



Kick Start Your Digital Transformation  
with Enterprise Mobility

spectralink 

# The Road to Digital Transformation

## Paved with good intentions

The road to digital transformation is often rocky and uphill, but in order to stay relevant and become more competitive, businesses from all sectors understand they need to transform and align their processes to the modern work environment.

### But what does digital transformation actually mean?

Digital transformation is the integration of digital technologies into all aspects of a business, shifting from legacy, usually analog processes to digital<sup>1</sup>, through the implementation of specific technologies and tools. All digital transformation processes need to start from somewhere, and to be successful, they need to encompass every aspect of a business' work processes.

### What does that mean for Communications?

Communications technology is not immune to the need to update and digitalize. Specifically, this need translates into a demand for more collaborative tools that truly connect all types of workers, whether desk-based or mobile, without breaking the bank or entirely replacing legacy systems.

This has led to an increasing interest in cloud-based Unified Communication (UC) products delivered as-a-service (UCaaS) and to a migration from digital or TDM (Time Division Multiplexing) DECT (Digital Enhanced Cordless Telecommunications) to IP-DECT and other more flexible, scalable cloud-based solutions.

### RECENT FROST & SULLIVAN RESEARCH FOUND THAT:

- Migration to hosted or cloud-based communications solution is expected to drive the demand for enterprise handsets
- Reliance on purpose-built, enterprise-grade cordless phone for communication and collaborations across verticals (such as healthcare, retail, manufacturing, leisure and the public sector) will lead to growth in the DECT as well as VoWLAN/Wi-Fi phone segments.

# Cloud Collaboration

Enterprises are striving to become faster, leaner, and future-ready. More and more businesses are abandoning on-premise solutions that represent an expense from purchase through to installation, integration, and maintenance favoring cloud-based systems. These, by contrast, enable the delivery of a flexible architecture that is scalable, rapid to deploy in a virtual application, and less reliant on proprietary hardware.

Another key feature enabled by the cloud is centralized management. Centralized management is the ability to manage resources across the virtual network via a single control point that also provides instant scalability of users and licenses so you can expand or retract as your business requires. New solutions should also provide IT with a holistic view of DECT systems across the board to simplify monitoring server and base station statuses, including call volume and distribution, and allowing faster and easier maintenance and upgrade processes.



**42%** of companies recently increased cloud application and unified communication adoption



**67%** of companies are moving a significant portion of their UC solutions to the cloud<sup>2</sup>



**85%** of companies believe APIs that extend business communication for both employees and customers are crucial for business growth<sup>3</sup>

# Mobility and Digital Transformation

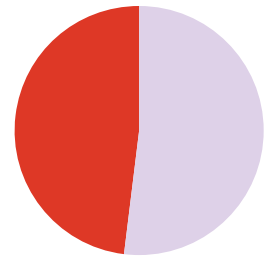
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## Frontline workers and the importance of Mobility

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Frontline workers emerged as the heroes of the pandemic. And, unlike their desk-based colleagues who were easily migrated to home offices, these workers need to be on-premise to carry out their work. To be effective and productive, they need systems that keep them connected with the rest of the team and access to the same range of collaboration tools.

**Therefore, mobility should** not be just an afterthought but the key driver of every digital transformation strategy. To ensure intelligence and information is being shared effectively across the organization, businesses embarking on a new digital strategy should opt for a mobile-first approach, following the lead of all tech giants that made the switch years ago<sup>5</sup>. Mobile devices and apps have completely changed our lives, giving us the freedom to interact with others from any location. With 57% of digital media usage and traffic coming in through apps<sup>6</sup>, businesses can't afford to ignore the opportunities a mobile-first approach can provide.



