



# Empowering the Modern Mobile Workforce

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## Emerging businesses are disrupting incumbents due to:

- Greater agility and innovation
- Increased speed to market
- Enhanced customer and employee engagement
- Competitive advantage



# Emerging businesses can outpace the competition

Disruptive trends are pushing businesses to rethink how they are organized, how they operate, and how they attract and retain talent. This will take time, money, and many won't survive.



**Changing Nature &  
Pace of Work**

+



**Workplace Demographics**

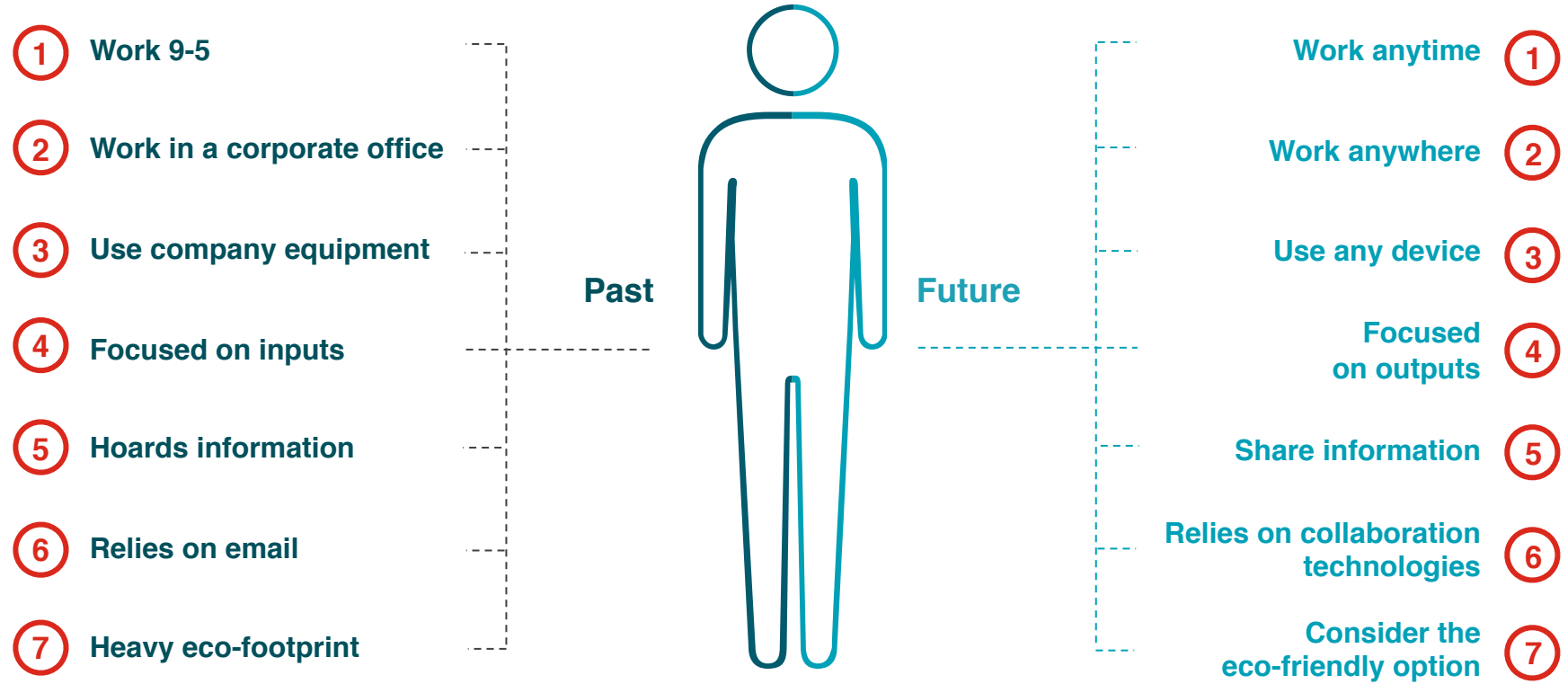
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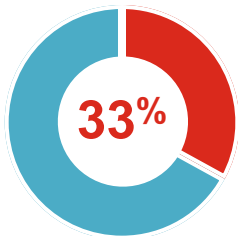


