

Flexible Workforce

Make it easy to collaborate and smart things will happen

As smartphones, tablets and other mobile devices transform the workplace, companies of all sizes are revamping their IT and communications strategies to embrace more flexible, unified strategies. According to a 2012 UC&C Research report, enabling employees to use their personal devices for work is now driving 74 percent of unified communications purchases.¹

“One of the big benefits for our firm is that we can have this dispersed workforce. We can hire the best people in the country and they don’t need to be in Bloomington, Indiana.”

Darren Root
CEO, RootWorks

Collaboration is the key benefit—enabling employees to communicate without any limitations. The ability to work with speed and efficiency using virtually any device, no matter where you happen to be, is what helps small and midsize businesses to grow, delight their customers and become more profitable.



Typical of the companies that are embracing the new unified communications strategies is RootWorks, a consultancy that works with accounting firms around the U.S. Headquartered in Bloomington, IN, RootWorks employs a network of consultants who stay connected and collaborate using Avaya IP Office.

“Collaborating with people in real time is where real efficiencies and benefits come in,” explained Darren Root, CEO of RootWorks. RootWorks employees around the country use Avaya software on their PCs when in the office and on their laptops and smartphones when they are out of the office. “The real advantage is that it’s one, unified communication system that really works together,” said Root.

What’s Your Strategy?

What’s your company’s unified communications strategy? Are you embracing the BYOD (Bring

your Own Device) trend? Are you among the 55 percent of midsize firms or 30 percent of small businesses who say they’re planning to implement unified communications in the next 12 months?²

Make it Happen with Avaya IP Office

Avaya IP Office delivers the smart, cost-effective mobile collaboration capabilities you need to set your business apart. It delivers your entire desktop communications experience to your smartphone or tablet. Puts all your messages in one place. Makes it easy to initiate and manage conference calls. Manages your presence for more efficient use of time and resources.

Learn More

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