Keep evolving your business with future-ready working

Simplify workstreams with virtual meetings, calling, and online collaboration tools

Small-and-midsized business edition

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Chapter 1

An ongoing seismic shift in workplace communications

Seeking a replacement for your current communications tool? In need of a phone solution, messaging tool, video conferencing app—or perhaps all three? If your current communications infrastructure has quickly become an antique, you're not alone.

The workplace has transitioned—and continues to transition—into a new world of communications. With more and more organizations shifting to remote and hybrid work models, the tools that once served us well are coming up short.

Whether you've got five employees or 500, today a connected workplace means total flexibility. Flexibility to work remotely, hybrid, or in-office, and the ability to maintain effective communication channels across all three.

It should come as no surprise that today 97% of employees would like to work remotely, at least some of the time, for the rest of their careers.[1]

How can you evolve with these shifting technologies and workscapes? Whether you're hoping to improve your internal or external communications—or both—we're here to help. In this eBook, we'll cover the communications essentials that every growing business needs. We'll show you—

- How the ongoing seismic shift in workplace communications is affecting collaboration

- How to simplify the workstreams with modern collaboration technology

- The 7 essential features that every modern communications software solution should deliver

- How to make life easier with application integrations

- What key integrations you should start with

- …and more

We know that it can be hard to know you're making the right collaboration and connectivity choices. What you want is simple, straightforward advice that you can easily understand and apply. This eBook will deliver the right insights, guidance, and solutions for you and your evolving business.

[1]The 2022 State of Remote Work, Buffer

Chapter 2

Simplify the workstreams with modern collaboration technology

Businesses not only need to learn how to navigate the rapidly evolving workplace communications landscape, they need to know the right way to do it. With so many technological advancements and options to choose from, it's easy to end up frazzled and confused.

We're here to help you find the communications tools and configuration that can help grow your business, streamline your work, simplify the collaboration technologies you rely on, and spark new levels of productivity and creativity.

To help you find a communications solution that delivers this magic elixir, we've put together a go-to list of essential features that every modern communications software solution should deliver.
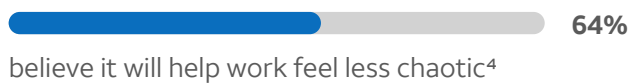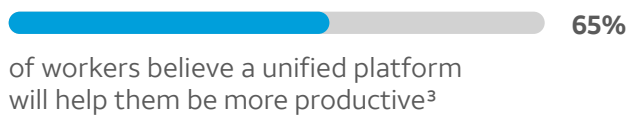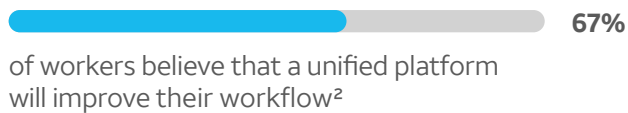
Essential feature #1:
What you're looking for is unified communications

The term, unified communications, means what it says. It takes several communications and collaboration tools and unifies them into a seamless whole. Easy to use, easy to integrate into your network and with existing tools, easy to accelerate your pace of innovation.

Gone are the days—at least, they should be gone—of switching between multiple apps to connect with your co-workers, clients, and collaborators. Why? More apps to toggle between means more headaches for your team and higher costs for you. With unified communications as a service (UCaaS), you can eliminate both these pain points by using a solution that gives you all your communications needs in a single app.

Cool, right? We think so. Unified communications is, hands down, the best route to take to achieve this nirvana of seamless simplicity.

When you can get all of your online collaboration tools from a single vendor, managing flexible work models becomes so much easier. You'll have an easy-to-navigate platform for phone, messaging, video calls, conferencing, texts, and faxes that can be set up in minutes.

67%

of workers believe that a unified platform will improve their workflow[2]

65%

of workers believe a unified platform will help them be more productive[3]

64%

believe it will help work feel less chaotic[4]

Unified communications providers like AT&T Business can help you connect your entire workforce seamlessly. With AT&T Office@Hand, connect confidently almost anywhere with easy-to-use calling and collaboration solutions that strengthen customer relationships and improve employee productivity.

