What are the Advantages of Cloud Communications?
It's becoming increasingly difficult for companies to keep up with the growing demands of modern business and maintain a competitive advantage. The ability to be agile and adapt to an ever-changing business climate is at the core of business success, and this does not come without its stumbling blocks.

**Common challenges that many businesses will encounter include:**

- Replacing end of life technology
- Adopting a cloud-first strategy
- Tackling human latency
- Improving organisational silos
- Addressing scaling concerns for global expansion
- Enabling employees to work flexibly
- Attracting talent including millennials to the organisation and adapting to a culture shift towards a reliance on technology
- Relocating or resizing offices
- Innovation opportunities
- Undertaking a merger or acquisition
**Productivity**

One of the most crucial challenges for businesses that Cloud Communications (UC) can help to overcome is a plateau in productivity. Adopting a Cloud Communications program can boost the productivity of teams as it enables them to collaborate more closely. Multiple team members can work on one document simultaneously, sharing ideas and adding comments, which means less time is wasted sending work back and forth for feedback.

This can help to streamline communications between employees and improve response rates to get the work completed efficiently and ensure all deadlines are met comfortably, which can, in turn, boost the overall rapport of the team.

Cloud Communications allows teams of any size to have discussions in real time through a number of applications. With Skype for Business hosted by Arkadin, participants can be added in to conversations on the fly and teams can easily switch from a chat to a video call if the discussion becomes too complex. Microsoft Teams enables users to create chat groups, work on documents collaboratively and post email threads from within Office 365 enhanced by Arkadin. Cisco Spark provided by Arkadin also allows users to meet, message and make calls at any time, from any device, helping individuals and teams to work smarter.

**Business agility & expansion**

An important question to ask yourself when looking into the longevity of the company is: ‘How well equipped is your business to keep up with the ever-changing demands of modern business?’

Cloud Communications offers the very latest communication and collaboration tools, bringing your business up to date, and beyond, ensuring that you are managing user expectations in this digital communications age.

It's essential for companies to not just keep up with their competitors, but insure that they are one step ahead. IDC's US Enterprise Communications Survey 2016 found that 60% of businesses plan to implement a cloud-based Cloud Communications solution within the next two years, so there's never been a better time to invest in Cloud Communications.

Consolidating multiple communications products into one user-friendly interface allows for faster integration when a new company is acquired, or when the business expands globally ensuring a smooth transition.

Cloud Communications also allows for seamless collaboration between different global partners, and also external partners with features such as Skype for Business Federation.
What are the Advantages of Unified Communications?

**Flexibility**

Another benefit of Unified Communication is that it allows you to be fully flexible and react to unforeseen events. Train cancellations, severe weather and broken down boilers no longer spell disaster for productivity. With ArkadinTotalConnect, these occurrences don't have to mean the whole day is disrupted. Employees can meet, message, and make calls while at home or in transit as easily as if they were in the office. Distance is no longer a barrier for effective collaboration.

Offering increased flexibility and allowing your employees to work remotely can also promote a better work life balance among your employees. Working is no longer synonymous with an office environment. A healthier work life balance can lead to a more positive workforce, lower absenteeism, increased productivity and a lower staff turnover, so it’s advantageous to employers, too.

ArkadinTotalConnect enables employees to integrate their mobile phone into the office phone system, permitting them to answer colleague, client and customer calls wherever they are.

Instant messaging empowers your employees to communicate with their colleagues freely and discuss projects as if they were sitting side by side.

In addition, video conferencing allows employees to hold face-to-face meetings with their colleagues or clients from wherever they are whilst still building a strong sense of rapport without having to travel to them.

The ability to work remotely can also serve as a considerable factor in attracting top talent in the industry who may otherwise be discouraged from working for you by a gruelling commute.

**Reduced costs**

Not only does Cloud Communications improve collaboration and productivity, but it also facilitates a number of financial benefits.

Upgrading your old PBX to a cloud-based phone system enables employees to connect their mobile phones to the company cloud phone system and use VoIP to make calls.

Making both landline and mobile calls over the internet reduces costs considerably as you do not have to pay expensive network provider costs. Instead, you have one vendor for all UC services, and one bill at the end of the month.

Implementing cloud-based services is inexpensive to install as it does not require expensive hardware to sit on site. The cost of installation, maintenance and management are completely eradicated, not-to-mention the costs of training people how to use different hardware systems and employing skilled IT specialists to keep on premise services up to date.

With ArkadinTotalConnect, companies can offer their employees increased flexibility and the freedom to work from home.

