



Capturing the Mobile Workforce with Unified Communications

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Rachel Reviczky

Director, Channel – UnitedCloud Inc.

1. Our Story

UnitedCloud is Canada's premier 100% channel-first white-label reseller and agent service provider featuring leading on-demand solutions through a national coast-to-coast distribution network through 100's of high qualified partners.

With its primary office in Calgary UnitedCloud offers Hosted Cloud PBX (UCaaS - Unified Communications as a Service), Hosted Call/Contact Center (CCaaS - Contact Center as a Service), Cloud Video Surveillance as a Service (VSaaS), Internet Fax and SIP Trunking applications.

A national redundant network brings purely Canadian network based geographical redundancy through switches and equipment in Vancouver, Calgary, Ottawa and Montreal.

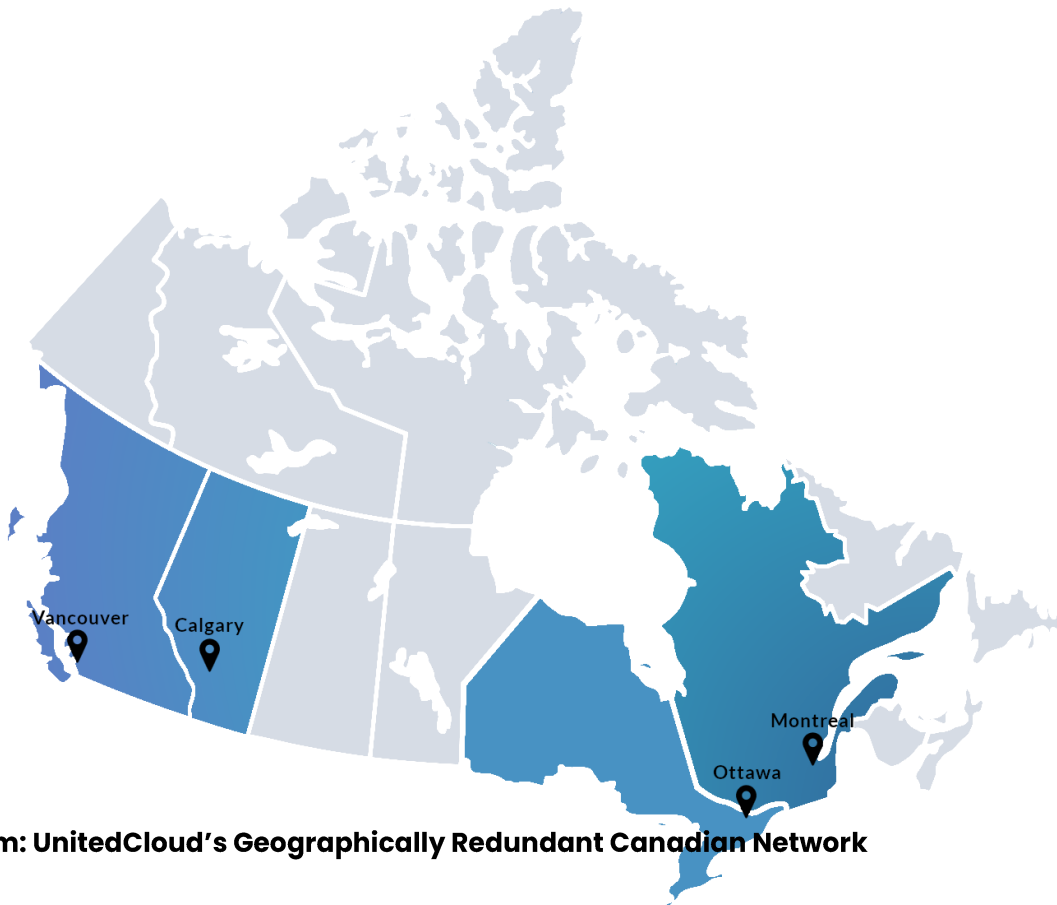


Diagram: UnitedCloud's Geographically Redundant Canadian Network

2. With UC work is now a space

According to IDC, the global market intelligence and advisory firm, the U.S. mobile worker population is growing at a steady pace, increasing from 96 million four years ago, and expected to reach 105 million in 2020. By next year, it's estimated that mobile workers will account for 72 percent of the American workforce. Supported by unified communications as a service (UCaaS) technologies, work is no longer a place so much as it is a space.

As consumers of technology, we often take smartphones, laptops, tablets and Wi-Fi for granted. However, it's these very resources that have made it possible for employees to work remotely and from home, while transforming the way teams interact, communicate and collaborate. When employees can work from anywhere, untethered from their desks, they can accomplish more.

The mobile worker can reduce or even eliminate commute time to the office and take advantage of greater schedule flexibility, leading to higher levels of engagement. In a recent study conducted by the Harvard Business Review, mobile workers were found to be nearly 14 percent more productive than their nonmobile counterparts.



