

GoTo

Connect

Phone, Meeting, Messaging: A Buyer's Guide

How to select the Unified Communications as a Service (UCaaS) tools to drive flexibility and profitability.



What's Inside

Intro

If you're communicating, it has to be UCaaS.

01

One solution, many features (phone, meeting and messaging).

02

Makes life easier for IT, the ones running it all.

03

Seamless user experiences that win over everyone.

04

The affordability factor – enterprise features within your budget.

05

Strong encryption for your peace of mind.

06

24/7 support from a UCaaS partner you can trust.

07

Scalability for when you want to grow your business.

08

A blueprint for UCaaS implementation in a flexible working world.

09

5 pitfalls to avoid.

10

Discover GoTo Connect, designed for flexibility.

If you're communicating, it has to be UCaaS

If you have ever joined a video meeting, sent a chat message or placed a VoIP call, you have used UCaaS. A few letters stand for a simple solution – Unified Communications as a Service (UCaaS). The use of online communication and collaboration tools has seen a remarkable rise in the last two years, and now there is no going back. UCaaS allows you to unify or integrate multiple collaboration tools into one solution so that you have a single licence to manage and can oversee the entire infrastructure from one console.

In other words, UCaaS can be defined as **a cloud-based solution that enables calls, video conferencing and chat-based communication.** Since UCaaS is hosted in the cloud, it can be accessed from any device – whether that be an employee's smartphone, a home computer or a workstation in the office. No on-premises infrastructure is required, which means no upfront costs and easy deployment.

Use of online communication and collaboration tools among workers:

80%

2021

50%

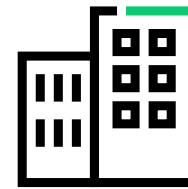
2019¹

¹ Gartner, Survey Reveals a 44% Rise in Workers' Use of Collaboration Tools Since 2019, 2021.

Businesses of all sizes are adopting UCaaS

Businesses need a solution that can support them at every stage of growth, meeting all current and future communication requirements. UCaaS is the key. **In this guide we have outlined seven must-haves to guide your decision:**

1. One solution, many features (phone, meetings and messaging)
2. Makes life easier for IT, the team running it all
3. Seamless user experiences that win over everyone
4. The affordability factor – enterprise features within your budget
5. Strong encryption for your peace of mind
6. 24/7 support from a UCaaS partner you can trust
7. Scalability for when you want to grow your business



40%

of large companies increased UCaaS adoption in 2021.



38%

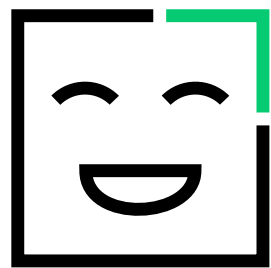
of small businesses are also planning to invest – that's a 2.5X increase since 2020.²

² TechWire Asia, Unified Communications Tech Now a Must-Have for SMEs, 2021.

1 One solution, many features

Phone, meeting, messaging.

UcaaS is an all-in-one product with many features conveniently packaged together. It's better for IT teams and better for employees with one platform to learn, use and manage. Voice-based telephony, video and audio conferences, and messaging are the three primary channels you need in a UCaaS platform. You can switch between calls and other tasks without clunky or confusing workflows or juggling multiple apps. As a bonus, you can add on a contact centre solution to provide additional automation and analytics around inbound and outbound calls.



70%

of companies would like to have everything they need to communicate in one place.³

³ BizBash, Industry Survey: The State of Virtual and Hybrid Events One Year Post-Pandemic, 2021.

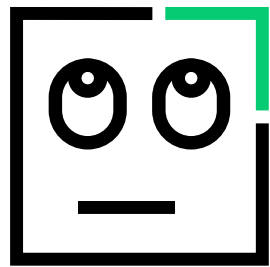


2 Makes life easier for IT, the ones running it all

A good UCaaS solution will also be IT-friendly.

IT groups were severely impacted by the switch to remote work. Most organisations are now running multiple applications on the cloud, and nearly half of businesses have three or more UC deployments. This increases workloads for IT.

A well-built UCaaS platform will provide IT managers with a centralised console from which to manage multiple user roles, analytics, reports, licences and configurations.



89%

of IT professionals felt “immense pressure at work” in 2021.⁴

⁴ AppDynamics, Agents of Transformation 2021: The rise of full-stack observability, 2021.

