

The background of the entire page is a photograph of an office. In the foreground, a man with glasses and a beard is sitting in a black office chair, leaning back and talking to a woman with long blonde hair who is also sitting in a black office chair. She is smiling and looking at him. In the background, another man in a plaid shirt is sitting at a desk with a computer monitor. The office has a modern, open-plan feel with concrete walls and large windows.

HERE'S WHY GOOD UCC IS FAR FROM GOOD ENOUGH

The IT Buyer's Guide to GREAT UCC

IT'S NOT ENOUGH TO HAVE GOOD UCC - IT HAS TO BE GREAT

UCC is an acronym for Unified Communication and Collaboration. By definition, UCC is a solution that offers seamlessly integrated video and web conferencing, messaging, collaboration, voice and telephony tools. It's the new standard for organizations seeking to thrive and keep a competitive pace in today's business landscape.

But not all UCC solutions are created equal, and strategic IT leaders are on the hunt for great UCC. Any solution can deliver communication and collaboration tools, but GREAT UCC should be:

G • GLOBAL
R • RELIABLE
E • EASY
A • AFFORDABLE
T • TIME-TESTED

Great UCC has the potential to significantly impact business outcomes by maximizing employee efficiency in office or on the go, streamlining workflows, and reducing errors and miscommunication.

In fact, according to research from Frost and Sullivan, C-level decision makers believe the rapid adoption and usage of UCC is transforming the way they do business, including **boosted productivity, faster decision making, and improved customer experience.**¹

To help you find a GREAT UCC solution that will help you realize these bottom-line benefits, we've broken down what to look for in a potential vendor and why it's important.



GLOBAL

GREAT UCC supports remote work and has all the tools dispersed teams need.

Today's businesses are operating in a world where globalization, technology, and the constant search for talent is transforming the workplace. This is why more and more companies are supporting remote working programs for their business.

According to research from Stanford professor, Nicholas Bloom:

- Remote employees are more productive, taking shorter breaks, less sick days, and less time off.
- Remote employees have significantly lower attrition rates.
- Remote employees reduce company overhead spending by as much as \$2,000 per employee.²

In order to support a remote working program and reap these benefits, you need technology that empowers genuine collaboration and ensures no one ends up working in a silo.

A GREAT UCC platform is designed specifically to support geographically dispersed teams with centralized collaboration tools including messaging and video conferencing. Not only do video conference users report that video improves meeting productivity, but research also shows it helps facilitate the same level of trust as in-person interactions.³

At the end of the day, when you have a UCC solution that inherently empowers a global workforce, it won't matter where people are getting their work done.

WHAT TO LOOK FOR IN A GLOBAL UCC SOLUTION:

- ✓ Hosted VoIP for remote voice connectivity
- ✓ International calling via PSTN
- ✓ Video and web conferencing
- ✓ Instant chat and text messaging
- ✓ File sharing and editing
- ✓ Mobile and desktop apps





RELIABLE

GREAT UCC offers secure communication and collaboration tools you can rely on.

According to a study by Robert Half, employees lose more than two weeks of productivity annually dealing with technology-related problems. This translates to an average of 22 minutes daily trying to troubleshoot and manage IT issues and glitches.⁴

Faulty technology also strains IT resources – more than 25% of support issues are due to malfunctioning communication tools according to IT managers.⁵

A GREAT UCC solution solves this kind of productivity loss and ensures you're getting a positive return on your UCC investment.

Whether you need to talk to a colleague, or collaborate with customers, you want to be able to do so in the most secure, efficient, and easiest way possible. It's essential to have the option to choose and use your own devices, and personalize your work-related communications.

WHAT TO LOOK FOR IN A RELIABLE UCC SOLUTION:

- ✓ 99.99% uptime guarantee
- ✓ SD-WAN and business continuity failover options
- ✓ 24/7 customer support
- ✓ Toll-Free, PSTN or VoIP audio options
- ✓ Authentication and encryption features



EASY

GREAT UCC ensures both user experience and management.