**57%** of enterprises have invested in mobile technology or mobile security in the last year<sup>4</sup>



## Benefits of a mobile-first mindset

Mobility tools are of paramount importance for frontline workers as they enable them to carry out their tasks within the site without sacrificing quality or safety. Enterprise-grade mobile devices typically also offer built-in security systems such as man-down buttons or sensors that register a sharp fall followed by 30 seconds to a minute of inactivity and automatically issue an emergency alarm and get help to lone workers ASAP, making them extremely valuable in high-risk environments.

A mobile-first mindset also enables businesses to improve their workflows. Through increased collaboration, a better flow of information creates efficiencies and provides clear audit trails within the business that help achieve compliance.

### Enterprise mobility drives digital transformation by:

- **Optimizing Workflows**

Understanding how and where devices are used helps rationalize workflows and ensures that deskless workers are provided with the right tools to do the job

- **Driving Workforce Productivity**

Mobile devices provide mobile workers with access to relevant information and insight wherever they are, so no time is wasted going back and forth to simply log information or make a call

- **Better Empower Mobile Workers**

Give all your workers the tools they need to collaborate and stay connected for an improved team experience

- **Enhanced Levels of Service and Customer Satisfaction**

Enable frontline workers to provide customers exceptional experiences thanks to real-time information and communication access

- **Enable Data-Driven Decision Making**

Improve decision-making by providing all workers with ready access to information. Leverage new information flows for overall business intelligence

- **Enable Cost Savings**

67% saw a positive ROI from investing in mobile technology<sup>7</sup> while cloud-based systems help cut infrastructure TCO (Total Cost of Ownership)



# Voice Quality: A Critical Factor in Business Success

Adopting a mobile-first approach should not mean overlooking the power of voice communication, especially in this hyper-digitalized world, where communication channels like IM, texts, DMs, and emails are the norm. Voice connection, unlike text communication, provides an additional layer of details and enables us to express nuances and subtleties through tone, context, and empathy<sup>8</sup>. However, this is only effective if your communication tools provide high and consistent voice quality throughout calls.

## THE 3 TYPES OF INFORMATION OVER ONE CHANNEL, HUMAN VOICE:

- 1. Linguistic information:**  
The content of the speech.
- 2. Paralinguistic information:**  
Introduced more or less intentionally; include facial expression, body language, pitch, cadence and volume.
- 3. Nonlinguistic information:**  
Signals the speaker cannot control, e.g., indications of health status and emotions.



# Legacy systems

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As business systems no longer lock workers into specific IP endpoints, interoperability stands out as one of the main requirements for lasting enterprise communications solutions.

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No business is going to throw out all their existing infrastructure and start from scratch, but scalable systems that operate seamlessly with each other can help to bring about a successful staged process of digital transformation.

**Is your business starting a digital transformation journey?** Enterprise mobility can play a key role in ensuring your path to digitalization is smooth and paved with successful insights.

[Discover more here spectralink.com/enterprise-mobility/](https://spectralink.com/enterprise-mobility/)

## SOURCES

<sup>1</sup> Business of Apps, [How mobile apps can enhance digital transformation initiatives of your business?](#)

<sup>2</sup> Nemertes Research, [Achieving Agility with Cloud UC](#)

<sup>3</sup> Apigee, [State of APIs](#)

<sup>4</sup> SOTI, [A Defining Year: The State of Mobility, 2021 Report](#)

<sup>5</sup> Indiespring, [Last call: Mobile-First Digital Transformation](#)

<sup>6</sup> Business of Apps, [How mobile apps can enhance digital transformation initiatives of your business?](#)

<sup>7</sup> SOTI, [A Defining Year: The State of Mobility, 2021 Report](#)

<sup>8</sup> Spectralink, [Leveraging the Power of Human Voice](#)





## About Spectralink

As an award winner in mobile technology, Spectralink has been transforming the way our customers work and communicate for 30+ years. Through our determination to do extraordinary things, we enable mobile workforces and empower our customers and partners to explore what's next, what's possible. With our enterprise grade, best-in-class mobile solutions, we are with our customers wherever they work, however they need us. Our people, commitment to innovation and our passion are our foundation for success.

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