

eBook:

How to Unify your Communications Environment

Kickstarted in 2020 and fuelled by 2021, a new communication standard has emerged.

The new 'operate from anywhere' standard.

It's rapidly becoming the norm for most employees, whether working remotely, in an office or a mix of both. This means business communications is now a bigger strategic asset than ever before.

To help your 'anywhere' journey, we've teamed up with our communications partner 8x8 to bring you this eBook. Filled with unified communications tips, tricks and considerations to help you transform how you communicate.



The new standard: Operate from anywhere

What's driving this adoption? The need for improved productivity, with higher standards in customer and employee experiences.

How we interact with customers has changed and they expect responsive service. And with distributed employees, easy collaboration and communication tools are a must.

A successful operate-from-anywhere model supports customers and enables employees everywhere: no matter how, when or where they interact and engage. But every organisation is transforming at its own pace, and many are grappling with questions around whether their workplace will be in the office, all remote, a hybrid of the two, or simply agile enough to deal with any situation.

Together with our [communications partner 8x8](#), we'll take you through how to adapt to this new standard and integrate communication tools help you communicate, collaborate, connect and accelerate growth.



Learn more about
our communications
partner 8x8 on page 8

Futureproofing your business communications

Unified communications is about continually improving customer and employee experiences.

Forward-looking businesses are leaning toward unified communications platforms to deliver real time collaboration, context, insights, and business value. Eliminating information and organisational silos. With short-term, band-aid solutions being replaced by more long-term strategic communications plans, embracing the true flexibility, continuity and scalability that cloud communications bring.

Single platform cloud communications enable workplaces to focus on innovation, security, collaboration, productivity, and intelligence. With the analytics to monitor, measure and optimise on-the-go, as your business grows and changes.

And all in a secure, reliable, disciplined way that supports the unique requirements of an 'operate-from-anywhere' workforce.

Finding your communications mix

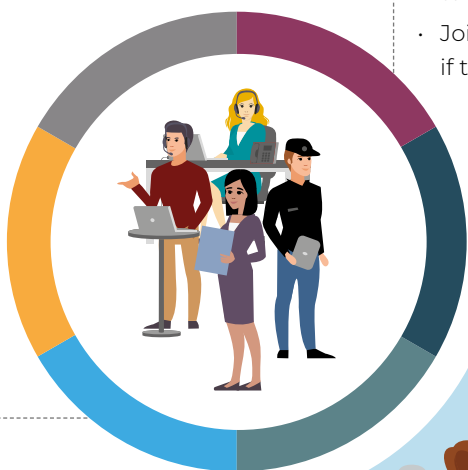
As communications specialists, [we're here to help you explore and unify](#) how you communicate.

Working with our solution experts and communication partners like 8x8, your business will be enabled by a quality unified communications solution as well as the hardware to go with it. Giving you access to brands you can trust and extensive experience and support wherever and whenever you need it.

What a unified communications environment looks like in action

Meeting Room

- High-definition video conferencing, no matter how you meet
- Connected systems and tools for a seamless meeting room to desk experience
- Integrated voice, video and collaboration tools for ultimate productivity
- Join on computer, phone, or tablet – if there's an internet connection, you're in



Your external team

Australia-wide team of technicians, engineers and experts:

- Service Desk, IT Support Services and virtual IT teams
- Service engineers and technology project specialists
- On-going service and support from communications specialists



Other offices and sites

- Integrated communication tools with business apps, such as Microsoft Teams, Salesforce, Hubspot and much more
- Single administration platform to manage all your locations

Office

- Integrated video, voice and chat to keep your team moving
- Cloud-based business phones with quality audio and powerful analytics
- Universal team chat, allowing your team to communicate with external contacts no matter what platform they use (such as Slack or Microsoft Teams)
- Cloud contact centre solutions to enhance your customer's experience and boost team engagement and effectiveness
- "Mix and match licensing" – only pay for what you need

In the Cloud

- Cloud-based communication tools (including phone) to ensure your business keeps going – no matter what – enhancing your business continuity and scalability
- Enabling work from anywhere



Working remotely

- Video, voice and chat all in one, for the remote, hybrid and on-the-road team
- One unified chat experience for mobile and desktop users, ensuring the same quality across platforms
- Call centre tools to support agents in the office or remote

Huddle rooms

- Company-wide collaboration and telephony tools for increased productivity
- Connected systems and tools, removing manual sharing and collaboration and eliminating app confusion

Reception

- Enterprise-grade cloud PBX with smart features and flexible calls flows to better manage incoming calls
- Performance and usage analytics to help you improve experiences and provide valuable insights

How to identify your communications needs

Your business is unique and has different communication needs. It's also important to assess where you are now and where you need to be in the future, ensuring your communications infrastructure aligns with your business goals. For example, if you are moving to a hybrid workplace environment this could be assessing communication tools now and understanding gaps that need to be filled.