Ease of use is table stakes. A GREAT UCC vendor has to go beyond delivering an easy user experience and think about user management too.

Too often, businesses end up spending too much time managing disparate systems from different vendors. Why? Because these individual solutions weren't built to seamlessly work with one another. With a GREAT UCC platform, you will only have to deal with one vendor and one account, with the primary goal of making sure your communications system runs as efficiently as possible.

A GREAT UCC solution makes sure that you have all the functionality you need at your fingertips via a central, seamless, fully-integrated platform. This makes it not only simple to use, but it also makes the rollout and onboarding easier.

WHAT TO LOOK FOR IN AN EASY UCC SOLUTION:

- ✓ Centralized administration control
- ✓ Cloud-based VoIP with call flow and voicemail controls
- ✓ Instant join (no download) option for online meetings
- ✓ Seamless integrations for CRM, LMS, Active Directory, Identity or Access Management platform, and other productivity tools
- ✓ Robust customer onboarding and ongoing training





AFFORDABLE

GREAT UCC should be a cost-effective solution.

UCC is a cloud-based platform, which means there's no need to purchase new infrastructure or communications hardware because you can use the devices you already have. It's also offered following a SaaS model, which makes it a more cost-efficient option as maintenance is handled by the service provider. No need to hire a dedicated IT team to make sure it runs seamlessly. Your vendor will do it all for you.

When it comes to pricing, there are two structures typically offered by providers – tiered and per-seat models. This gives you the flexibility to choose a subscription plan based on your actual requirements. But be warned. Tiered pricing models could leave your business vulnerable to hidden charges, whereas per seat pricing offers clear and more transparent pricing that gives you access to all your vendor's UCC features.

There's no need to pay for multiple solutions or have several different vendors billing a business for individual applications, each with their own fees for deployment and support.

You're also likely to see savings in your monthly communication costs, especially regarding international calling budgets as well as travel expenses, as you now have a reliable alternative for communicating and collaborating.

WHAT TO LOOK FOR IN AN AFFORDABLE UCC SOLUTION:

- ✓ Volume-based discounts
- ✓ Solution consolidation savings/all-inclusive pricing
- ✓ Check additional audio or overage fees
- ✓ Low international call rates
- ✓ Software that works with existing hardware



TIME-TESTED

GREAT UCC should be backed by a trusted vendor.

With so many vendors promising unified communication and collaboration solutions, it's hard to sift through them all and find the one that can actually deliver. Here's a tip to keep in mind during your selection process – only a vendor who has been in the trenches since the early days of UCC can understand the real needs of a constantly evolving market due to technology and business trends.

They know that a GREAT UCC solution has a lot of moving components – and you're essentially relying on their expertise to manage and streamline everything. It's not enough to simply deploy all these features and apps. Your top choice vendor should be able to provide a seamless, fully integrated system. That's what makes it a truly unified system that will address not just prevailing communication and collaboration issues, but adoption and end-user challenges as well.

They also know that transparency is critical to your business. Any solution you use should follow that. To that end, a GREAT vendor makes it a point to offer a UCC solution that provides full visibility to ensure consistent compatibility and functionality.

WHAT TO LOOK FOR IN A TIME-TESTED UCC SOLUTION:

- ✓ Positive reviews from long-term customers
- ✓ Innovative features and forward thinking roadmap
- ✓ Features and functionality that work for your particular industry
- ✓ Long history in communication and collaboration space





THE BOTTOM LINE

A true “unified experience” for your UCC solutions must be more than just a buzzword. It has to provide real benefits and solutions that will allow a business to thrive and grow. So, take stock of your current systems and don’t settle for “good enough”. GoTo has what it takes to make it GREAT.

WANT TO LEARN MORE ABOUT GREAT UCC?

Visit GoTo today!

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