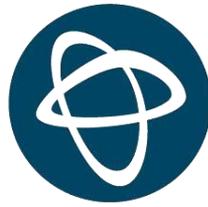


020 3740 678



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NFON
Cloud Telephone System

WORK: IT'S WHAT YOU DO, NOT WHERE YOU GO



There has been a big turnaround in how organisations address the needs of the modern working environment. Once it was a case of catering to the whims of those employees whose demands for a mobile phone or permission to work from home had to be grudgingly and expensively facilitated.

Now, the same organisations understand the strategic importance of supporting the dynamic working practices necessary to succeed in today's digital society.

A recent study produced by Lancaster University's Work Foundation found that the UK is on the verge of its flexible working tipping point. Based on its surveys with managers at medium to large sized companies, 2017 looks like being the year when more people will earn their living away from the office than stuck at their desk doing the traditional 9-to-5.

Change has come from a combination of converging factors

The concept of working from home or on the move has been enabled by communications technology for decades.

What's changed is the ubiquity of smart, connected devices and high-speed broadband that provides individual users with more opportunities than ever to take their work with them wherever they go, and make the concept of static workplaces all-but obsolete.

Compounding this is the complete industry abandonment of legacy technology. We are seeing PBX vendors withdrawing support for on-premise hardware product lines, leaving customers who thought they were keeping pace with progress, stranded.

Even major operators like BT are planning to switch off ISDN; a pattern being repeated across Europe on an aggressive timescale.

But it isn't just more advanced infrastructure and gadgets that surround us; it's a new wave of applications and services made possible by the cloud. Users and their employers alike participate in an increasingly subscription-based economy where the consumption of IT (and many other things besides) is provided on an 'as-a-Service' basis.

This resulting consumerisation of enterprise technology recognises every individual as a consumer; expectant of instant service, a seamless human/technology interface, and the ability

to flit between IT services without being tied to onerous, long-term contracts.

Add to this the legal right, introduced in 2014, of all UK employees to have flexible working needs honoured and supported by their employers, and you have a perfect storm of circumstances driving workers to treat work as an activity rather than a place.

The ultimate driver is competition

Of course the biggest factor in all of this is cold, hard-nosed business sense. Organisations are embracing cloud-based technologies to enable more dynamic working practices among their people, not because of altruism but because it sharpens their competitive edge.

For example:

❑ Productivity increases, delivered through:

- Persistent availability of human resources; fewer individuals experiencing 'dead' time in their day
- More streamlined workflows
- Better monitoring of communications activity and metrics
- Closer collaboration between distributed teams and individuals

- More motivated and engaged employees **Better customer service delivery, through:**
- More valuable customer engagements bred by the organisation's increased responsiveness and flexibility
- Easier access to appropriate knowledge across the organisation
- Integration of communications with other key customer data and business processes

Greater business agility, enabling

- Faster reaction to competitive threats
- Better decision-making capabilities based on solid metrics
- Reduced cost and waste

As more organisations turn to providers like NFON to embrace cloud telephony as part of their digital transformation strategies, the way in which people engage with work will continue to evolve.

Not only has the tipping point been reached, but momentum is also well and truly on the side of progress. More R&D focus than ever before is addressing the needs of the future workplace.

And as 21st century 'millennials' emerge as the predominant group within the UK workforce, tomorrow's employees will stop asking for a more flexible, IT and communications-enabled working environment – they will simply refuse to work for anyone that can't guarantee it.

Interested in evolving your perspective on work to take advantage of new technology and achieve a more competitive edge?

Contact us to discuss your needs or arrange a consultation.

