



# Centralizing communications for employees worldwide

See why Percolate's IT team designed  
its global telephony stack in the cloud



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Dialpad

Percolate

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## TABLE OF CONTENTS

Percolate's IT Vision

IT Challenge | A Bulky VoIP System

IT Challenge | Unifying 50+ Cloud Tools

Moving to a Pure-Cloud Solution

Launching Dialpad Worldwide

Communications for a Modern Workplace

"I'm big on our users having the same IT experience—regardless of where they are in the world."

— Kyle Jackson, Director of IT

Percolate helps leading brands create inspired customer experiences across marketing channels. The company has offices around the world, and its clients include iconic, global brands like GE and Marriott, as well as emerging, high-growth companies like Lyft and Pandora.

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#### CHALLENGES

International Offices  
User Management  
High Telephony Costs  
Bulky Hardware

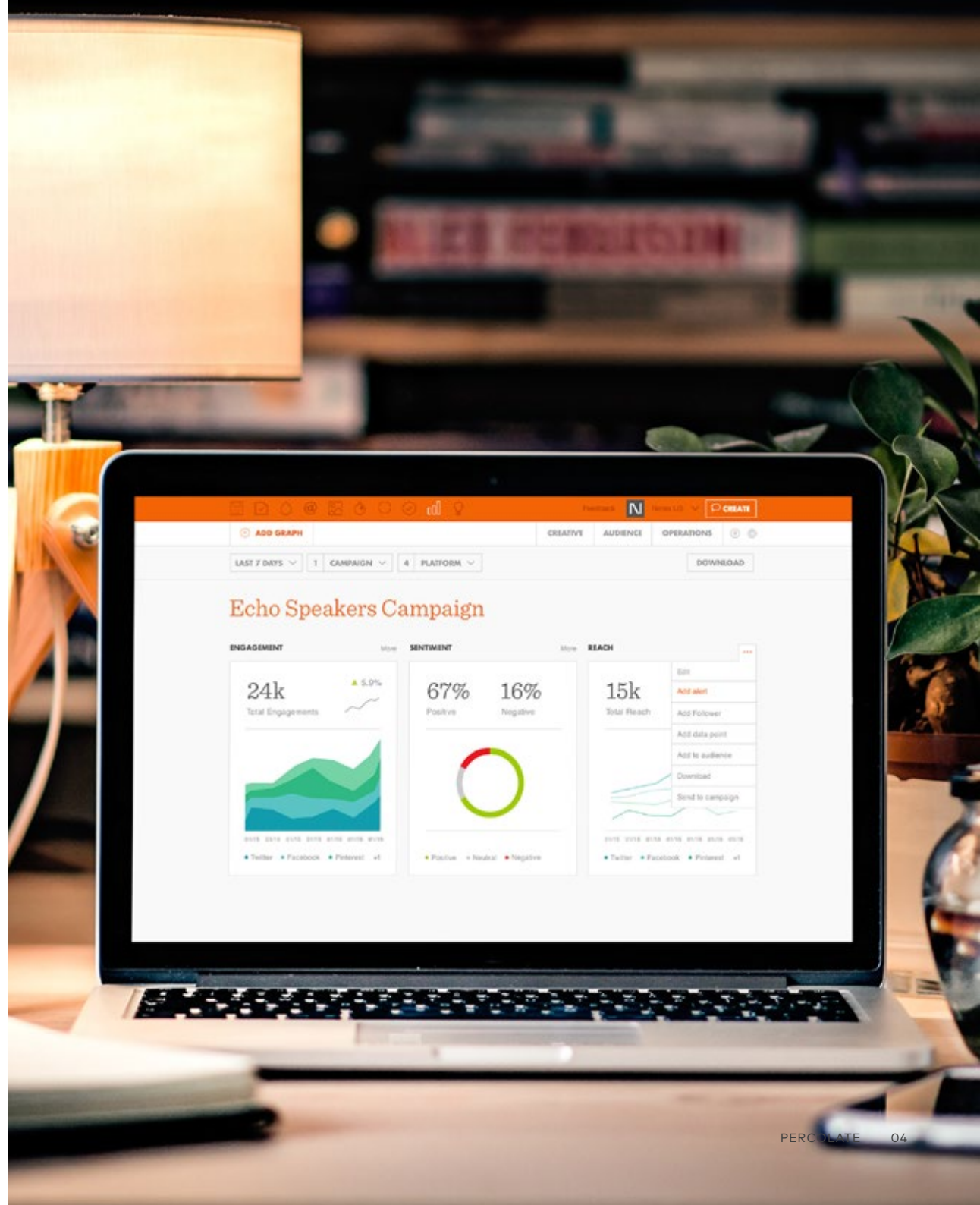
# Percolate's IT Vision

A digital leader in its space, Percolate is disrupting the way marketers work and applying the same approach to its global workforce.

