How Business Gets Done Differently with **UC** and **UCC Environments**

Unified Communications (UC) is the term for what most of us know as the set of tools we use each day to communicate within our organizations. A UC stack typically integrates some combination of telephony, instant messaging, email and voice — all of which can be accessed in the office or while mobile. We use the tools most familiar and convenient to us, and advances in UC technology environments have made us more connected than ever before.

But the modern enterprise faces ever-increasing pressure to decrease time to market and improve efficiency at every turn, and UC tools that simply allow us to communicate are no longer enough. Enter Unified Communications and Collaboration (UCC). As defined by Gartner, UCC is the combination of communications and collaboration technologies, which until recently were thought of as separate entities.[1]

1 https://www.gartner.com/it-glossary/unified-communications-and-collaboration-ucc/

How Organizations Work Differently with UCC

Companies that integrate collaboration applications into their UC stack see both immediate and long term benefits. But UCC also helps companies do business differently, ultimately improving efficiencies and the customer experience. Organizations that invest in UCC can expect to:

01

Overhaul the Traditional Meeting

Meetings have vastly different outcomes when collaboration tools are present. Because coworkers are able to share and edit projects in real-time, meetings don't end with a list of "next steps" or "to dos" for a particular document. Instead of taking time to review important materials in the meeting itself, co-workers can share materials beforehand and collaborate within them, leaving questions and comments, making discussions in meetings more actionable and constructive.

02

Attract Better Talent

Companies that use more advanced collaboration technology are far more likely to attract top talent, as it shows a commitment to building a forward thinking and modern organization.[2] These companies also have an easier time retaining talent — being able to collaborate seamlessly reduces frustration and brings teams closer together.

03

Improve the Customer Experience

Organizations with rich collaboration tools have the ability to interact with their customers on a much more regular basis. Video conferencing tools like Zoom and Skype enhance the experience allowing for a more personal feel, and modern messaging tools allow for teams to persistently collaborate on projects.

04

Reduce Costs

Modern UCC tools eliminate several costs associated with legacy communications processes. Documents no longer need to be printed for everyone in a meeting, there is no need to travel each time a customer needs to collaborate on a project, and costs associated with keeping communications on-premises are drastically reduced.

[2] https://diversifiedus.com/millennials-are-driving-a-surge-in-demand-for-unified-communication/

Applications in a UCC ecosystem can include:

Persistent Chat

Tools like Microsoft Teams and Cisco WebEx Teams are traditional "instant messaging" evolved. They allow for constant group collaboration, making it simple to instantaneously share documents with groups, and offering features that can automate simple communications tasks like setting reminders or scheduling meetings. It also allows for unified messaging, where all messages — SMS, voice, chat and email — arrive in the same place, saving time and allowing them to choose to respond in the method they are most comfortable with.

Video Conference

While video presence applications can be considered a part of more traditional UC deployment, there are technology solutions that take traditional video conferencing to the next level when implementing UCC tools. With collaborative features like allowing presenter roles to be switched mid-call, group polling and even audience participation applications for very large groups, video conferencing becomes much more than just a visual meeting tool in UCC.