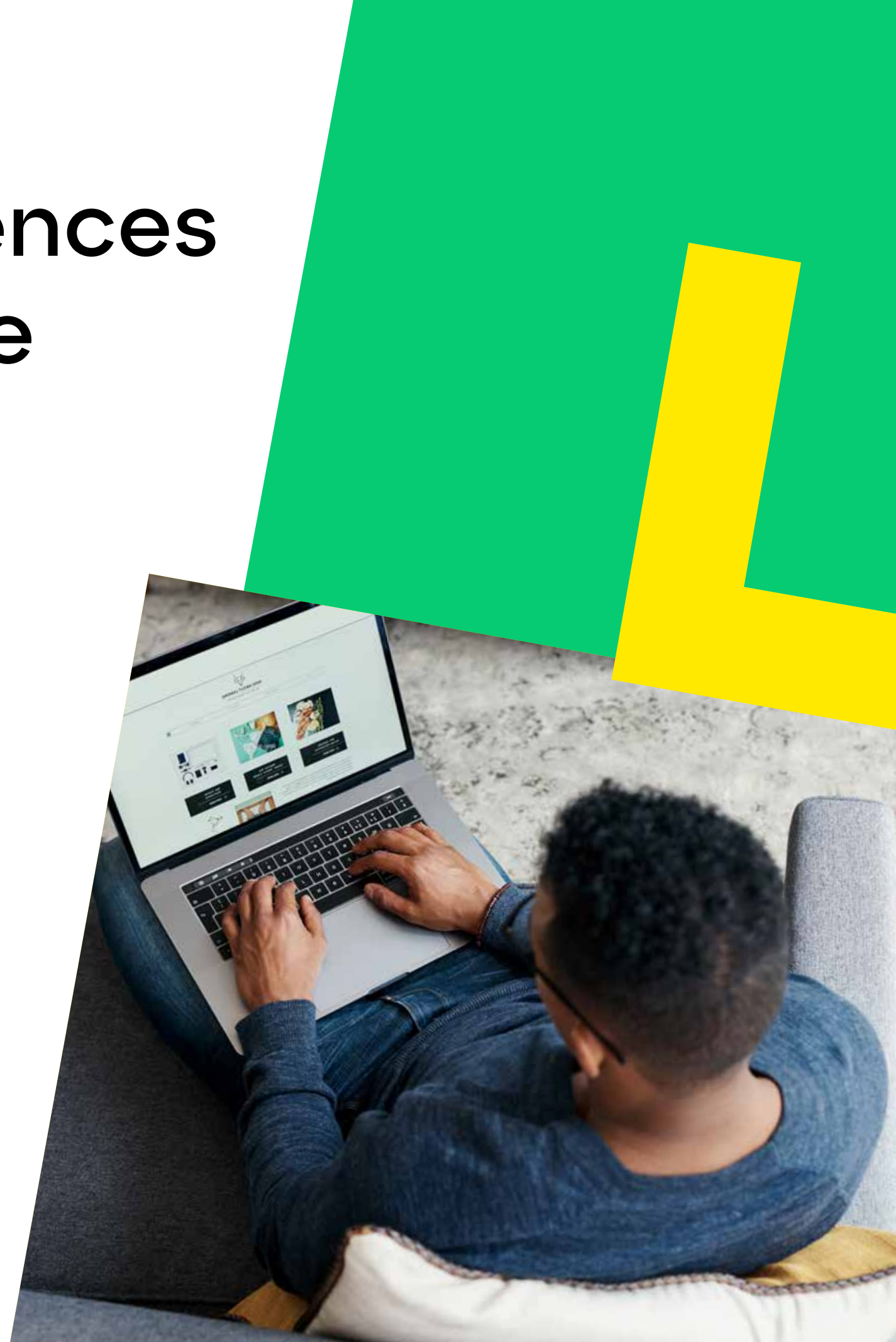
3 Seamless user experiences that win over everyone

The last two years have seen sweeping digital changes in the workplace, and it can be difficult for employees to adapt.

Gartner reports that companies have had to accelerate their digital transformation plans by at least five years to support a distributed workforce.⁵

With the introduction of new software and workflows, this can be a “culture shock” for many. The UCaaS solution you choose must prioritise a seamless user experience (UX) for easy adoption. The learning curve should be suitable for every employee, and the workforce has to be comfortable enough to fully leverage the solution’s potential. Your UCaaS provider can help on this journey.

⁵ Gartner, Forecast Analysis: Remote and Hybrid Workers, Worldwide, 2021.



4 The affordability factor

Enterprise features within your budget.

