

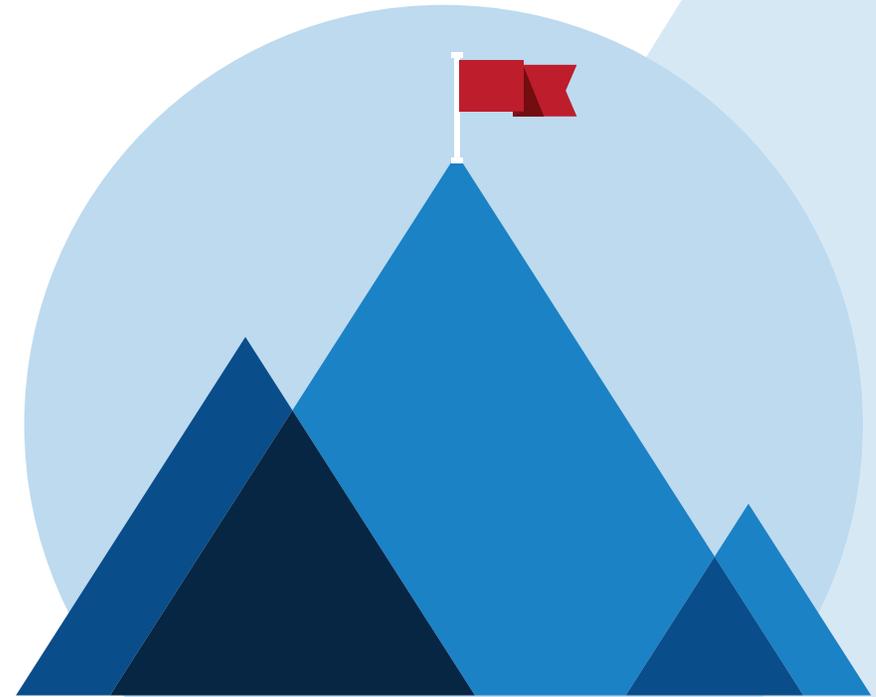
THE ONLY CERTAINTY IS UNCERTAINTY

*Prepare **Now** to Handle Anything that Comes*

FROST & SULLIVAN EBOOK

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PIVOTING IS THE ONLY STRATEGY FOR SUCCESS

We cannot anticipate change, although we can bet on its coming, be it from weather, pandemics, socio-political events or economic growth or decline. And we can be prepared to handle it when it does. Today, being ready for anything is mission-critical for all businesses, regardless of industry, size or location.

Is yours designed to handle whatever comes?

In recent years, globalization, automation and digitization have transformed the nature of work, the workplace and the workforce itself. As organizations visualize the office of the future, they must consider the ways in which disruption and displacement will affect how, where and when people work—and plan accordingly.

Work has shifted, with no defined time frame or physical boundaries. Technology can enable this transition and help companies **MAXIMIZE PRODUCTIVITY, FLEXIBILITY AND SCALABILITY.**



The COVID-19 crisis is expected to leave an indelible impact on how employees and employers perceive remote work. The stigma of working from home is gone for good, and hybrid workplaces will be the expected normal.



Offices will no longer be mere “productivity centers.” Instead, they will serve as sites for employee engagement, collaboration and relationship building.



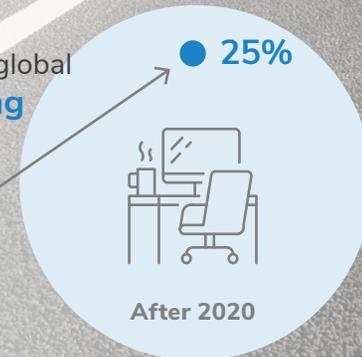
Remote work will be marked by its productivity and efficiency. Employees will gain flexibility, time savings and work-life integration. Businesses will benefit from operational savings, business continuity and the chance to tap into a global talent pool.



Hybrid work will require seamless technology enablement in two locations, especially when it comes to communications and collaboration tools. Office spaces will include more meeting rooms and collaborative spaces, designed with appropriate allowances for distancing. Remote employees will need easy-to-use, enterprise-grade tools that meet all security and compliance requirements. All must be integrated to work as one.

