



Collaboration: *The Key to a Successful Remote Workforce*

In today's changed world, many of us are working remotely and will continue to do so for the foreseeable future. Some of us may never go back to the office, and if we do, it will be on a limited basis. In many cases, it won't be the environment we once knew with everyone on-site at the same time.

This shift makes collaborative tools more important and a necessity. In the past, large companies primarily used unified communications as a service (UCaaS)

products so employees across the globe could use a cloud-based phone system with collaboration and conferencing tools. Today, they are essential to companies of all sizes – used multiple times a day for co-worker and customer communication.

Picking the Right Platform

There are a variety of collaboration tools to choose from, and selecting the correct platform can be as important as the laptop you use. Each one offers different features,

and what is offered on one may not be offered on another. Here's an overview of some of the most common platforms used today:

- ✓ **Microsoft Teams:** As part of the [Microsoft Office 365 suite](#) of products, this platform has the largest market share and seamlessly integrates with other Office products, including Excel, Outlook, PowerPoint, Word, and more. A simple click allows you to easily join a meeting, and you can schedule a Teams meeting from Outlook. Unlike other platforms, Teams supports external calling, allowing you to call a 10-digit phone number as you would from a "normal" phone.
- ✓ **Cisco Webex:** This solution was designed for group meetings and one-on-one communication between colleagues. Subscription-based with a free version available, features are à la carte, so while you can pick the features you want, you also pay a fee for each. Though it can be integrated with other applications and can provide external calling, a plug-in from a third-party provider for a cost is required to enable these features.
- ✓ **Zoom:** Starting out as a personal communication tool for calling friends and family overseas without incurring charges, Zoom quickly migrated to the business space when the COVID-19 pandemic hit the U.S. Many companies weren't prepared for a remote workforce, so they onboarded free Zoom accounts. Initially the lack of encryption for calls and video resulted in some

serious security flaws – the notorious "Zoom bombing" incidents for one – but in the last few months, the company has made significant changes to make services more secure.

- ✓ **Skype:** Also owned by Microsoft, Skype is integrated into the company's Teams platform.
- ✓ **Google Chat:** The newest platform on the scene, Google Chat requires a Gmail account to use, so unless your company subscribes to Google Services or Business (not many do), you have to use or set up a personal account. This requirement makes it feel less professional for many.

Though Zoom and Microsoft Teams are the most common platforms used today, it's important to know and understand your businesses needs before selecting a product. This is where BullsEye can help. Our consultants have a vast knowledge of each platform's capabilities and licensing to assist customers in choosing a provider. We're also a direct routing provider – offering plug-ins required by various platforms for advanced features.

If you'd like to learn more about how collaborative tools can help your business or how to a platform, contact us at **877-438-2855** or sales@bullseyetelcom.com.