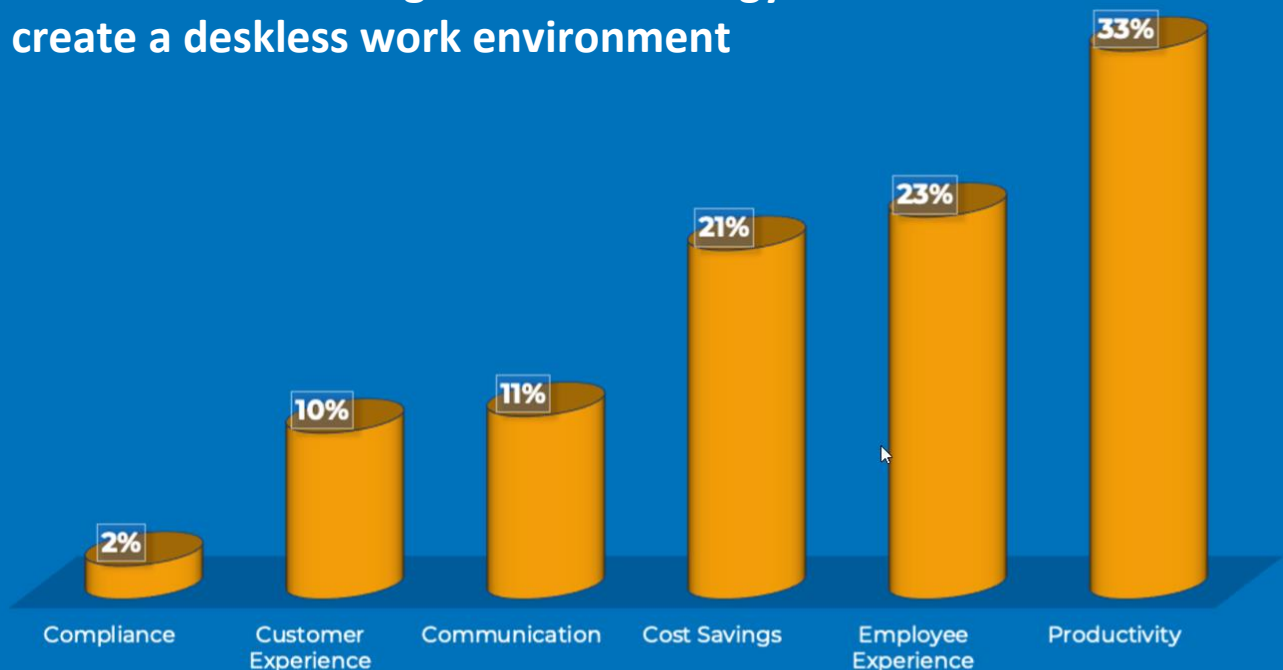
3. Benefits of mobility

Several studies have found the mobile worker to experience higher levels of job satisfaction, an important element of talent retention for any business. And for those traditionalist senior executives who might fear that a mobile worker would be vulnerable to distraction or indiscipline: one survey found that the average mobile worker labors 240 hours a year longer than the general population.

And yet the benefits of mobility in the workplace extend beyond enhanced productivity and schedule flexibility, to improved inter-office communications and increased ROI as well. For small to medium-sized businesses (SMBs) especially, a mobile workforce can significantly lower overhead by mitigating the need for sprawling offices and reducing IT infrastructure.

Recently, Emergence Capital, an early stage venture capital firm, commissioned a survey of IT buyers from the world's top deskless industries to better understand their investments in mobile technology.

Increases in the following metrics are among the chief reasons for investing in the technology needed to create a deskless work environment



4. Mobility helps win the war for talent

Companies that fail to embrace mobile opportunities for their workforce may find themselves not only left behind in the waves of digital transformation, but also in the challenge to attract and retain the new generation of talent. According to a Pew Research Center analysis, millennials – those born between 1980 and 1994 – have become the largest generation represented in the American workforce. These mobile natives bring with them high expectations of work-life balance, which unified communications (UC) platforms can facilitate by freeing them to work anywhere and anytime.

Moreover, according to the Society for Human Resource Management (SHRM), millennials may not even consider a job opportunity if it doesn't offer a remote work option. Hence, UC platforms that enhance worker mobility have become an essential means by which to increase the value of an organization's human capital.