Percentage of the global workforce **working from home**

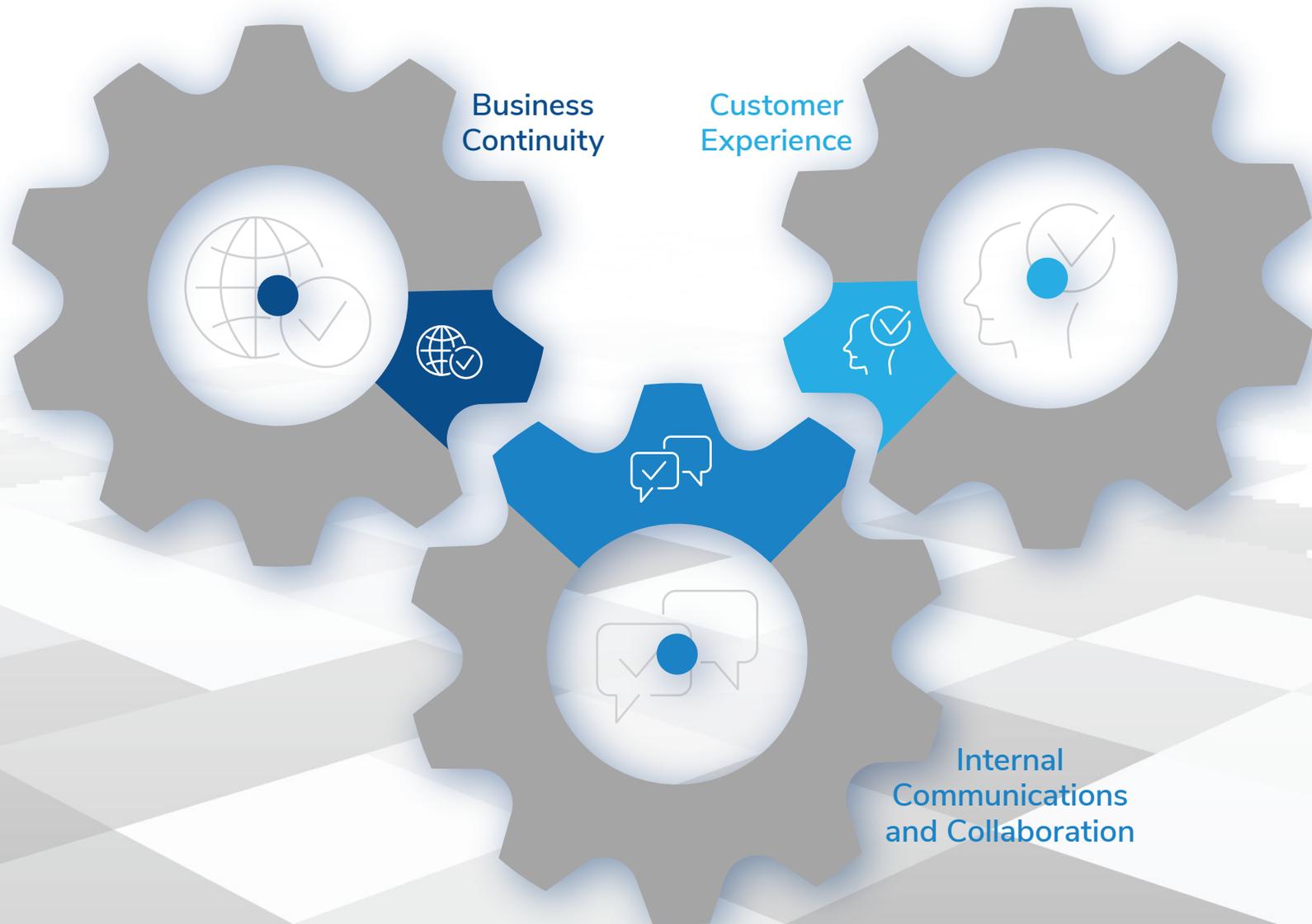
5%
2019



After 2020

Source: Frost & Sullivan

THREE CRITICAL FOCAL POINTS FOR SUCCESS



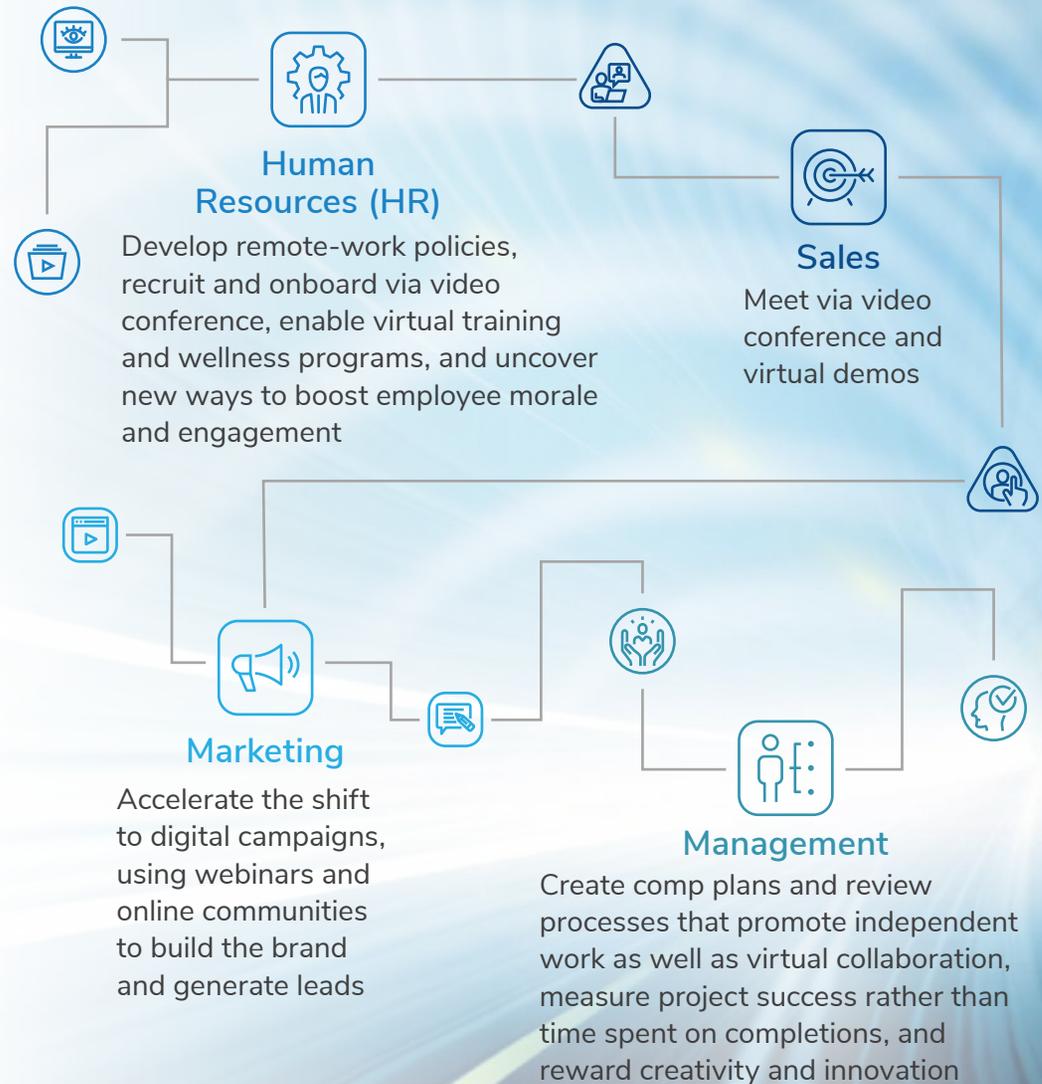
FORTIFICATION #1: BUSINESS CONTINUITY

Business continuity and disaster recovery (BCDR) has long been important for organizations across a range of industries and locations. But until recently, most companies thought of BCDR as strictly an IT initiative to ensure data centers and critical operations would survive a service interruption.

Today, BCDR means much more than that. It's about people. The goal is to enable work from anywhere so that internal and external operations can continue without interruption, regardless of what's going on in the outside world. The key is to be prepared to move employees in all business roles to work from home or satellite locations within hours or days, depending on the degree of disruption. That way, they can continue their work using standard business applications, collaborate with partners and support customers without impacting anyone's experience.

The COVID-19 pandemic is the most glaring example of why BCDR is so important, but weather events like hurricanes and tornadoes, travel alerts that range from local service interruptions to international bans, political upheaval and social movements can all upend the normal course of business.