From San Francisco to London, Percolate's IT team leverages modern cloud services to connect offices and inspire cross-company collaboration.

Kyle Jackson, Percolate's Director of IT, runs the company's technology stack with the help of two support staff. Together, the lean IT department manages all hardware and software purchases—in total supporting over 300 employees around the globe.

Percolate's progressive IT philosophy centers on the concept of "no legacy hardware." From day one, the company's entire technology stack has relied exclusively on cloud-based services.





Instead of spending time and resources migrating legacy infrastructure, Percolate's IT team began by focusing its attention on the cloud.

In today's digital landscape, software changes everything. Mobile devices and the platforms that run on them are eliminating the need for traditional hardware.

For modern organizations, the newest IT challenge is designing technology stacks with these devices in mind.

*“I wanted a telephony platform that ran on laptops and smartphones and unified the entire communications experience,” said Kyle.*

“When your communications solution is running on the same hardware as everything else, there are integrations and efficiencies that could otherwise never be possible.”

## IT Challenge | A Bulky VoIP System

When Percolate first moved into their headquarters in New York City, "the team deployed a clunky VoIP system and invested a substantial amount of money on hardware," explained Kyle.

Although the system was a cloud-based service, it was difficult to use and administrate. The user experience was so cumbersome that most employees never activated any enterprise features and simply relied on using their desk phones.

Onboarding new employees was also a time-consuming operation. Percolate is growing quickly, with an average of 5-12 new staff starting every week. But to ramp up new users and perform simple tasks like adding a headset or issuing a license, IT had to call the vendor directly and place an order that took two to three weeks to fulfill.





"I literally couldn't get phones fast enough between when people were hired and when they started," said Kyle.

The team knew there had to be a better way—IT should be able to provision a new user and instantly send them an onboarding package.

From an administrative standpoint, the company lacked the infrastructure necessary to scale its growing workforce. Kyle's team was also paying for calls from office to office, since sites around the world were running unique telephony systems.

"A call from our New York team to London would cost extra, which didn't make sense in the Internet age," said Kyle.

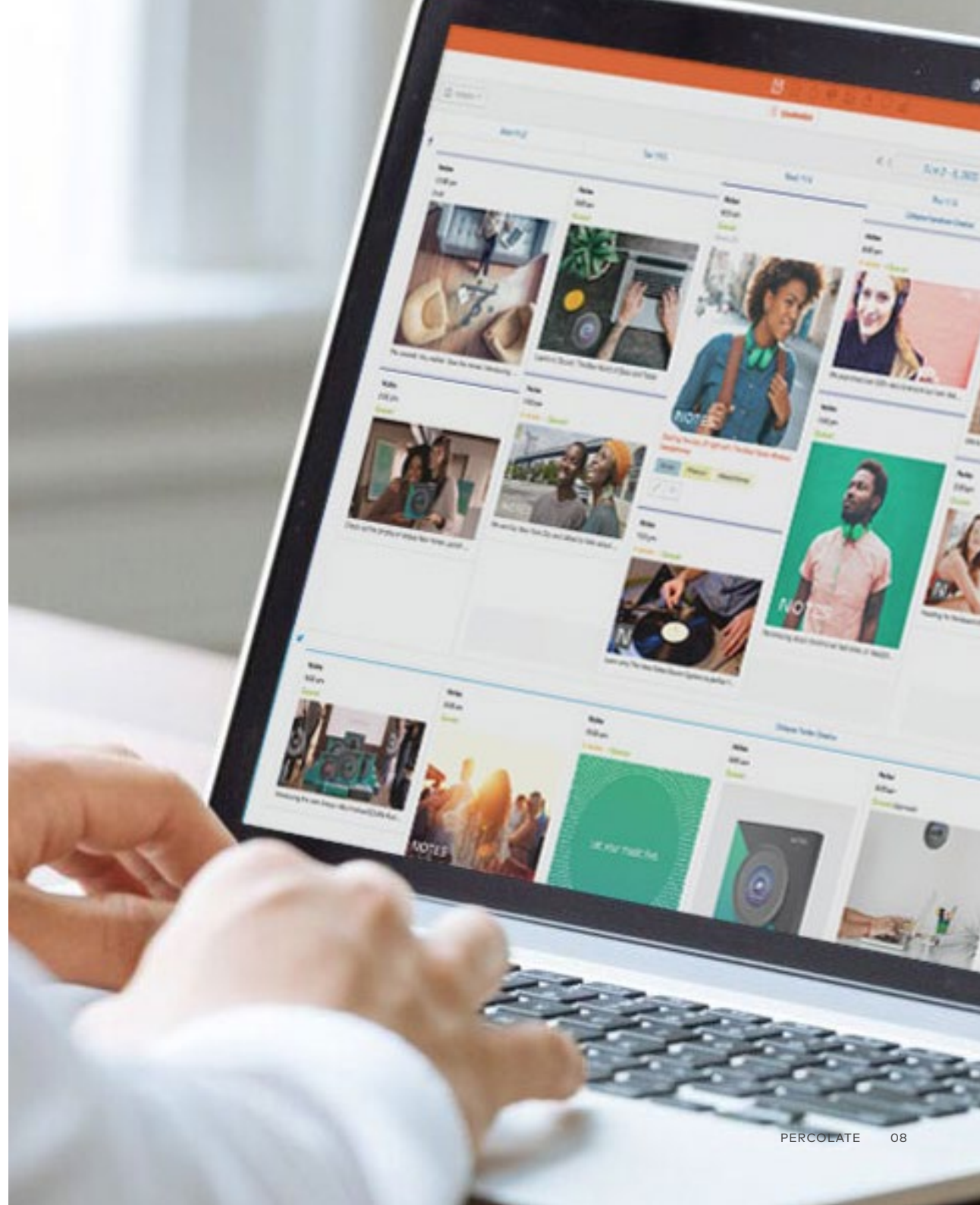
**For Percolate, the solution was centralizing offices on one communications platform, and offering a consistent IT experience for teams worldwide.**

