can be dramatic. By creating a unified environment, new and valuable communications channels can be added to your employees’ repertoire without sacrificing productivity to complexity and inefficiency.



say they are supporting **more than 1** communications platform.

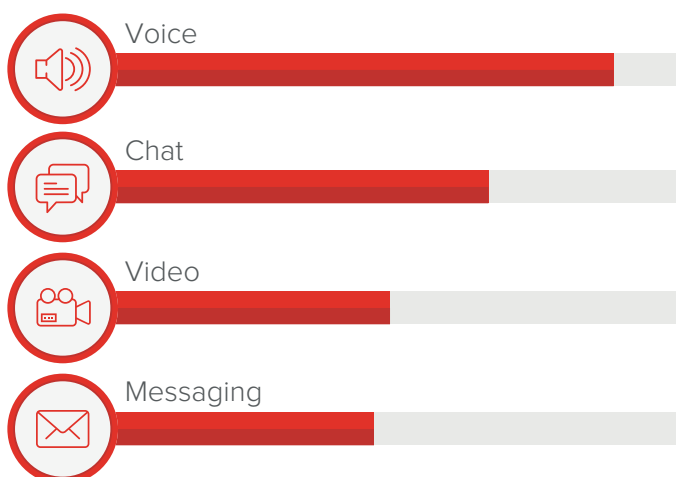
Improving Customer Experiences and Boosting Productivity with UC

In today's business world, the customer experience is the name of the game. Companies don't offer products and services; they create experiences.

The totality of these experiences – the quality of the product, the responsiveness of the company, the complexity of the buying process – is what drives revenue. Providing unwaveringly robust customer service is an essential competency for any and all business initiatives.

So, how well are enterprises equipped to provide exceptional customer experiences?

Enterprises communicate with customers via



Customer Communication Channels and Satisfaction

Enterprises should prioritize multichannel customer communication more urgently.

According to the Canam survey, **90% of enterprises can communicate with customers via voice**. That's fairly unsurprising. However, capabilities plummet from there.

- Only 69% can communicate with customers via chat.
- Only 49% can communicate with customers via video.
- Only 46% can communicate with customers via apps and in-app messaging.

This is reflective of a highly traditional communications environment, and presents several promising opportunities for improved productivity and revenue.

The face of the customer experience is changing. Today, **90% of consumers prefer to chat/message with companies versus any other channel**.¹ Messaging is native and more intuitive to a growing percentage of the population, and they expect business to cater to them, not vice versa. In fact, they will give

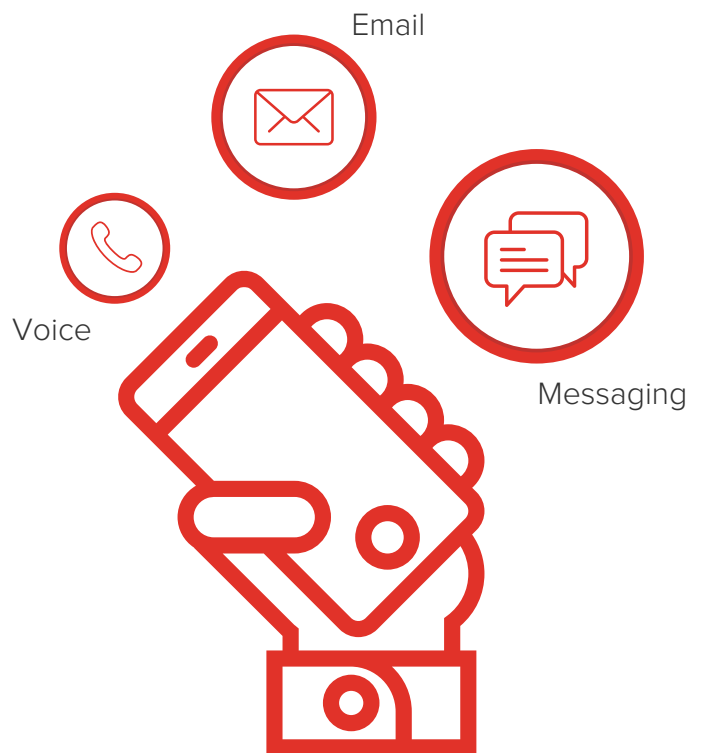
Improving Customer Experiences and Boosting Productivity with UC

preference to companies that allow them to communicate via the channels they prefer, and take their business to them.

With millennial customers, **voice is a distant 3rd among preferred communications channels**, well behind messaging and email.² Taking the population at large, **telephone ranks just 8th, far behind messaging and email and nearly equal with the number who prefer video.**³

While enterprises have been focusing on their traditional telephony systems, consumers have moved on, and they're taking their dollars with them.

Moving to an advanced communications environment with seamless multichannel support not only gives your customers the power to reach you how they prefer, but it presents an enormous opportunity for greater revenue, customer loyalty, and customer retention. Customers will gladly give their business to companies that make communication easy, and easy – to today's consumers – means multichannel accessibility.



Communications and Productivity

Moving to an advanced, unified communications environment presents an opportunity for enterprises to capture more productivity. But how much more, exactly?

The Canam survey asked company managers, directors, vice presidents and presidents how much more productive their employees would be with an additional 30 minutes per day of useful, productive time, a figure selected based on the average amount of time employees spend away from their desks and unreachable.

According to the survey, **44% estimate they could capture an additional \$13,000 to \$26,000 of productivity per employee per year.**

28% estimate they could capture an additional \$39,000 to \$130,000 of productivity per employee per year.

Improving Customer Experiences and Boosting Productivity with UC

That 30 minutes represents a significant explosion of productivity when multiplied over five days per week, 52 weeks per year. The effect is even more dramatic when applied across entire teams of employees. **On a team of 10 people, that's an additional \$130,000 to \$1,300,000 of productivity per year. For a team of 100 people, that's an additional \$1,300,000 to \$13,000,000 per year.**

And these figures only represent supervisors estimating their employees' productivity. It doesn't even take into account the value of the additional customer satisfaction, loyalty, and brand reputation that comes from being an accessible, responsive, on-demand company.

Another way to improve the customer experience is to be quick to respond to changing customer needs. A multi-channel strategy is important; equally important are the flexible tools that allow you to easily modify engagement strategies and plug in new applications which leverage your current technology investment.

Moving to a unified communications environment with multichannel accessibility allows you to create more compelling customer experiences, improve customer satisfaction and loyalty, and capture tremendous volumes of lost productivity.



44%

estimate they could capture an additional \$13,000 to \$26,000 of productivity per employee per year.

Conclusion

Mobility is changing the face of modern enterprise.

Employees are dependent on mobile accessibility more often than ever before, and customers expect to be able to communicate with companies via the channels that they prefer.

By migrating to an advanced, unified communications environment, enterprises can create superior customer experiences, re-capture tremendous amounts of lost productivity, and ensure security and regulatory protocols are more universally adhered to. Dynamic, responsive, secure: this is the unified communications difference.

You can have it all, without the exorbitantly high costs or lengthy, tedious roll-outs that have kept other enterprises from stepping into the user-focused world.

If you're ready to bring your business into the new age of productivity, we invite you to look around and see for yourself why unified communications from Avaya delivers the mobile experience you've been waiting for.

www.avaya.com/equinox

1. Bulldog Reporter, 2016.
2. Beta News, 2016.
3. Marketing Sherpa, 2015.

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Avaya's consultative approach can help you develop a plan to consolidate communications platforms to meet your business goals such as reduce cost and increase productivity and performance.

Avaya services can help protect your enterprise from security risks and performance issues due to connectivity issues or regulatory compliance for example.