WORKFLOWS OF TOMORROW, TODAY



Source: Frost & Sullivan.

FORTIFICATION #2: INTERNAL COMMUNICATION AND COLLABORATION

As companies move to embrace hybrid workplaces—in which employees may choose to work from home part time or full time, and in which any given worker might be asked to change course at short notice—they must enable seamless, fluid and meaningful communications. These changes will impact how we meet and collaborate, and businesses must be prepared to support this new way of working from day one.

TOP-OF-MIND TRENDS AMONG BUSINESS LEADERS AND FRONT-LINE EMPLOYEES AS THEY EMBRACE BEING ABLE TO PIVOT ON A DIME



Travel and health restrictions are **triggering** robust work-from-anywhere (WFA) policies. Even companies that want to embrace a fully on-site workforce know they must also have a way to let everyone work from home at a moment's notice.



The emergence of the hybrid office and WFA **paradigm shift** is changing the types of technology every employee must have.



Video meetings have become **deeply entrenched** in business workflows—and, with that, video overload becomes a real concern. Finding a balance is key to mental and physical health.



Meeting rooms and open offices will be **redesigned** to allow for social distancing, ad-hoc use and integration with remote users.



Personal and small-room collaboration devices for WFA and office workers (headsets, webcams, conference cams, etc.) are set for massive growth. But who will foot the bill?



Artificial intelligence (AI) and rich analytics will be critical for tracking productivity, workplace behaviors and technology use.

Video meeting fatigue suggests that the **TECHNOLOGY IS READY FOR INNOVATION**. Next up: tools that can better replicate the nuances of in-person human interaction.

Source: Frost & Sullivan.

FORTIFICATION #3: THE CUSTOMER EXPERIENCE

When we ask IT decision makers what their top drivers are for any IT investment, improving the customer experience is always at the top of the list. That goal cannot (and will not) take a back seat to uncertainty. Indeed, when disruption hits, it's more critical than ever to maintain seamless, pain-free customer interactions.

That requires letting customers interact with the organization any way they choose: voice, chat, text, social—you name it. Contextual interactions that leverage information about the entire customer relationship over time help personalize the experience. And AI and machine learning can relieve agents of mundane tasks, allowing them to focus on value-add interactions and improved key performance indicators (KPIs). To make all that work in a hybrid environment, remote agents need the same tools as those who work on site, and the experience should be the same, regardless of where they are.

The goal is to support an omnichannel experience that includes traditional voice and web interactions, social and mobile apps and services, advanced data analytics, and integration with CRM and other back-end systems. They must all be delivered to agents, managers and back-office employees in a single platform that improves ease of use and provides cost-effective support from anywhere.

Q Thinking of your company's business goals, what will be the **top priority** (aside from revenue growth)?

A  **Improving Customer Experience** **44%**

Q What's the **most important metric** for Digital Transformation success?

A  **Customer Satisfaction** **54%**

Source: Frost & Sullivan.

THE CLOUD CAN GET YOU THERE

Frost & Sullivan research finds that cloud-based solutions offer most businesses a broad spectrum of benefits in three key areas:

COST OPTIMIZATION AND RISK

MITIGATION Frost & Sullivan data shows that 77% of IT decision-makers believe cloud solutions reduce costs; 76% say they reduce software and hardware maintenance. Cost optimization, coupled with lower risks, helps businesses realize a greater return on investment (ROI).

OPERATIONAL EFFICIENCY AND AGILITY

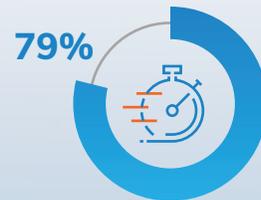
By outsourcing communications to an expert third party, businesses can efficiently allocate IT and telecom staff to more strategic projects and high-priority tasks.

ENHANCED CUSTOMER EXPERIENCE

Technology delivers the most value when it boosts customer satisfaction. Advanced cloud-based solutions enable productivity and agility, which results in better products and services, and gets them to the user faster. And by deploying integrated cloud communications and contact center solutions, businesses can ensure that all internal stakeholders are aligned, which will enable a better end-to-end customer journey.

