

The Benefits of Unified Communications for Global Enterprises

Why Modern Enterprises are Consolidating Their Core Video, Phone & Chat Services

For global enterprises, one of the biggest challenges is finding the right technology to enable seamless communication and collaboration with colleagues and clients around the world.

Some companies use different providers for chat, video, email, phone, and file sharing. But asking employees to switch from app to app can get confusing, and managing so many tools can become complicated and costly.

Unified communications as a service (UCaaS) gives users a single platform for all their communication and collaboration needs. See how consolidating video, chat, and telephone with one easy solution can benefit your company.



[Zoom-Forbest Insights report](#)

Benefits of Unified Communications as a Service

A cloud-based unified communications solution has many business benefits:

- **Ease of use:** With a single platform for chat, telephone, and video conferencing, users don't need to learn to use or launch multiple applications
- **Flexibility:** A cloud platform enables business continuity by providing access to files and flexible deployment options from a remote environment
- **Enhanced collaboration:** Video calling, chat, and screen sharing on one platform gives colleagues the ability to collaborate seamlessly and make workflows more efficient
- **Cost savings:** Cloud communication services are offered via a subscription-based model with predictable monthly charges

What is Unified Communications as a Service (UCaaS)?

Unified communications as a service (UCaaS) is a cloud-based platform that delivers a variety of communications services, which typically includes:

- Video, audio, and web conferencing
- Voice communications/enterprise telephony
- Instant messaging/chat

What to Look for in a UCaaS Provider

Ready to consolidate and streamline your communications solutions? Here's what to look for:

- Security and privacy features such as advanced encryption and in-meeting security controls
- Reliable track record of providing high-quality voice, video, and chat
- Intuitive user experience
- Seamless integration with essential business applications
 - Flexibility to support options like BYOC (bring your own phone carrier), third-party SIP trunking, flexible APIs as needed
- Training and onboarding to help increase adoption
- Expertise in serving enterprises in similar industries and regions
- Growth-ready infrastructure with the ability to scale as your business expands

Zoom is a Leader in UCaaS

Gartner, a global research and advisory company, named Zoom a Leader in the [2020 Magic Quadrant](#) for Unified Communications as a Service (UCaaS), Worldwide, in our first year of eligibility. The report recognized Zoom's focus on meetings, enterprise telephony, and messaging within the Zoom Meetings, Zoom Chat, Zoom Video Webinars, Zoom Rooms, and Zoom Phone solutions.



Unified Communications in Action



UDG Healthcare plc

UDG Healthcare

[UDG Healthcare](#) employees in the U.S. and across Europe transitioned seamlessly to working from home with Zoom's unified communications platform.

"Zoom Phone was a great, innovative financial solution, but it wasn't just about the cost savings – it's a unified communications solution. We have 500 representatives using Zoom Phone to call healthcare professionals from their iPads. We have the ability to communicate seamlessly at the drop of a hat."

- Jeremy Heaven, Group IT Service Delivery Manager at UDG Healthcare



EG Group

UK-based [EG Group](#) relied heavily on Zoom to keep more than 6,000 gas stations and convenience stores in operation during the pandemic.

"There was a real hunger to fix the deficient technology performance to improve people's ability to communicate from anywhere and at the exact time it was required. EG Group operates in a fast-paced retail business environment and as such needed a communication platform that made these markets accessible daily. ... We wanted to implement Zoom because it simply works."

- Graham Billsborough, Group CIO at EG Group

zoom

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