One platform. One bill. One vendor.

Essential feature #2:
Productivity driver

As you search for the right collaboration software, remember to keep productivity front and center.

81%

of employees feel that collaboration apps improve the overall productivity of their company[5]

If your communications tools aren't driving productivity and collaboration, then it's time to reassess your options.

With modern conferencing and communications tools, you will streamline your workflows. The right tools maximize fruitful collaboration between employees, vendors, partners, and other key stakeholders. Your employees can switch effortlessly between devices, use their business phone number on their cell phone, and collaborate seamlessly across messages, video meetings, and phone calls.

Essential feature #3:
Mobility is key

Mobility is no longer a want—it's a need. Future-forward business leaders are putting collaboration tools in place that allow them and their teams to take care of business from…well…just about anywhere. Cloud-based collaboration has transformed businesses across the world.

77%

of businesses agree that cloud-based collaboration solutions enable them to support a highly mobile workforce[6]

With the right cloud connectivity, you'll be able to access your business communications from multiple devices in office, remote, or on-the-go. You can even choose to either keep your existing phone number or get new local, global, or toll-free numbers.

[2]   Live in Your Apps, RingCentral
[3,4] Ibid.
[5]   Beauford, Moshe. "State of Unified Communications in 2022." Cloud Communication Advisor.
[6]   Goldstein, Evie. "Top Business Reasons Why Companies Adopt Cloud Communications."

Essential feature #4:
Bulletproof reliability

Reliability has never been more important. Reliability and security are two of the biggest concerns for today's companies using UCaaS.[7] Our fast-paced workflows require communications and collaboration software that's bulletproof and dependable. There's no time for downtime.

> **Reliability and security are two of the biggest concerns for today's companies using UCaaS.[7]**

When searching for unified communications solutions it's important to prioritize reliability. Don't settle for anything less than 24/7 multichannel support and 99.999% uptime that keeps you connected during outages and disasters. Checking off all these boxes will save you a lot of time, money, and frustration down the road.

Essential feature #5:
World-class compliance and security

Make sure that you're putting security first. We use seven layers of enterprise-grade security on all architectural processes. That way we can protect your data and communications channels against fraud and abuse. In the new age of communications, security issues are on the rise, yet on average only 5% of companies' folders are properly protected.[8]

5%
of companies' data-rich folders on their network are properly protected

7
That's how many layers of enterprise-grade security we wrap around all our architecture and processes to protect your data and service
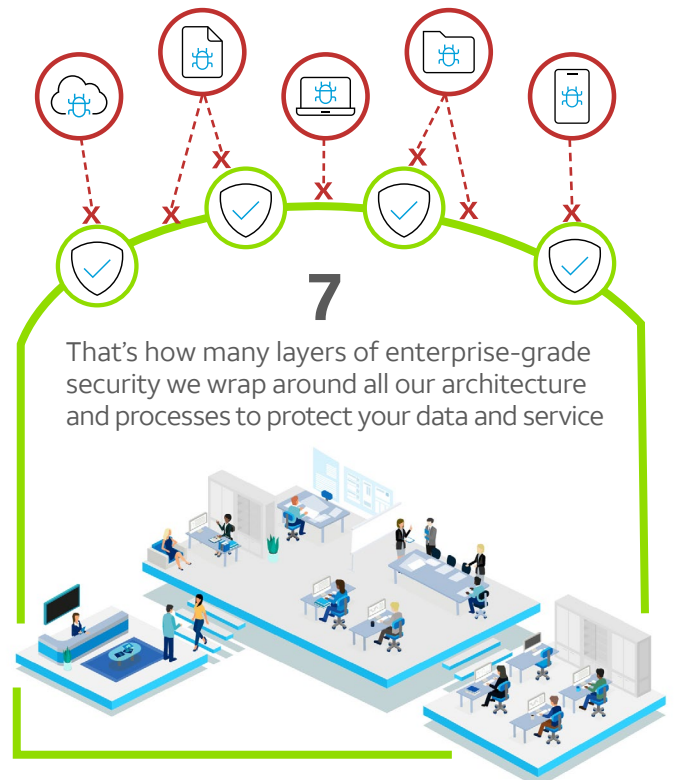
Many companies are still struggling with security issues. We highly recommend choosing a vendor whose compliance and security provisions can be tailored to your unique business needs. Our global certifications include SOC 2, SOC 3, HITRUST, FINRA, HIPAA, C5, ISO 27017, ISO 27018, and GDPR compliance.