## IT Challenge | Unifying 50+ Cloud Tools

A few decades ago, most enterprises had a stack of IT services issued from the same company and connected via a common directory. But in today's digital workplace, the new challenge is unifying a variety of applications from multiple vendors. Companies now need to ensure that the tools in their IT ecosystem are aware of one another, and that data is flowing correctly from touchpoint to touchpoint.

Percolate has approximately 50 cloud applications deployed across the company. Ultimately, the communications platform IT chose had to fit seamlessly into this existing environment.

**Dialpad's deep integration with Google Apps for Work became a major advantage.**







The ability to authenticate Dialpad with Google credentials enables Percolate's IT team to preserve a user's identity from one application to the next. This, in turn, makes it easy for Kyle and his team to quickly manage users and onboard new employees.

Dialpad also migrates Percolate's entire company directory over from Google Apps, syncing automatically when new users are imported.

To Kyle, establishing this continuity between cloud tools in Percolate's ecosystem is a relatively new IT challenge, and one the team is in front of thanks to services like Dialpad.

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One of the things we love is how quick Dialpad is to deploy. It's extremely handy not needing anything other than a laptop or smartphone.

Kyle Jackson  
Director of IT at Percolate

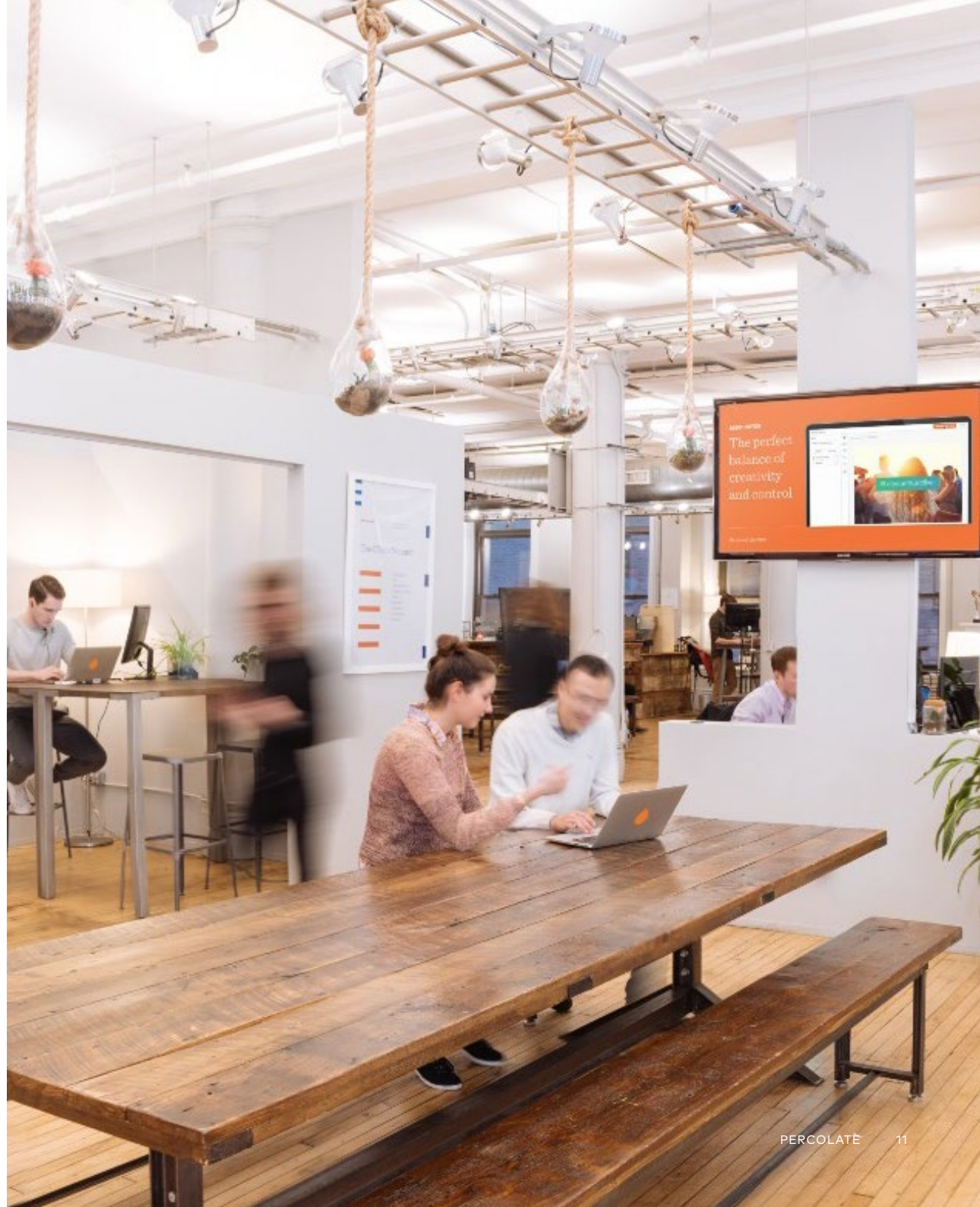
## Moving to a Pure-Cloud Solution

When asked about other communications platforms Percolate considered, Kyle touched upon the fact that many felt corporate, clunky, and feature-dense.

The IT team's attraction to Dialpad was based not only on the platform's cloud-based architecture, but also its focus on usability and relevance.

**To Kyle, Dialpad was what enterprise communications should look like—a sleek interface, a relevant feature-set, and an experience designed with both end users and IT administrators in mind.**

"Dialpad's opinion is clear—you should be using a softphone. That's exactly the perspective I wanted to guide my users towards," Kyle explained.