Cloud Communications offers an enhanced digital work environment, meaning that many employees may not need to come into the office as often, or even at all to be at their most productive. A key benefit of this is that businesses can make significant savings on travel reimbursement costs, especially with rail season tickets set to hit an all-time high in the next couple of years.

HD video conferencing using Skype for Business enhanced by Arkadin can also negate the need for regular face to face meetings, which can save costs of travelling to and from their offices. Moreover, a UC solution is usually significantly cheaper than existing applications, for both audio and visual conferencing.

**Improved collaboration between employees & departments**

ArkadinTotalConnect arms employees with a host of applications, including instant messaging, calendar updates, screen-sharing, audio and video conferencing, all designed to make collaboration between team members seamless.

Every member of the business can access the same information, at any time, and communicate with each other with ease. This can help to reduce silos between departments, and even global divisions, to ensure the smooth running of operations and information flow.

Improved communication and collaboration can also help to enhance and strengthen relationships between managers and their teams as all communications are centralised.
What are the Advantages of Unified Communications?

Universality

A notable challenge that many businesses report facing when implementing Cloud Communications is resistance to change from employees. It is common for employees to become entrenched in their own way of doing things, and therefore be reluctant to change their ways.

One of the key advantages of Cloud Communications, as reflected in its name, is that it unifies programmes and people with one solution. Cloud Communications programmes require cooperation from all members of the company, from the C-level executives, to the IT department, HR and the sales team; no one is excluded.

Having one solution and one rule for all can help to encourage a positive culture change throughout the organisation as all employees have a shared responsibility to make the UC programme a success.

Selecting a partner with the right expertise and experience can make all the difference when it comes to achieving optimised user adoption. Arkadin have a proven success methodology for change management and user adoption, which can help to ensure a smooth transition period across the organisation.

Less administration & maintenance

A key benefit of Cloud Communications is that all information is stored centrally, which makes maintenance significantly easier. With ArkadinTotalConnect, maintenance and upgrade services are included, in addition to full service consultancy and 24/7 support. This enables employees to access support quickly whenever they need it, rather than having to rely on an already-overstretched internal IT department.

Migrating to the cloud can be daunting, but with a Cloud Communications solution, your provider is there to guide you every step of the way, from creating a bespoke programme to fit with your existing workflows, to implementing it across your organisation and training all employees. Once your solution is up and running, your Cloud Communications service provider will also be on hand to assist with any problems you may have to guarantee that your solution is fully-functional and performing to its full potential at all times.

Consolidating your cloud-based applications into one centralised Cloud Communications solution also cuts down your administration time and simplifies it as there’s only one provider, one contract and one bill to pay at the end of the month.
Key takeaways

Cloud Communications:

• Helps to improve productivity as users can share and access files from a centralised location, collaborate on documents in real-time and hold audio and video conferences with multiple team members at a time.

• Empowers business agility and expansion, enabling businesses to adapt and respond to the changing requirements of their industry and have the technology in place to keep pace with their competitors.

• Allows for greater flexibility, empowering employees to work remotely, and hold HD video conferencing calls instead of meeting with clients face-to-face.

• Reduces costs as ongoing maintenance and installations costs are eradicated.

• Cuts down on administration and maintenance, with 24/7 support and comprehensive training provided by Arkadin.

• Encourages a positive culture change throughout the organisation as all employees, including C-level executives have a shared responsibility to make the Cloud Communications programme successful.

The way in which your company communicates is at the core of every business operation and can spell the difference between failure and success. ArkadinTotalConnect Enterprise breaks down communication obstacles for a fully collaborative and digital workplace. For expert advice on the next stage, check out A Staged Approach to Cloud Communications.
About Cloud Communications and NTT Ltd.

Cloud Communications is a division of NTT Ltd., a global technology services company bringing together the expertise of leaders in the field, including Arkadin, NTT Communications, Dimension Data, and NTT Security.

Focused on delivering smart communication to enable smarter workspaces, our mission is to provide world-class cloud communication solutions that enable dynamic collaboration interactions for improved workforce efficiency, productivity and engagement. As the Cloud Communications division of NTT, we specialize in unified communications, Cloud Voice and digital events, delivering tailored end-to-end consulting, deployment, and Managed Services to empower businesses and enable their digital workplace transformation.

Together we enable the connected future.

Visit us at our new website hello.global.ntt

Contact one of our experts today!

Speak to an expert
Improving Security With a Cloud Communications System

There is no doubt that security is high on the agenda on any business technology review or purchase. Organisations are in an era of unprecedented risks to digital security with headlines dominating the news on a regular basis.

So, how can a Cloud Communications system improve digital security for multi-national corporations?
Together we do great things