Essential feature #6:
Crystal-clear ROI

At the end of the day, you want to make sure that the tool you're using is going to deliver on that all important return on investment. Ask yourself, "Will it increase mobility, customer satisfaction, agility, and productivity?"

Then, ask yourself, "Will it decrease IT expenditure?" Look for a UCaaS tool like AT&T Office@Hand that lets you answer yes, yes, and yes to all of these questions.

Top benefits that drive business value, as cited by small-to-mid-sized business customers of AT&T Office@Hand℠

50% increase in customer satisfaction

68% increase in employee mobility

33% increase in employee productivity

14% decrease in IT spending

Essential feature #7:

The power to scale

Lastly, look for scalability. You'll want your communications platform to grow with your business. You should be able to add new lines, offices, and remote teams in a matter of minutes, not hours or days.

So, how can you tell if a UCaaS tool is scalable?

Simple.

Make sure that it integrates with a wide range of popular apps and software tools (think Microsoft Teams, Salesforce, Google Cloud) and allows you to develop your own custom apps with powerful APIs. AT&T provides seamless connectivity with 200+ integrations of existing applications such as Microsoft Office and Outlook, Google Drive, Box, Dropbox and more. That's the sign of a truly scalable software solution —one you can customize to fit your unique business needs.

9   Customer surveys conducted by RingCentral.
10,11, 12 Ibid.

Chapter 3

Make your life easier with application integrations

Varied and powerful integrations are the crowning glory of flexible communications. Thanks to integrations, you can not only get an advanced unified communications tool covering phone, messaging, and video, but you can also easily integrate your communications tool into business applications you already use—instantly improving your flow of work.

Still not convinced that integrations are part of the future workplace? These stats should help convince you.[13]
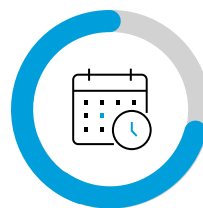
69%
of workers lose up to 60 minutes per day navigating between different apps for communications
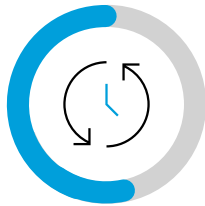*(that's up to 32 days per year)*

56%
of employees find searching for information in different apps disruptive to their productivity

57%
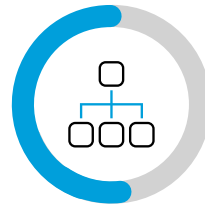of leaders estimate that up to $500K is lost because of poor integrations and lack of resources

Unifying your communications approach—and integrating it with your existing network and tools —brings many benefits:

54%
time
savings

51%
better communications
with colleagues

52%
increased
organization

51%
increased
productivity

Don't miss out on the power of integrations. There are literally hundreds of integrations and open APIs at our disposal today. These apps make it easier than ever before to customize your workflows. Plus, your teams can continue working on the tools they already know and love. Integrate your Salesforce, Zendesk, or ServiceNow as part of your unified communications as a service (UCaaS). With AT&T Office@Hand, you can choose from 250+ integrations in the app gallery. Or, if you need more customization, you can open APIs through the developer portal and design your own app.

14   Live in Your Apps, RingCentral
15, 16, 17 Ibid.

Chapter 4

So, what are the key integrations you should start with?