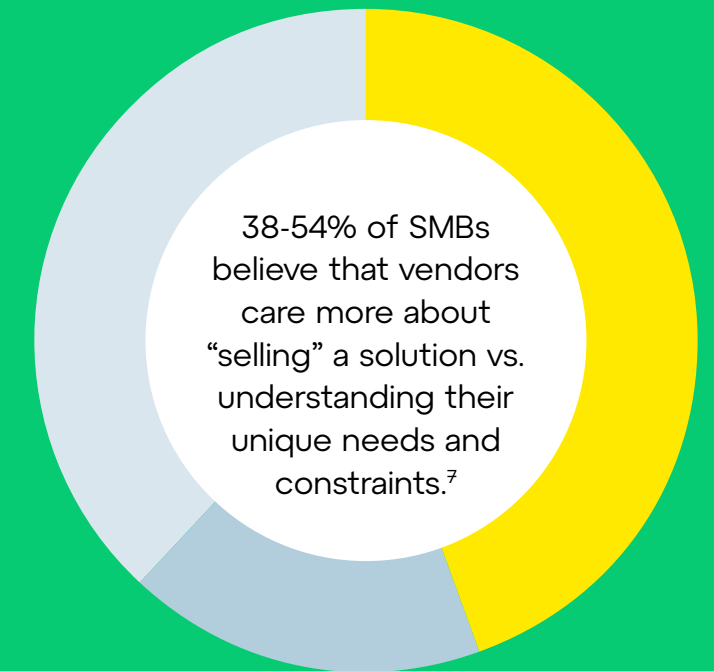
UCaaS solutions are not one-size-fits-all. Many recognisable brands are designed and priced for enterprises, not the unique needs of SMBs (small and medium-sized businesses). What are those needs? The ideal UCaaS solution will have flexible licensing, transparent pricing and a modular design purpose-built for SMBs. You don't have to sacrifice quality to stay within budget. A well-chosen UCaaS solution has enterprise-grade features but also allows businesses to scale up or down as required. With a flexible solution you pay only for what you need with no hidden fees.



In 2021, 1 in 3 businesses exceeded their cloud budgets by as much as 40%, making this a key parameter to consider.⁶

⁶ PR Newswire, New Survey Reveals One Third of Businesses are Exceeding Their Cloud Budgets by as Much as 40 Percent, 2021.

⁷ Accenture, Why Enterprises Need to Up Their Game to Truly Support SMBs, 2021.



With a trustworthy vendor, there is nothing to hide – what you see is what you get, all at a smart price.

5 Strong encryption for your peace of mind

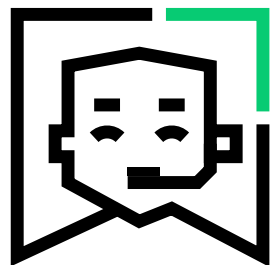
Security is always foremost when it comes to new tech. The shift to remote working can cause vulnerabilities to creep in, and UCaaS solutions must act as a security enabler, rather than another challenge. Look for encryption, single sign-on (SSO), multi-factor authentication (MFA) and a zero trust approach. Zero trust means that anything and everything must be verified before granting access to a system – no exceptions. This ensures that only legitimate users can access a file or a communication channel without risking data exposure.



6 24/7 support from a UCaaS partner you can trust

For UCaaS implementation to be successful, you need a provider who has your back.

UCaaS is hosted entirely in the cloud and managed remotely by the provider. When questions arise, a vast self-service website for troubleshooting and a 24/7 support line remain available around the clock. A trustworthy provider also ensures reliable performance including 99.99% uptime.



74%

of buyers would even pay more for dedicated support and a good experience, indicating how important this facet is to the overall value proposition.⁸

⁸ Salesforce, 40 Customer Service Statistics to Move Your Business Forward, 2019.

7 Scalability when you want to grow your business

The biggest benefit of UCaaS is that it evolves with you.

Unlike an on-premises system, there is no fixed hardware or software infrastructure for you to deal with. Companies can flex their UCaaS solutions by adding or subtracting users, integrating new services and upgrading their monthly plan, with very little in-house effort. The more scalable a UCaaS solution, the more beneficial it will be for your business in the long term. Furthermore, in addition to capacity, the solution must drive flexibility for your company. If you are looking to adopt hybrid working on a permanent basis, your solution needs to power communication wherever work happens.



A blueprint for UCaaS implementation in a flexible working world

In order to implement UCaaS in your organisation without delays, bottlenecks or buyer's regret, there are a few factors to keep in mind.

Licensing

Typically, there are three types of licensing models available for UCaaS and other Software as a Service solutions for businesses.

Per-user pricing

Every active user is assigned a licence and you can pay as you go, ensuring you pay only for what you use.

Capacity-based pricing

There is a separate plan for 1-49 users, another one for 50-149 users and so on – with different prices for different capacity segments.

Feature-based pricing

Businesses choose the granular features and configurations they want, and the provider prices the solution accordingly.

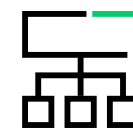
Why per-user pricing is best:



Organisations benefit from the same features and pricing rate whether they have three employees or 300. This makes it highly predictable.