Desktop Sharing

These tools allow a meeting organizer to easily share their screen, ensuring the group stays on the same page and can quickly give feedback. It also enables remote workers to help brainstorm and give direct feedback without being in the room.
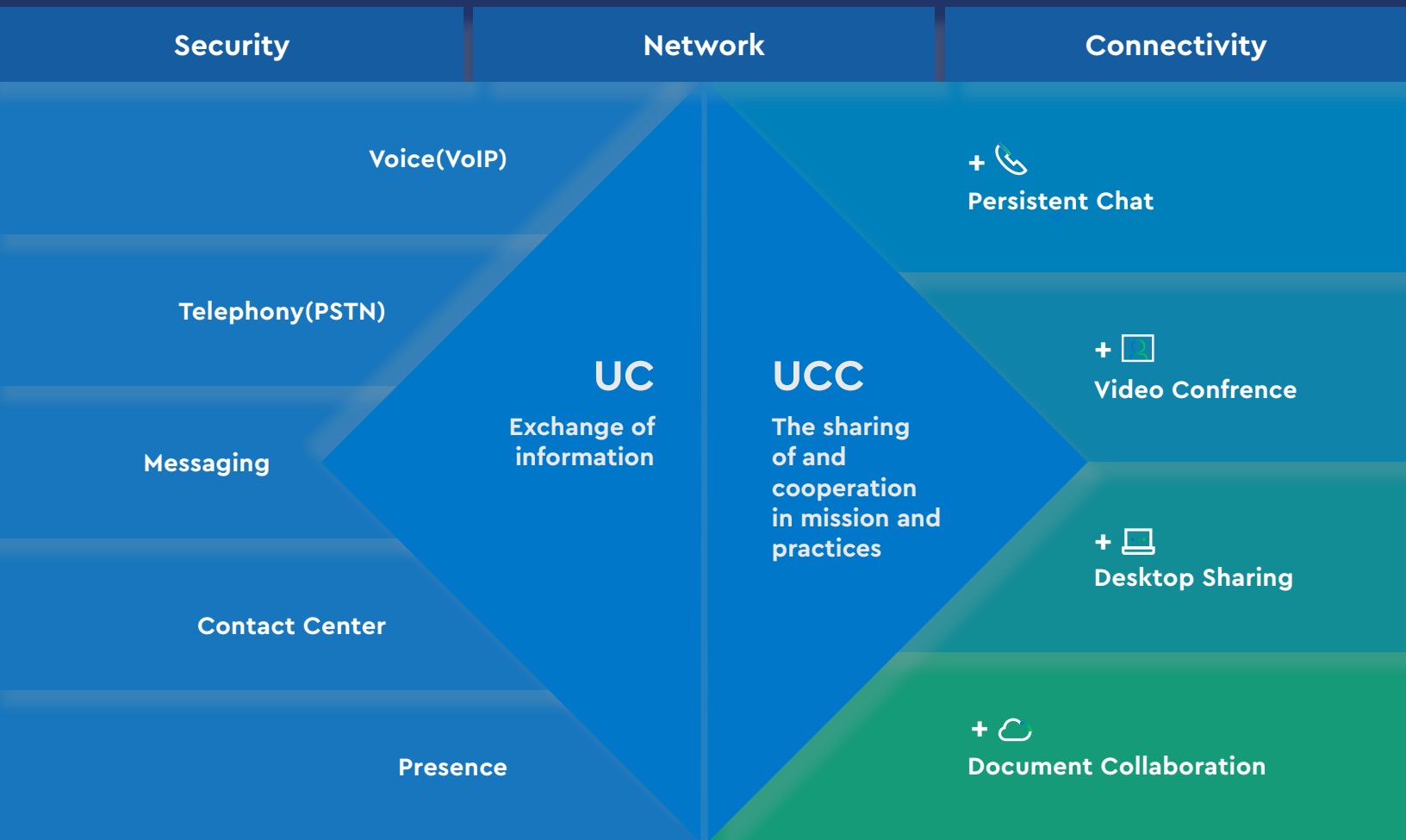
Document Collaboration

Microsoft 365 and Cisco Spark, among others, allow teams to create and edit presentations, contracts, spreadsheets and other assets in real time, with transparent version histories and the security of all files being backed up in the cloud.

User Presence

UCC tools can send regularly updated snapshots of who is at their desk, where employees are, and can help remote employees feel like they are a part of the main office. If an employee can see a coworker isn't at his or her desk, they'll know to contact them via mobile instead of waiting for an IM response.

How the UC & UCC Ecosystem Impact Your IT Department

Security	Network	Connectivity

Voice(VoIP)

Telephony(PSTN)

UC
Exchange of
information

Messaging

Contact Center

Presence

UCC
The sharing
of and
cooperation
in mission and
practices

+ 📞
Persistent Chat

+ 🖥
Video Confrence

+ 💻
Desktop Sharing

+ ☁
Document Collaboration

If you're interested in a UCC implementation, we can help. TetraVX can work with you to find the UC solution that's best for your business, whether that be on-premises, in the cloud and as a hybrid deployment.

Our customized approach to UCC means we can provide seamless migration to a variety of solutions, whether that be Skype, Cisco, or our nVX solution. With a strong focus on integration, TetraVX brings a new level of collaboration to your team. To look at UCC deployment possibilities for your business, contact us at **contact us at info@tetravx.com.**

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