With so many integrations out there, it's important to focus on the ones that are going to be most important to your business. Sifting through hundreds of potential integrations can grow tedious. Not to worry; that's where we come in. We've curated a list of some of the strongest business integrations out there to help you get off on the right foot.

AT&T Office@Hand℠ **with Microsoft Teams**

If your business is already using Microsoft Teams for team collaboration, then our private branch exchange (PBX), or business phone system, for Microsoft Teams integration could be a real asset to you. While Microsoft Teams offers some great collaboration features, it does not come with network included.

Luckily, you can still enjoy all the features of Microsoft Teams that you already know and love without compromising

enhanced security, and seamless voice and video connectivity. You can add telephony to their Microsoft Teams account in two ways:

Microsoft calling plans vs. direct routing

Microsoft

Businesses can use Microsoft as their telephony carrier. Microsoft provides a user with a calling plan that includes a user's phone number and a bundle of domestic or international minutes. Calling plans offer a simple route to add telephony functions into Teams, with Microsoft providing end-to-end service. There are a number of restrictions associated with the use of calling plans, including geographic coverage and limited PBX functionalities and feature capabilities.

Direct routing

Direct routing connects Teams to a third-party telephony carrier. Users get a phone number and minutes. The connection is enabled via a Microsoft-certified session border controller (SBC). Direct Routing allows you to bring your existing carrier relationships and services into Teams. You can take advantage of cheaper call rates, greater flexibility, and better support compared to working directly with Microsoft.

85%

of those who use Microsoft Teams with the telephony capability choose third-party direct routing over Microsoft's own calling plans. [18]

Remember, not all direct routing options are created equal. With AT&T Office@Hand, you'll be able to attach our best-of-breed phone system and global reach to your Microsoft Teams setup across desktop, mobile, and web.

You'll tap into enterprise-grade telephony (no matter your business size) and reap the following benefits:


Intuitive Teams experience
Native integration means you enjoy the same Teams interface you're used to with no additional downloads, bots, or plugins. Users get the best of both Teams and AT&T Office@Hand in one application.
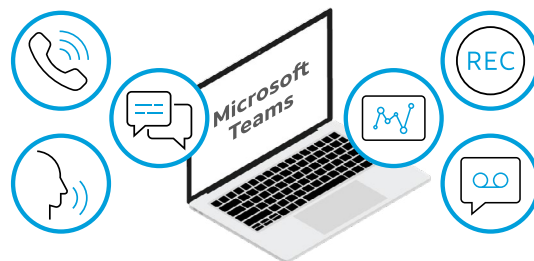
Rich in PBX features
Our advanced PBX features, plus added telephony functionality, will boost your productivity. Tap into a number of advanced PBX features, including call controls, interactive voice response (IVR) and call handling, automatic call recording, reports and analytics, call queues, SMS, and fax—among others.
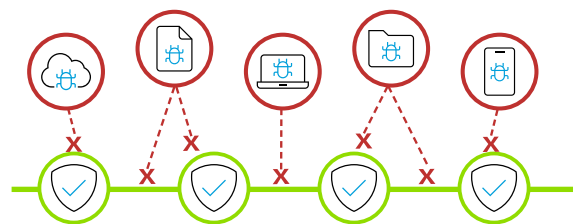
Reliability
AT&T Office@Hand allows you to enjoy all the benefits of our 99.999% uptime SLO (Service Level Objective) and seven layers of robust security and protection.

[18] "Enhancing Teams with enterprise-grade telephony." Cavell Group, July 2022.

Your choice seems as crystal clear as the audio, video, and messaging you get with AT&T Office@Hand. Keep using Teams—but unify and integrate your communications with AT&T Office@Hand.

Any mode, any device, anywhere
With AT&T Office@Hand for Microsoft Teams, you can communicate and collaborate using any device on mobile, desktop, or web. Whether you're at home, in the office, or on the go, you're always connected.