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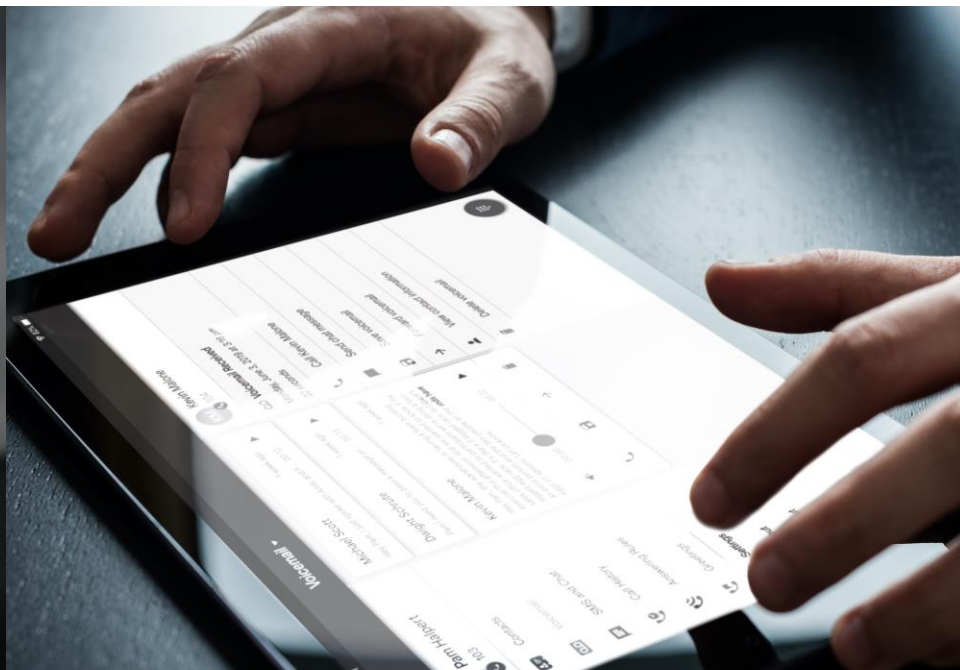
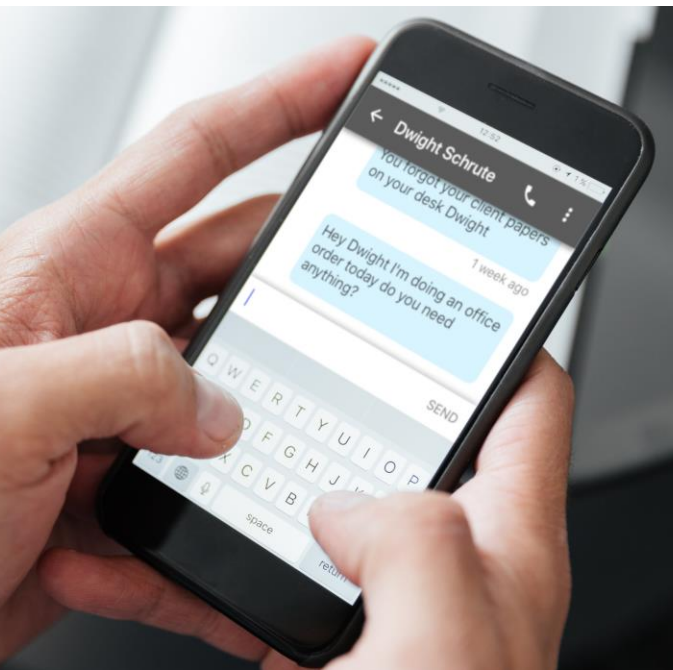


5. How service providers can transition SMBs to a mobile environment

Service providers targeting the SMB sector know that scalability and flexibility are essential to ensuring that a UC platform can support their customers' needs as their organizations grow. Now, as more and more small and medium-sized businesses seek to enable mobility among their workforce, streamlining UC capabilities across multiple devices has also become a priority.

According to Forrester, employees use an average of about 2.3 devices. More than half of information workers use three or more devices, of which approximately 25 percent are mobile devices (including smartphones, laptops, tablet), not PCs. Clearly, there is a need for a mobile Unified Communications platform to better serve this deskless workforce juggling multiple devices.

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6. UC Softphone and Web Phone: mobility beyond the landline or desktop

UC Softphone is a mobile application that extends VoIP functionality beyond the landline or desktop. It brings features of the hosted phone system directly to end-user's mobile devices as a Unified Communications solution, creating a unified user experience across all devices. UC Softphone is the first step in giving users access to basic features outside of the browser-based user portals

- **Siri Integration**
- **Voice-to-Text**
- **Voicemail Transcription**
- **Virtual Attendant**
- **Seamless Wi-Fi / Cellular Handoff**
- **Move Your Call with You**
- **Make & Receive Business Calls**
- **Instant Messaging**
- **SMS Messaging**
- **Maintain Your Business Identity**
- **Shared Contacts**
- **View Call & Message History**
- **View Real-Time User Presence for Coworkers**
- **Manage Your Inbound Answering Rules**

Easy to configure, UC Softphone lets users differentiate and customize the way business and personal communications are managed across devices, including tailored routing and message management. It allows the user to manage voicemails, answering rules, and other settings within the app. More importantly, UC Softphone provides end-users the ability to make calls using either their business or personal phone identity, see other users' presence icons, as well as use all in-call features. For example, a user can easily move active calls from one device to another, an essential advantage for the mobile worker accustomed to using multiple devices.

Don't let your mobile investments go to waste!

Simply download an app or use a web browser to turn your existing mobile device into a UC Hub.



UnitedCloud mobile solutions integrate with all devices and operating systems, including iOS and Android, onto a single UC platform to provide a continuous, unbroken connection