

# The Future of Modern Business Communications

## What is the Modern Business Communications Wave?

The Competitive Landscape and the future of Cloud Communications:

### On-Premise, Communication-as-a-Service, Modern Business Communications(MBC)

Today every company is adopting a cloud communication strategy and ditching the desk phone. This Modern Business Communications wave connects the anywhere workforce, natively integrates with productivity suites(e.g.Google Apps for Work, Office 365) and deepens customer and employee relationship through voice, messaging, video and meetings from any device.

	ON-PREMISE SOLUTION 1990S CISCO/AVAYA/SHORETEL	COMMUNICATION-AS-A-SERVICE 2000S RINGCENTRAL/FUZE/8X8	MODERN BUSINESS COMMUNICATIONS TODAY DIALPAD
<b>COMMUNICATION PLATFORM</b>	<ul style="list-style-type: none"> <li>This is the DIY approach</li> </ul>	<ul style="list-style-type: none"> <li>On-premise and cloud hybrid</li> <li>Managed Services</li> </ul>	<ul style="list-style-type: none"> <li>Cloud Communication Platform</li> <li>WebRTC Framework</li> </ul>
<b>INDUSTRY PLAYERS</b>	<ul style="list-style-type: none"> <li>Cisco</li> <li>Avaya</li> </ul>	<ul style="list-style-type: none"> <li>RingCentral</li> <li>Fuze</li> <li>8x8</li> </ul>	<ul style="list-style-type: none"> <li>Dialpad</li> <li>Cisco Spark*</li> <li>Skype for Business*</li> </ul>
<b>REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>Desk Phones</li> <li>Telephony Hardware</li> <li>Dedicated Support</li> <li>Network Requirements</li> </ul>	<ul style="list-style-type: none"> <li>Desk Phones</li> <li>Hardware may be required</li> <li>Potential Onsite Support</li> <li>Networking Admin</li> </ul>	<ul style="list-style-type: none"> <li>Browser and Laptop</li> <li>Internet Connection</li> <li>Business Administrator</li> <li>Productivity Suite</li> </ul>
<b>CUSTOMER ADOPTION</b>	<ul style="list-style-type: none"> <li>Medium-Sized</li> <li>Global Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Very Small Business</li> <li>Small Business</li> <li>Medium-Sized Business</li> </ul>	<ul style="list-style-type: none"> <li>Small Business</li> <li>Medium-Sized Business</li> <li>Global Enterprise</li> </ul>
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>Ownership of hardware (Desk Phones) and Telephony Hardware (CapEx)</li> <li>Granular control over infrastructure and networking</li> </ul>	<ul style="list-style-type: none"> <li>Utility and Usage-based pricing model</li> <li>Cost less than on-premise solutions (OpEx)</li> <li>Deployed in Weeks/Months depending on size</li> <li>VoIP network use</li> </ul>	<ul style="list-style-type: none"> <li>HD Quality (Voice and Video)</li> <li>Native Productivity Suite Integration</li> <li>Instant Deployment</li> <li>Engaged employees</li> <li>Simplified Administration</li> <li>Future Ready, immediate Upgrades</li> <li>Communication Insights</li> <li>WebRTC Framework</li> </ul>

\*Cisco Spark is still not live and is promised to enter the market in 2017

\*Skype for Business (Previously Lync) is promised to be a pure cloud platform 2017/2018. Microsoft has announced they are building towards and MBC vision

## The Dialpad Advantage

Dialpad kicked off the “Deskphone Optional” revolution with the first Modern Business Communication solution that helps every company connect everyone, and work anywhere.

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<b>COMMUNICATIONS</b>			
DESKPHONE OPTIONAL	No	No	Yes
VOICE	Yes	Yes	Yes (WebRTC HD Quality)
VIDEO	No Integrated (e.g Webex)	Yes	Yes (WebRTC HD Quality)
ANY DEVICE (MOBILE, TABLET, LAPTOP)	No	Limited	Yes (Mac, Windows, ChromeOS, iOS, Android)
VOIP	Yes	Yes	Yes
SPEED TO GO-LIVE	Months/Years	Months	Minutes
MOBILE-FIRST DESIGN	No	No	Yes
INTUITIVE INTERFACE	No	No	Yes
COMMUNICATION INSIGHTS	No	No	Yes - User & Admin
ENTERPRISE SCALE	Yes	No	Yes
WEBRTC	No	No	Yes
CLOUD COMMUNICATION PLATFORM	No	No	Yes
<b>COLLABORATION</b>			
INTERNAL MESSAGING/CHAT	No	Limited	Yes
EXTERNAL (CUSTOMER) MESSAGING	No	Limited	Yes
SMS TEXT	No	Yes	Yes
MMS (MULTIMEDIA) TEXT	No	No	Yes
GROUP MESSAGING (INTERNAL/ EXTERNAL)	No	No	Yes

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<b>PRODUCTIVITY</b>			
NATIVE INTEGRATION : GOOGLE APPS FOR WORK/OFFICE 365)	No	No	Yes
SINGLE SIGN ON (GOOGLE & MICROSOFT)	No	Limited	Yes
SYNCHRONIZED COMPANY DIRECTORY	No	No	Yes
EMAIL INTEGRATION (GOOGLE & MICROSOFT)	No	Add On, not native	Yes
DOCUMENT INTEGRATION (GOOGLE & MICROSOFT)	No	Add On, not native	Yes
CALENDAR INTEGRATION (GOOGLE & MICROSOFT)	No	Add On, not native	Yes
CRM INTEGRATION (E.G SALESFORCE)	Yes	Yes	Yes
SOCIAL ACCOUNT CALL INSIGHTS	No	No	Yes(Linkedin/Twitter)
<b>PRICING</b>			
AS A SERVICE PRICING	No	Yes	Yes
FREE IN NETWORK CALLS	No	Limited	Yes
INTERNATIONAL CALLS	Additional Fees	Additional Fees	Cheaper than Skype
HIDDEN FEES	Yes	Yes	No