## Launching Dialpad Worldwide

Percolate's change management campaign was quick—departments around the world could immediately sign in to Dialpad with their Google Apps credentials and start making calls.

For Kyle's IT team, the speed at which they deployed the platform and provisioned users was game-changing.

Percolate's workforce now collaborates on a single communications platform that supports a work from anywhere culture.

Regardless of the time or place, employees can tap into a unified IT experience across their favorite mobile devices. And with click-to-connect functionality, Dialpad makes it easy to initiate a text, call, video, or chat in seconds.



# Communications for a Modern Workplace

Since Dialpad can be taken on the go, Percolate's employees are now free to work wherever. Sales reps can present demos on the fly, support teams can take urgent calls in transit—departments everywhere no longer rely on hardware tied to their desks.

Across Percolate's global workforce, Dialpad has created a better, more intuitive communications experience for calls, message, and meetings.

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## DEPLOYMENT

Voice  
Messaging  
Google Apps for Work

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## RESULTS

Swift Change Management  
Scalable User Onboarding  
International Voice & Messaging  
Intuitive User Administration

**GET STARTED TODAY**

Dialpad for Startups  
Connect Everyone. Work Anywhere.



## Dialpad™

Dialpad is communications for the modern workplace, delivering an experience that employees and administrators love. Available on any device, anywhere, Dialpad includes voice, video, group messaging, SMS, MMS, mobile VoIP, conferencing, screen sharing, document sharing, and integrations with Microsoft Office 365 and Google Apps for Work. A pure cloud solution, Dialpad enables a new office communications system to be completely up and running in a matter of minutes. [Learn more](#)



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