Post Pandemic Unified Communications

The ability to work from anywhere, through multiple accesses, and no need for physical displacement, will be a new factor in determining a company's adaptability to periods of uncertainty.

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The world's economy is going through one of the most serious crises of recent times. As a consequence of the Covid-19 pandemic, the World Bank expects a 5.2% reduction in global GDP this year. This will undoubtedly bring greater uncertainty to the productive sector. However, impact on the economy would be even greater if we didn't have the tools and technological solutions to support individual's social and professional remote interactions.

In the age of Digital Transformation, and amid scenarios of great uncertainty, such as global confinement, teleworking is possible thanks to the deployment of Unified Communications (UC) solutions. Through these, one can experience increases in employee productivity, cost reductions and further business development.

The ability to work from anywhere, through multiple accesses and no need for physical displacement, also has a significant impact on individuals, eliminating physical barriers and making work environments more flexible.

In this context, the solutions we provide are based on integrating tools from different suppliers, such as Cisco and Microsoft, among others. They are based on the communications and technology infrastructure offered by CenturyLink, both from a network, security, IT infrastructure and global presence perspective, as from our managed services model.

The demand for unified communications solutions has significantly advanced and is expected to continue expanding until the end of mandatory quarantines, with the teleworking trend established as a standard in everyday business. In fact, according to Markets and Markets, the global Unified Communications (UC) as a service market will grow to $24.8 billion by 2024.

During the pandemic period, the demand for unified communications grew exponentially, along with the social confinement policies imposed by governments, which transformed teleworking into one of the main business modalities. All leading providers have reported increases of

varying magnitudes in the usage of their collaboration tools, both at consumer and corporate levels.

Given these figures regarding demand for UC during the pandemic, it is clear that this will be sustained in future scenarios, as users will demand solutions that integrate all communications channels with no location or device limitations, that is, offering the ability to access when and where needed, with all necessary functionalities, such as the ability to conduct audio and video conferences, receive and generate messages synchronously and asynchronously, simultaneously and collaboratively manage content in real time, and add other elements such as sticky notes and continuous IM, among others.

In addition, they create a way to develop new ways of working, such as recruitment & digital integration in the case of HR, or chat bots, virtual assistants and new digital channels for customer relations. All these are desirable features that we should expect from an effective digital collaboration platform.

In general, a collaborative solution that meets the needs of a company immersed in a Digital Transformation environment should also take advantage of previous investments and be able to integrate with hybrid environments, with platforms and systems that already operate under company standards and can be integrated into business support processes. In addition, one must opt for solutions that have been developed considering security as part of their DNA, fully included as part of their functional scope.

Finally, being supported by a global, secure, dynamic and adaptive network, as well as by a world-class IT infrastructure, operated according to the market's best practices, are key elements that allow us to think of unified communications and collaboration solutions as a solid base for any digital transformation process.