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Unified Communications and Collaboration Amplifies Your Company's Voice

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Efficient communication and collaboration techniques have been major enablers in all industries since forever. Today, employees are mobile, virtual, and dispersed. They can be found everywhere – at the coffee shop, their home, a branch office, or visiting clients overseas.
Travel is expensive.

The Global Business Travel Association estimates US business travel expenditure to increase by 5.4% this year, amounting to a total of $318.9 billion. Face–to–face meetings are sometimes impossible. There is no better time for businesses to adopt unified communications and collaboration methods in their organization.

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Communication: Why It Should Be a Focus in Your Business

Communication plays an indispensable role in successful teams, according to Alex Pentland of the MIT Human Dynamics Laboratory. Pentland further asserts that communication is as important as all other predictors of team success combined. The 2014 Trends in Global Virtual Teams survey by RW3, LLC supports this statement. Their survey of about 3,000 international business executives found the most important qualities of good virtual teams:

- ***Willingness to share information***
- ***Being collaborative***
- ***Being proactively engaged***
- ***Being organized***

Collaboration: Key to Better Business Capability

Office design that encourages collaboration is important. However, telecommuting has skyrocketed in the past decade, demonstrating that mobility makes work–life balance more possible.

Thanks to mobile technology, today's employees can work from many locations. Although technology is changing the way we work, however, collaboration remains a necessity.

When scientists work in spaces small enough that running into each other can not be avoided, they tend to collaborate more, according to a study from the University of Michigan. The study also revealed that these random interactions improve employee performance.

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Effective collaboration is a product of these three important resources, according to research from Forrester Consulting, commissioned by the Microsoft Surface group:

1. ***Collaborative culture***
2. ***Technology toolkit***
3. ***Intelligent, connected environments***

DMS Technology's unified communications and collaboration brings together all of these three key factors that amplify your company's voice in today's global economy.

Unified Communications & Collaboration – Communication Functions

Unified communications and collaboration help teams save time. They can maximize productivity by incorporating communication features like:

- Presence information – shows you who is available and who is not. If a person is unavailable, the system shows an alternative contact.
- Address book – provides a single-tap process for getting in touch with a contact.
- Instant messaging – allows users to communicate with a colleague who is on the phone and does not wantto be disturbed. Worldwide use of IM shows a compound average annual growth rate of 6%, reports Radicati, a technology market research firm. From over 3.2 billion users in 2016, it is set to grow by 4.1 billion by 2020.

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- Virtual conferencing – allows users to broadcast live events and announcements. This is ideal for sales meetings, product launches, partner summits, job fairs, and trade shows. Customers, partners, and team members can attend your event anytime, anywhere.

- VoIP – allows users to discuss important matters, share pertinent documents, and conduct meetings with clients, suppliers, and co–workers anytime and anywhere using an IP phone.

Collaboration Features of Unified Communications & Collaboration

The MS Technology unified communications and collaboration platform supports real–time collaboration through functionalities such as:

- ✔ ***Application sharing – allows users to work together in a shared app from their respective computers in real time.***
- ✔ ***Desktop sharing – allows users to access a remote desktop for real–time collaboration***
- ✔ ***Group calendar – allows user to schedule team meetings and view schedules of team members***

> These collaboration tools offered by unified communications and collaboration technology solve a host of problems inherent to a dispersed workforce.

These collaboration tools offered by unified communications and collaboration technology solve a host of problems inherent to a dispersed workforce. For example, sharing and updating information in a timely manner could be difficult for a team with dispersed members. This could lead to a huge amount of time lost to intellectual rework.

In the 90s, unified communications and collaboration were not as easily accessible as today. In 1999, the International Data Corporation (IDC) predicted that intellectual rework and poor knowledge management would cost Fortune 500 companies $12 billion. That is a huge blow even to corporations of the highest total revenues in the whole world!

Enhancing Company Value through Unified Communications and Collaboration

As many as 91% of global consumers want companies to be socially and environmentally responsible, according to a survey by Cone Communications. The same survey also found that 90% of today's consumers will not hesitate to switch to other brands if they find your company to be irresponsible.

Since unified communications and collaboration systems use less hardware, your company will produce lesser carbon footprint than those who don't. Your green credentials will amplify your company's corporate social responsibility (CSR), creating a commendable image in the eyes of the public.

There are a lot of barriers intrinsic to companies that still use the traditional, segregated communication model. But in an age that calls for efficiency, productivity, social and environmental responsibility, and cost control, your company must look into DMS Technology's unified communications and collaboration offerings that can do wonders for your company. Work with DMS Technology today and see your brand thrive amidst the competition.

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