There are no fees attached to new features or configurations. This makes it transparent.

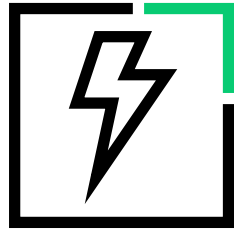


Organisations can quickly add another licence when they hire, without worrying about capacity segments or individual features. This makes it scalable.

Organisations can achieve further flexibility by selecting a plan suitable for their use cases.

Implementation Timeline

Implementing something new can be daunting, especially when a new product has multiple solutions all in one – VoIP telephony, video meetings, messaging and more.



UCaaS solutions specifically designed for SMBs can be implemented in 24 hours or less, aided by 1-to-1 setup assistance, training and demos. Any longer and companies cause unnecessary delays to business and might not have a best-fit solution.

Change Management

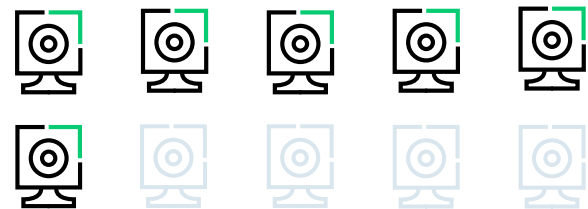
With more and more UCaaS users since the start of the pandemic, new or first-time users need an easy learning curve and seamless rollout. The fancy term is change management – communicate your intentions of adopting new technology to the workforce. Partner with the vendor on pre-onboarding training and onboarding sessions. Monitor adoption rates through the data analytics dashboard built into your UCaaS console. Some employees may require more handholding than others, so make sure to choose a solution vendor that will guide you every step of the way.



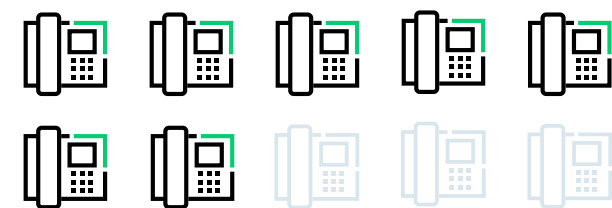
5 pitfalls to avoid

1 Using tools for the wrong use case.

Tools not designed for a use case will be lacking in features and will not be able to provide a fully-functional UX. Choose a UCaaS solution that caters to all use cases and train employees accordingly.



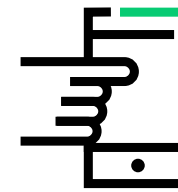
60% of SMBs use their video conferencing tools for webinars.



69% of SMBs use their basic phone system to handle all of their customer engagement.

2 Settling for a desktop-only or desktop-first experience.

A mobile experience for work applications and data is among the top 5 employee demands in a hybrid workplace.⁹ Even if a UCaaS solution seems extremely powerful on a desktop, the mobile UX requires equal attention.



There has been a **1000% increase in iOS and Android downloads** in the last two years, and UCaaS has to be available in both environments.

⁹ PWC, US Remote Work Survey, 2021.

5 pitfalls to avoid (cont.)

3 **Undervaluing data analytics because you haven't used it before.**

Usage statistics, employee performance, engagement etc. can provide useful insight on a daily, weekly or real-time basis. Data help organisations allocate resources and make better decisions.

4 **Failing to check SLAs and uptime before investing.**

The service-level agreement (SLA) has to be scrutinised thoroughly before investing. It will give you critical information and key details on uptime, data centres used for hosting, support availability and dedication to customer success.

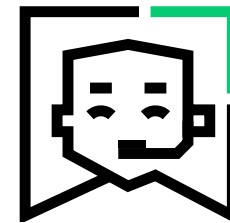
5 **Mistaking a free trial experience for the real thing.**

A free trial can be misleading as it does not recreate the costs and licensing complexities involved in a fully-fledged UCaaS implementation. It is advisable to read the fine print and opt for a transparently priced solution that shows commercial benefits from the get-go.



Discover GoTo Connect, designed for flexibility

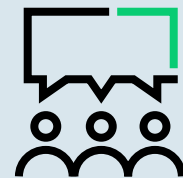
GoTo Connect is a Unified Communications as a Service (UCaaS) product designed to save you time, money and effort. We bundle phone, meeting and messaging for seamless, cloud-based communication on any device and from any location. As you navigate the world of flexible working, GoTo solutions lift you up and do not weigh you down.



Backed by 99.99% uptime, 11 global data centres, 24/7 dedicated support and a zero trust approach to security.



**Phone &
Messaging**



**Video
Meetings**



**Webinars &
Virtual Events**



**Interactive Training
& Town Hall Meetings**



**Contact
Centres**



Discover
the power of
GoTo and you.

