White Paper

How Cloud Communication Platforms Deliver Increased Efficiencies and Productivity

The Internet: Revolutionizing How Businesses Communicate

It has been a little over 100 years since the first phone call was completed thus launching a new form of communication! The next 100 years in time are transforming simple voice calls into a much needed highly integrated Unified Communications as a Service (UCaaS) platform which is quickly becoming the essential correspondence instrument for business. With businesses now depending on a blend of voice, email, fax, text, chat, conferencing, online meetings, social media, mobile apps, in a quickly evolving environment opens the door for companies such as Gawk to facilitate the transition to the next level in communications.

Notwithstanding the numerous fragmented communications systems currently employed by the global business sector, many organizations end up battling with legacy telephone frameworks that bring forward the confinements of decades-old innovation. Fortunately Cloud Communications was born with the internet and broadband sector, making them a perfect pairing for today's business communications while guiding the continued evolution of communications as we know it.

Business Communications Evolving Needs

In an inexorably quick moving and focused business environment, remaining ahead means supporting new strategies for companies to pass on their communications rapidly and proficiently. With broadband accessible just about anywhere we go, employees regularly work from remote areas or anyplace they can while connecting to the internet. These specialists likewise anticipate that their own devices will incorporate easily into corporate communication and business systems. Multi-site organizations need personnel at all areas incorporated into one strong framework. At the same time, IT needs to bolster the organization with more tightly spending plans while as yet guaranteeing dependability and security.

While businesses around the world continue to adapt to the changing way we now communicate they must also adjust the way they work. This incorporates sorting out work processes around business applications, for example, client relationship administration (CRM), human asset administration (HRM), and venture asset arranging (ERP) applications. As of late, numerous undertakings have moved these basic frameworks out of the server farm and into the cloud. This incorporates not just software as a service (SaaS) models, for example, Salesforce®, additionally homegrown business applications created by business IT personnel and implemented on diverse infrastructures ranging from public, private, or hybrid clouds.

While the cost savings these cloud-based applications give are colossal and are imperative to more noteworthy effectiveness and efficiency, so far, these frameworks have not been incorporated with business communications. Except for email, most methods of

communications—voice calls, text, voicemail, fax, and online gatherings—still require wasteful, human input to log a discussion or store data in call logs that are disconnected from the many different frameworks in use today. For illustration, if a business rep utilizes a call, text, or web meeting to communicate with a client, basic data picked up by the rep amid the interaction can without much of a stretch be lost or overlooked.

Beforehand, any organization that needed to make a consistent work process between telephone calls or other specialized strategies and their business applications found it was expensive, convoluted, and regularly difficult to achieve. This is principally as a result of the failure of business applications to associate with closed, single-purpose telephone frameworks. Holes can likewise exist between the different applications generally utilized by organizations and among the different applications utilized by their personnel. The arrival of genuine cloud communications platforms now makes it achievable to incorporate business applications with business communications.

Leveraging UCaaS for Business Communications

With the innate constraints that legacy on premise PBX systems present to today's business consumer it's easy to see why the demand is high for Unified Communication as a Service (UCaaS) leading to the next level of communications. For instance, employees in one office or location can easily connect with personnel at any location as if they were just in the next office using direct transfers or by simply dialing an extension. Whether an employee is working from their office, home, or on the road…calls and all other corporate communication functions will naturally tail them wherever they go and appear as if they are sitting at their desk.

Collaboration Tools and Productivity

As corporate communications have advanced, the requirement for rich collaborations among groups, departments, or divisions has turned into a crucial component. With integrated collaboration tools such as audio and video conferencing, web meetings, chat, and SMS on desktops and smartphones users of UCaaS systems will benefit from improved office productivity and efficiencies as their personnel are able to more cohesively share their thoughts and ideas.

Conference Calling and Online Meetings

Conference calling presents the workforce with efficiencies while simultaneously enhancing productivity. With this simple yet effective method of communication enabling quick collaboration amongst employees, colleagues, customers, and vendors in a cost effective manner when gathering in one location is not an option conference calling is the go to option. Online meetings give personnel the adaptability they have to have in order to share and work together at any time and from any area. Employees can convey presentations from a PC, tablet, or

smartphone. They can share their screens, website pages, and records from their devices or cloud based storage to collaborate more productively.

SMS and Chat Applications

Until recently, text-based communications weren't supported by IT departments and were not widely adopted in industries concerned with data security and compliance. With employees demanding that these everyday applications be integrated into the UCaaS systems implemented it's imperative that the administration capabilities and controls be given to the CIO and IT teams of the business consumer. Fortunately the inherent nature of the cloud and UCaaS applications provides for a secure implementation and support of these tools.

Incorporating Business Communications and Business Software

Numerous business tools have moved to the cloud, and over the previous decade these cloud applications have changed the universe of work. Notwithstanding, business applications are in a general sense still IT frameworks, and communications will dependably be about human collaboration. Cloud communication solutions are separating the dividers between these two universes.

The Gawk Cloud Communications Platform

The Gawk Cloud Communication Platform gives best-in-class cloud communications intended to serve today's present day organizations. It conveys a totally incorporated cloud communications solution that incorporates voice, SMS, fax, collaboration, and other dynamic abilities—all while delivering the security and the dependability of traditional communication systems. Our UCaaS application provides advantages not previously available, for example, the ability to rapidly scale as needed while overseeing it remotely without the requirement for internal staffing with PBX experience at each office.

Big Data and Analytics

Everyday business communications produce a precious stream of metadata. In any case, the greater part of that information remains siloed, unstructured, or inaccessible. For instance, sales personnel frequently utilize cell phones to keep working when they leave the workplace. However, since numerous organizations depend on legacy PBX systems, the records of those client calls can be lost. With enormous information and the capacity to get profitable bits of knowledge from examining that information, this absence of integration with a UCaaS application results in lost opportunities.

Measurements, for example, conversion, engagement, and usage rates are imperative in web-enabled applications as well as real time communications. IT staff, ISVs, and system integrators

comprehend that these details can drive intelligent decisions. The Gawk Cloud Communication Platform catches and stores an abundance of critical information about your organization's or clients' correspondence practices (for instance, when, where, and with whom they communicated), and in addition levels of engagement, use, and achievement. This information even incorporates the means that were taken previously, then after the fact the engagement and which endpoints (desktop, web, mobile, and so forth.) were utilized. With Gawk, our application can be effortlessly modified to gauge these business analytics and make reports or dashboards readily available.

Summary

The increasing demand of cloud-based business applications continues to drive the evolution of our UCaaS application and services. Gawk gives an industry-driving UCaaS platform that offers a full suite of specialized tools that are crucial for not only today's business commutations needs but also charging forward into the next level of communications. From cloud PBX to adaptable communication and collaboration applications, the Gawk Cloud Communications Platform is the preeminent choice for your workforce.

About GAWK, Inc.

Gawk, Inc. offers a suite of cloud communications, cloud connectivity, cloud computing, and managed cloud-based applications solutions to small, medium, and large businesses; and offers domestic and international voice services to communications carriers worldwide. It offers a suite of advanced data center and cloud-based services, including fault tolerant, high availability cloud servers, which comprise platform as a service, infrastructure as a service, and a content delivery network; managed network services that converge voice and data applications, structured cabling, wireless, and security services, as well as include Internet access via Ethernet or fiber at speeds ranging from 10 Mbps to 10 Gbps; and data center solutions, including cloud services, colocation services, and business continuity services, such as storage and security. www.gawkinc.com

For more information, please contact a sales representative, visit http://www.gawkinc.com or call 888.754.6190.