CLOUD SERVICES ALLOW

Faster delivery of services and features



Business agility and market responsiveness



75% say the cloud is the **most critical part** of their digital transformation strategy.

BENEFITS

Free up IT to focus on innovative solutions to challenges	80%
Increase app availability/uptime	80%
Deliver services and applications faster	79%
Improve business continuity/disaster recovery	78%
Eliminate the hassle of integrating multi-vendor solutions	78%

Source: Frost & Sullivan global survey of 1,266 IT decision-makers.

TECHNOLOGY IS ONLY HALF THE STORY— CULTURE CHANGE MATTERS, TOO

As organizations adopt innovative strategies and data-driven insights to support employees in any environment, business leaders and employees must fully embrace the broad workplace transformation needed to support this new normal.

In some cases, this will require a wholesale cultural reset. Understanding how to recruit, support and manage teams from anywhere—and implement the necessary changes—is critical to success.

- IT now has the (unexpected) charter of managing all workers as though they are remote, operating in heterogeneous environments. This demands greater technology standardization to ensure better usage, management, governance and security; and an embrace of differences, allowing users to tap into the tools and apps that work best for them, rather than for the organization.
- HR's role will evolve to ensure that remote teams are set up to tackle time-management and productivity challenges while also focusing on morale and mental health.
- Facilities management must constantly re-assess the impact of remote workers and expand or contract office space as needed. That means providing personal work and meeting spaces that account for the newly ad-hoc nature of in-office work.

CHANGES ARE SHAPING THE FUTURE



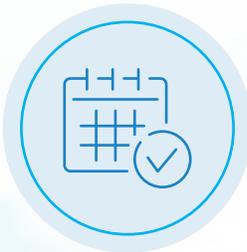
ADAPTABILITY IS EVERYTHING



FROST & SULLIVAN BEST PRACTICES FOR SUCCESS

Every business must learn to balance both remote and in-office workers. As a result, managers and employees must find newer and more engaging ways to communicate, collaborate and innovate.

Investment in leading-edge communications and collaboration solutions that enable rich interactions across a range of locations and teams is the only way companies can ensure they are ready to take on anything the world throws at them... today and tomorrow.



LOOK LONG TERM

Integrate remote work into standard operating procedures for the foreseeable future.



BUILD A (VIRTUAL) TEAM CULTURE

Accelerate the adoption of new processes and technologies by investing in personal collaboration tools that keep remote workers engaged and committed to one another's success.



PUT PEOPLE FIRST

Provide ongoing training and best practices for effective remote work.



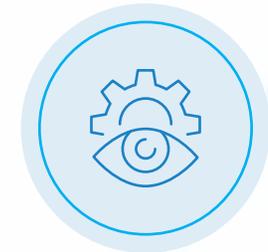
EMBRACE FLEXIBILITY

Not everyone has the same working style—especially when they're thrust into a new environment. Encourage employees to find the tools and techniques that work for them, and remember that one size doesn't fit all.



COMMIT TO THE CLOUD

Deploy solutions that will get you easy access to advanced features, consistent pricing, up-and-down scalability, built-in management and bullet-proof redundancy and security.



ENSURE GOVERNANCE AND COMPLIANCE

Assess the impact of remote work on the organization's compliance and security posture, and boost monitoring of users and workflows as needed.

MITEL SPOTLIGHT

When conditions shifted for these organizations, they fortified their communications to make stronger connections:



Center for Sports Medicine and Orthopaedics

<https://www.mitel.com/learn/case-studies/center-for-sports-medicine>



North Yorkshire County Council

<https://www.mitel.com/learn/case-studies/north-yorkshire-county-council>



Major League Baseball

<https://www.mitel.com/learn/case-studies/major-league-baseball>



Michael Johnson Performance Center

<https://www.mitel.com/learn/case-studies/michael-johnson-performance-center>

Flexibility reigns in remote working technology. Find out which of different options would best suit your business.

[Mitel Remote Working Solutions >](#)

When you're not sure which way the market is going, look up. Mitel Cloud solutions let you access your work from anywhere.

[Mitel Cloud Solutions >](#)

Powering your teams makes a lot of sense in an uncertain world. Turn to Mitel Collaboration solutions for help.

[Mitel Collaboration Software >](#)



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