To help start your journey, we sat down with our communications specialists to define key questions that will help you assess what you need, where your gaps are, and what you need to meet future requirements.

1. How do you communicate with all your stakeholders?

These questions will help you build the foundation of your communications strategy. Creating this communications matrix will help you identify gaps, technology clashes and misalignments.

- How do you interact currently with staff and customers?
- What are your most successful communication channels?
- What mix do you use? Consider:
 - email/text message
 - online chat (AI or live)
 - social media
 - video conference
 - webinars
 - Contact Centre
 - Video Contact Centre.
- What platforms are you using, and are these widely used by businesses today?

Sometimes it can be hard assessing your needs from the inside. That's why our solutions specialists offer one on one time to help guide you through this process.



To book time with an expert, visit

code-blue.com.au/request-an-expert-unified-communications



2. What challenges or roadblocks do you need to address?

These questions are essential to uncover requirements you may need to consider, such as complex processes that tools will need to align with or stakeholders with particular challenges that need to be addressed.

- Do you use a single, defined communications platform? Are you using multiple solutions?
- How do you measure or confirm the effectiveness of customer communications?
- Are you using mobile numbers for primary contact points? How do you manage staff changes?
- How do you ensure no calls are lost and every customer request is resolved?
- Do staff understand what platforms each section uses?
- Are communications platforms internally managed? Do groups use their own?
- How do you choose and incorporate ideal applications for your business?
- How do you ensure all platforms remain compliant and fit-for purpose?
- Are there compliance requirements that need to be considered, or complex processes that communication tools need to align with?
- What challenges do staff face today when collaborating or communicating internally as well as with external stakeholders?

3. What do you need to meet any future business goals?

These questions are all focused on your future communication needs, ensuring your new communications map is forward thinking.

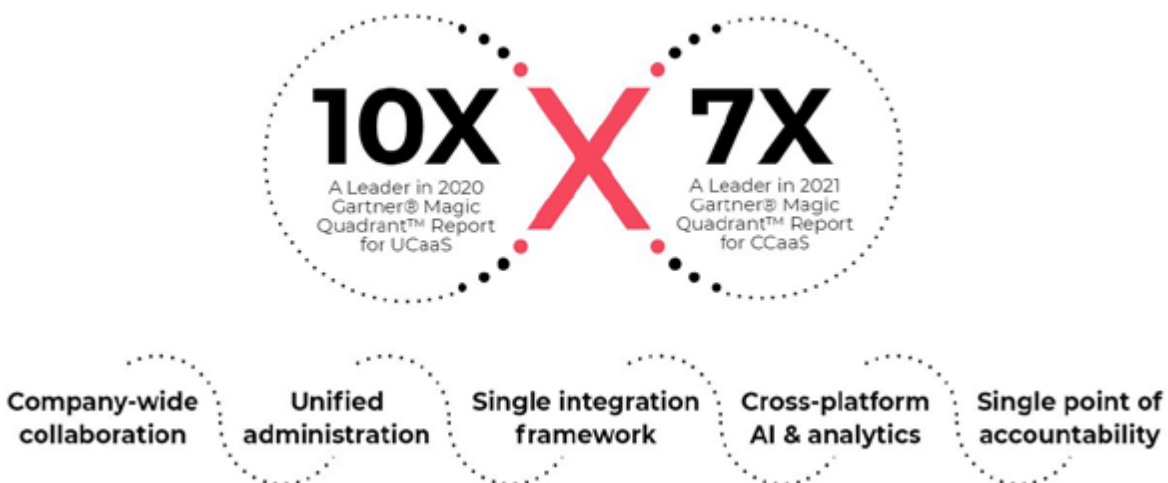
- What increased or changed communication channels does your business need to reach or exceed strategic goals? Are you looking to integrate customer-facing communications seamlessly into your CRM database?
- Do you have sufficient capacity to expand and support video communications (the fastest-growing platform for businesses)?
- Can you support your ideal communications mix by continually updating hardware like headsets, mic's and cameras for 'operate from anywhere' business?
- In the office, do your physical meeting spaces have sufficient capacity, efficiency and scalability?

Creating a connected environment

True integration isn't about simply putting tools in the right places. It's about building a connected experience for your business, employees and (most importantly) your customers.

Building this environment with a managed service provider such as FUJIFILM CodeBlue also ensures you not only have the tools you need but have the service and support to go with it. Keeping you moving – and communicating – when and where you need it.

