3 REASONS TO IMPLEMENT UNIFIED COMMUNICATIONS

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## 3 REASONS TO IMPLEMENT UNIFIED COMMUNICATIONS

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INTRODUCTION

According to AOTMP Research, almost one-third of enterprise respondents will implement unified communications (UC) in 2019 (see Figure 1).

**Figure 1: Which Telecom/Mobility/IT Technology Deployments are Planned for 2019?**

- 71% Cloud services
- 39% Cybersecurity technology
- 37% Machine learning/artificial intelligence (AI)
- 34% SD-WAN
- 32% Unified communications software
- 24% MPLS
- 24% Machine-to-Machine/IoT endpoints
- 15% Other
- 5% Augmented reality/virtual reality
- 5% No new technology deployments planned

Source: AOTMP Research, 2019

The UC results come as no surprise given that improvements in service delivery and process/workflow efficiency – two areas where UC excels – stand out as respondent goals this year (see Figure 2).

**Figure 2: Which Telecom/Mobility/IT Activity Is the Top Priority for Your Organization in 2019?**

- 21% Optimizing telecom/mobility/IT service costs
- 16% Improving vendor management practices
- 16% Improving service delivery
- 16% Increasing process/workflow efficiency
- 15% Don’t know
- 13% Improving security practices
- 3% Improving/updating user policies and procedures

Source: AOTMP Research, 2019

Indeed, it is difficult to imagine an enterprise, even some smaller firms, that couldn’t benefit from unified communications. Even so, telecom/mobility/IT management professionals and their C-level leaders will want to do their due diligence to ensure an implementation will serve the organization’s best interests. This Analyst Perspective report guides enterprises through three considerations core to determining whether a UC implementation is warranted. In turn, vendors may use this report to help prospects and clients solidify a UC deployment decision.

Understanding UC vs. UCaaS

UC can be delivered on-premise, via the cloud or by a combination of each. UCaaS stands for “unified communications as a service.” It is cloud-based and paid from the opex budget. UC also is known as UC&C, or unified communications and collaboration. In general, enterprises must use SIP or hosted VoIP to take advantage of UC/UCaaS. For the purposes of simplicity, this report will refer to both UC and UCaaS as UC unless discussing UCaaS specifically.

Where UC Is Popular

UC works well in almost any setting, but here are some where it provides immense benefit:

- Contact centers/call centers
- Multi-location/global enterprises
- Corporate and educational campuses
- Healthcare organizations
3 Reasons to Implement Unified Communications

Of course, there are more than three reasons to implement UC, as the chart below indicates (see Figure 3).

**Figure 3: What Benefits Has Your Organization Experienced as a Result of Using Unified Communications?**

- 50% Increased productivity
- 46% Increased efficiency
- 42% Business continuity/disaster recovery assurances
- 42% Improved external customer service
- 27% Saved money
- 15% Don’t know
- 8% Regulatory compliance for certain types of communications

Source: AOTMP Research, 2019

This report assesses three of the most common motivating factors observed by AOTMP Research analysts.

1. **Boost Employee Productivity, Efficiency**

   UC streamlines voice, video and messaging, giving workers more ways to reach one another in real time. This increases productivity and efficiency, the key reasons, according to AOTMP Research, that enterprise respondents depend on UC (see Figure 4).

2. **Bulk Up the Organization’s BC/DR Strategy**

   There are two main ways in which UC provides business continuity/disaster recovery capabilities. The first is through the technical architecture. When deploying UC, install one or two backup networks in case the primary line fails. That way, the UC platform can be programmed to switch from a dead link to an operational one, ideally with no interruption to users.

   Second, most UC systems come with mobile apps. These let workers access the platform from anywhere. “When we have emergency days, or when the college is closed, we can work from home. This assists students and staff,” said the telecom systems technician for a college in the United States.

   Again, with UC’s BC/DR functionality, productivity stays intact, as does customer service – a nonnegotiable requirement for many enterprise types, including call centers and healthcare organizations (see Figure 6).

**Figure 4: Enterprises Speak: The Top Two Gains Provided by UC**

- 50% Increased productivity
- 46% Increased efficiency

Source: AOTMP Research, 2019

The value of UC to bring people together virtually grows more clear when considering that 82 percent of respondents using UC tell AOTMP Research they have remote employees (see Figure 5).

**Figure 5: Approximately How Many Remote Employees Does Your Organization Have?**

- 18% 1 to 30
- 8% 31-50
- 63% More than 50
- 11% Don’t know

Source: AOTMP Research, 2019

**Figure 6: Enterprises Speak: More Ways UC Helps**

- 42% Business continuity/disaster recovery assurances
- 42% Improved external customer service

Source: AOTMP Research, 2019
3. Save Money
UC and UCaaS both rely on internet-based networks. For premises and hybrid UC, then, financial savings come in the form of reduced communications costs. As an example, one enterprise respondent said its UK facility uses VoIP phones through the U.S.-based UC system. This saves significant amounts of money on international calling.

With UCaaS, savings come not only through reliance on internet connectivity and cloud-centric architecture, which translates to fewer devices on-site, but also through shifting expenses from the capex budget to its opex counterpart. Analysts would like to point out, though, that while the “as a service” model may save on monthly costs at first, it does not always convert to reduced expenses over the long term. This may not come as a concern to organizations that are not primarily motivated to save money. That’s because UC also supports soft-dollar savings through greater productivity and efficiency, and allows organizations to cut down on travel, a benefit several enterprise respondents noted.