Flexibility
As your team grows, you can quickly add new users within a few seconds. On top of this, you can customize your workflows with 250+ business apps in the app gallery and use open APIs in the developer portal. Love an app already? Keep using it thanks to our flexibility to meet your unique needs.

Ready to deploy
Avoid long, drawn-out implementations and session border control (SBC)—the system that manages how phone calls are initiated, conducted, and terminated via Voice over Internet Protocol (VoIP). We can help maintain and operate your complete high-availability Teams Direct Routing infrastructure using Microsoft-certified SBCs, so you can focus on what matters most: your business.

In-depth analytics
Access a suite of analytics for complete visibility into your voice communications. Quickly identify key trends, set automated alerts, access quality of service, and more.

Global calling
AT&T Office@Hand, a cloud-based UCaaS solution for voice, video, meetings, messaging, and team collaboration is available in the U.S., Canada, and other select countries.

Want a bit more from your Microsoft Teams integration?
AT&T Office@Hand for Microsoft Teams provides an integration that embeds our dialer directly into Microsoft Teams. This allows users to access the AT&T Office@Hand dialer from within the Teams environment—minimizing the time spent switching between windows and apps. Besides being able to quickly make external calls to specific phone numbers, contacts, and extensions, you can also start or schedule a meeting in an instant directly from your Teams chat textbox or with quick-bot commands.

Salesforce integration
Another popular integration users love is for Salesforce. You can enhance your customer relationship management (CRM) and service management experience by automating workflows, increasing call efficiency, and improving the quality of customer interactions. Adding AT&T Office@Hand telephony to your Salesforce platform enables you to track and manage customer interactions and save time and budget.

Jira
Jira, the popular project planning and management tool, works alongside AT&T Office@Hand so that users can receive and post notifications with Jira updates. You can also tag coworkers directly from within the Office@Hand app, consolidating your work environment into a single view.

Chapter 5

Your collaboration future is flexible thanks to the virtual meeting and call solutions with AT&T Office@Hand℠

Technology is complex. Transformation is fast. For a growing business, it can be hard to know you're making the right collaboration and connectivity choices. What you want is simple, straightforward advice that you can easily understand and apply. With experience across all industries, we bring a rich understanding of your evolving business to deliver the right insights, guidance, and solutions.

About AT&T Business

We create connection on a foundation of future-fitted connectivity that businesses of all sizes need to thrive. That rock-solid foundation? Ultra-high-speed, fiber optic internet and 5G mobility.

Adapting to the high speed of change requires the constant flow of high-speed data, and fiber fuels the fast. It is light-speed connectivity like nothing else you or your network has ever experienced. And fiber opens new doors for the types and quality of solutions upon which you can build.
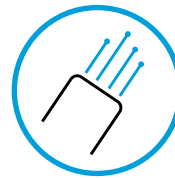
And 5G is the G that makes all the difference. Even in its infancy, 5G is changing the competitive landscape for all businesses.

We can help you build out and build on this generational, groundbreaking technology that acts as an accelerant to your success.
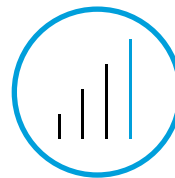
5G
We have the most reliable network in 5G[19]

#1
Our fiber is rated tops in customer satisfaction[20]

99%+
How many Americans are covered by our wireless network[21]

[19] Based on nationwide GWS drive test data. GWS conducts paid drive tests for AT&T and uses the data in its analysis. AT&T 5G requires compatible plan and device. 5G is not available everywhere. Go to att.com/5Gforyou for details.

[20] Compared to the publicly measured internet service providers in the ACSI. Claim based on 2021 ACSI survey of customers rating their own internet service provider's performance (https://www.theacsi.org/news-and-resources/press-releases/2021/06/08/press-release-telecommunications-2020-2021/).

[21] Based on overall coverage in U.S. licensed areas. Coverage not available everywhere.