8x8 XCaaS: One platform, one experience



Unifying your communications with 8x8 and FUJIFILM CodeBlue

Business and cloud phone

Elevate the quality and reliability of your business phone with an enterprise-grade cloud PBX or phone system. Cloud phones are essential to the modern workplace, allowing you to scale and manage your phone systems more effectively.

Cloud phone doesn't mean you 'give up' a traditional phone number, but rather moves the function to the cloud. Allowing your team and customers to connect from anywhere.

Contact centre

Digitally connected customers expect proactive, timely support. Create winning experiences with a contact centre solution that makes it easy to connect and collaborate with agents, employees and customers.

Cloud contact centres ensure employees use a unified toolset that eliminates app confusion and provides feedback, intelligent coaching and collaboration tools for continuous improvement.



Team chat

Keep your team communications in one place, with one unified chat experience for mobile and desktop app users. Easily access conversations with your contacts, internally or integrated with external platforms.

Eliminate organisational silos so that information and conversation is readily available to the right people at the right time. Switch from chat to voice to video so everyone stays connected.

Video meetings and conferencing

Staying connected needs fully secure, reliable and simple video conferencing that just works wherever you are, on any device. Using 8x8, you can get enterprise-grade reliability and availability for 5 to 50,000 employees.

Features to look for when you operate from anywhere include: high definition with no restrictions on time or size; mobile or browser support; advanced moderation tools; end to end encryption and recording or streaming; and integration with other tools and plug-ins.

Apps and APIs

Customers want to communicate in a variety of ways — from a quick request for an SMS or voice one-time password to chat customer support tools and video meetings.

Embeddable communications and APIs give your customers multiple options to reach you — on the communication platforms that make the most sense for them — while streamlining workflows and managing growth.

Service and support

Just as important as the tools is the service and support that goes with it. That's why we couple full service and support in with our 8x8 Unified Communication packages. That means you don't have to have an expert on hand for cloud communication tools or if something goes wrong.

We have specialists across Australia and New Zealand to ensure you stay connected, no matter what, and no matter where you are.

Not sure what you need?

Our team can help you map out your communications strategy and uncover the right tools for your needs.



Meet with an expert

code-blue.com.au/request-an-expert-unified-communications

Our communication partner: 8x8



8x8 is transforming the future of business communications. By integrating voice, video, chat, contact centre, and enterprise-class API solutions into one global, secure, reliable cloud communications platform, people are more connected and productive no matter where they are in the world.

Secure and Compliant

8x8 protects your business using the highest levels of data security, privacy and compliance – verified by 3rd party security and compliance certifications.

- Health Insurance Portability and Accountability Act (HIPAA) compliant
- National Institute of Standards and Technology – NIST 853 R4
- Federal Information Security Management Act (FISMA) compliant
- U.S./EU Privacy Shield-certified
- ISO 27001:2013 and ISO 9001 certified
- Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP)

Integrated

One platform with business phone, video conferencing, chat, contact centre and APIs for secure, reliable communications that keep your business ready, responsive and resilient.

Insightful

From call activity reporting to AI-driven speech analytics and virtual agents, 8x8's unique ability to bring together and analyse data from across all your communication touch points provides unique insights that drive productivity improvements, cost savings and revenue growth.



See 8x8 in action. Book your demo

code-blue.com.au/book-an-8x8-demonstration

What next?

With unified communications experts across ANZ, we can work alongside your team to ensure you have the right unified communications environment for your business.

**We get it.
Sometimes you
just need to see the
tool in action.**

That's why we're working with 8x8 to offer free demonstrations.

Book your spot at:
code-blue.com.au/book-an-8x8-emonstration/



Step 1: Book 1:1 time with a specialist

Visit www.code-blue.com.au/8x8meeting to book time with one of our specialists.



Step 2: Connect

We'll meet with you to dive deeper into your requirements and create a solution to fit your needs. We'll also talk through any additional support you might need or extra technology you have your eye on.



Step 3: Implement

We'll work with you to implement your solution from start to finish. Including helping you with any training you may need.



We are Team Blue

CodeBlue is more than just a name.

It's the 250+ engineers, technicians and technology experts around Australia and New Zealand that who live and breathe tech. It's about creating customer relationships that last and giving you technology that empowers you.

It's the local support, trans-Tasman knowledge and the global strength of the FUJIFILM Business Innovation family. It's the wide range of IT, technology and service solutions, combined with the power of our trusted global and local partners.

Most importantly, it's about you.

Technology should also be about what it can do for you, not the other way around. And it should be simple. It's this focus that has allowed us to help thousands of customers across Australia and New Zealand for almost 20 years.

Together we can empower your business with the technology it needs, one solution at a time.

 **It's time to go Blue**
code-blue.com.au



IT support
& services



Unified
communications



Cloud
solutions



Projects &
consulting



Procurement
& display

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