All in all, UC tends to lower organizations’ financial burdens (see Figure 7).

CONCLUSION
The organizations that don’t see a need for UC say that either is because they don’t have enough employees to warrant the expense or because their trade types (e.g., a cleaning business) do not fit the mold. These are legitimate responses. And yet, AOTMP Research would advise the companies with few workers to keep UC in mind if staff begin to work remotely. There are vendors that target small and very small firms with affordable UC options; learn more in AOTMP Research’s 2019 Unified Communications Market Landscape.
MightyCall provides a virtual phone system for small and very small businesses, including mom ‘n pop restaurants, photo studios, real estate agents, lawyers and the like. The average number of users ranges from one person to five.

Such organizations historically have been underserved when it comes to unified communications platforms that fit tight budgets and unique needs; MightyCall fills the gap, and with features that meet modern demands – think forwarding to cell phones while keeping numbers private, choosing vanity numbers, blocking robocalls, delegating tasks among teams, transcribing voicemail to email, providing mobility functionality that mimics desktop capabilities and more.

The technology also is vendor-agnostic, so it is not tied to any certain brand of desktop phone. This is an important distinction for businesses concerned about having to buy new equipment alongside software. AOTMP Research applauds this attention to the requirements of small firms that need to stay as productive and efficient as their larger peers but that lack the same resources. To that point, MightyCall offers a seven-day free trial period.

The simplicity of MightyCall’s approach to UCaaS will appeal to small businesses, which rarely can employ IT experts. Users only need to know how to use the internet and mobile apps. In other words, there is no barrier to adoption.

MightyCall mainly sells through its website although some channel partners offer the platform as well.

AOTMP Research suggests vetting MightyCall’s services and solutions when in search of a budget-friendly and feature-full option for unified communications.

**UC Configurations/Services Offered***:

- Solution Design (edge hardware, software, as-a-service, etc.)
- Bandwidth Optimization
- Redundancy Configuration (i.e., failover support)
- Application Support (i.e., latency tolerance, monitoring and remediation)

*As of May 2019

**Market Segments Served**: SMB

**Top 3 Vertical Markets**: Business Services, Finance, Healthcare

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**Website**:
mightycall.com

**Public or Private**:
Private

**Company Annual Revenue**:
$0-$4 million

**UC Leadership Team**

Dmitry Lepikhov
CEO

**Geographies Served***:

North America
Russia

*As of May 2019

**UC Mobile Capabilities**:
Yes

**Efficiency First® Vendor Solution Certification Status**:
Not Yet Certified
ABOUT AOTMP® RESEARCH

AOTMP® Research support enterprise and vendor telecom, mobility and technology management initiatives and objectives with actionable data and insight. To that end, AOTMP® Research focuses on the management of multiple practice areas, including IoT, cybersecurity, enterprise mobility, telecom expense, mobile application development, BI/data analytics, enterprise telecom/mobility/technology environments, telecom/mobility/technology ecosystem and IT services.

Enterprises take advantage of AOTMP® Research’s targeted research, analysis and advisory services to boost telecom/mobility/technology management efficiency, performance and productivity. This brings greater value and impact to the overall business – including reducing costs. For vendors that impact the performance, productivity and efficiency of an enterprise’s telecom, mobility or technology environment, following AOTMP® Research’s proven approach leads to higher revenue, more market share, competitive differentiation and happier customers.

One key distinction about AOTMP® Research stems from our extensive reach and relationships with telecom, mobility and technology management business professionals. Thanks to a variety of sources and advanced statistical methods, we extract information from end users that helps enterprises measure themselves against their peers and gives vendors unprecedented views into their clients’ and prospects’ business pains and goals.

Overall, AOTMP Research sets the standard for telecom/mobility/technology management expertise, guiding enterprises and vendors alike to positive, measurable outcomes.

ABOUT THE AUTHOR

Kelly Teal authors many of AOTMP Research’s reports, from Analyst Perspectives and Market Landscapes to vendor whitepapers, Anatomy of a Decision insights and more. Thanks to a background diverse in technology journalism, Kelly is able to write with versatility across AOTMP Research’s practice areas. This has cultivated a skillset that allows her to speak to the range of issues enterprises and vendors face amid the ever-changing telecom, mobility and IT management climate.

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ABOUT AOTMP®

AOTMP® is a leading global information, services and advisory firm for next generation Telecom/Mobility/IT Management best practices and industry standards for organizations and the vendors who support them. Best practices cover network services, carrier services, mobility and IoT solutions, cloud solutions, software, hardware, and emerging technologies that impact the performance and business value of technology. Using information, data and compiled analytics from thousands of enterprise environments worldwide, AOTMP® solutions help enterprises drive performance, efficiency and productivity while significantly reducing costs and help vendors provide a new level of value to their customers. AOTMP’s solutions are based on its patented Efficiency First® Framework methodology and are the foundation for Telecom/Mobility/IT Management Centers of Excellence being built across the globe.

AOTMP® Business Units include:
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> AOTMP® Tools – tools portal and certified vendor directory
> AOTMP® Research – research portal, custom research and analyst advisory sessions
> Efficiency First® Analytics – scoring, measurements, analytics and recommendations
> AOTMP® Services – services for enterprises and vendors
> AOTMP® Events & Programs – annual conferences, webinars and the AOTMP Industry Council

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