**Technology**

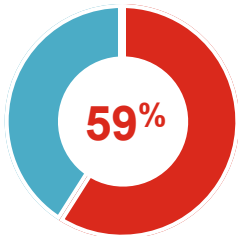


# Evolution of the employee



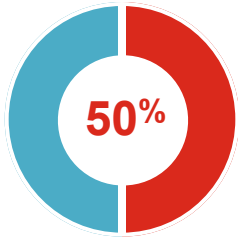


**33% would sacrifice salary to work remote**  
(50% for millennials)

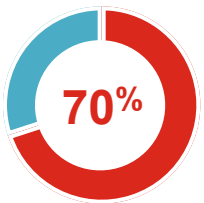


**59% make employment choice based on work flexibility policies**





**Fixed workspaces are  
utilized less than  
50% of the time**



**70% of workers are  
mobile at some point**

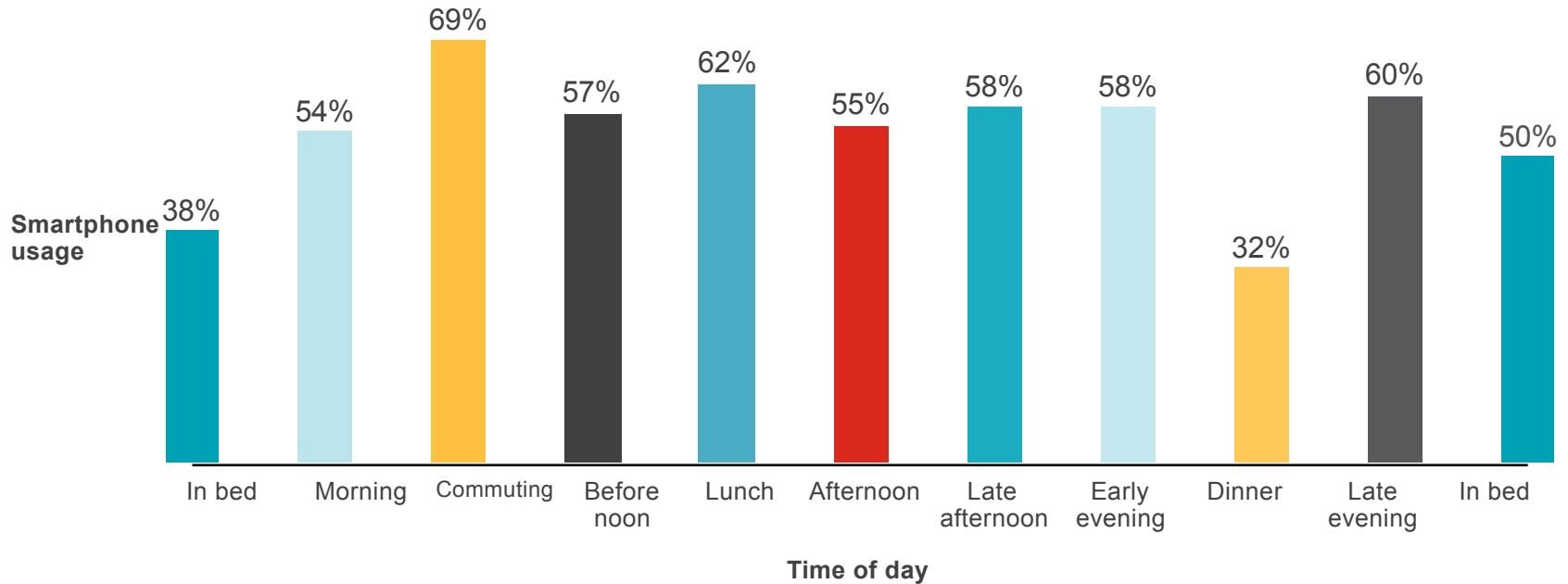
85% by 2018



# Explosive Growth in Mobile Adoption

Smartphones are clearly a part of our daily lives

Smartphones are used at all times of day











Are there smarter ways  
for you to work?

Can you rethink how  
you work and beat the  
competition?



So What's the Answer?



# Mobile Worker Vision

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**Communications  
Foundation  
(Access)**



**Outside the Office  
(Mobility)**



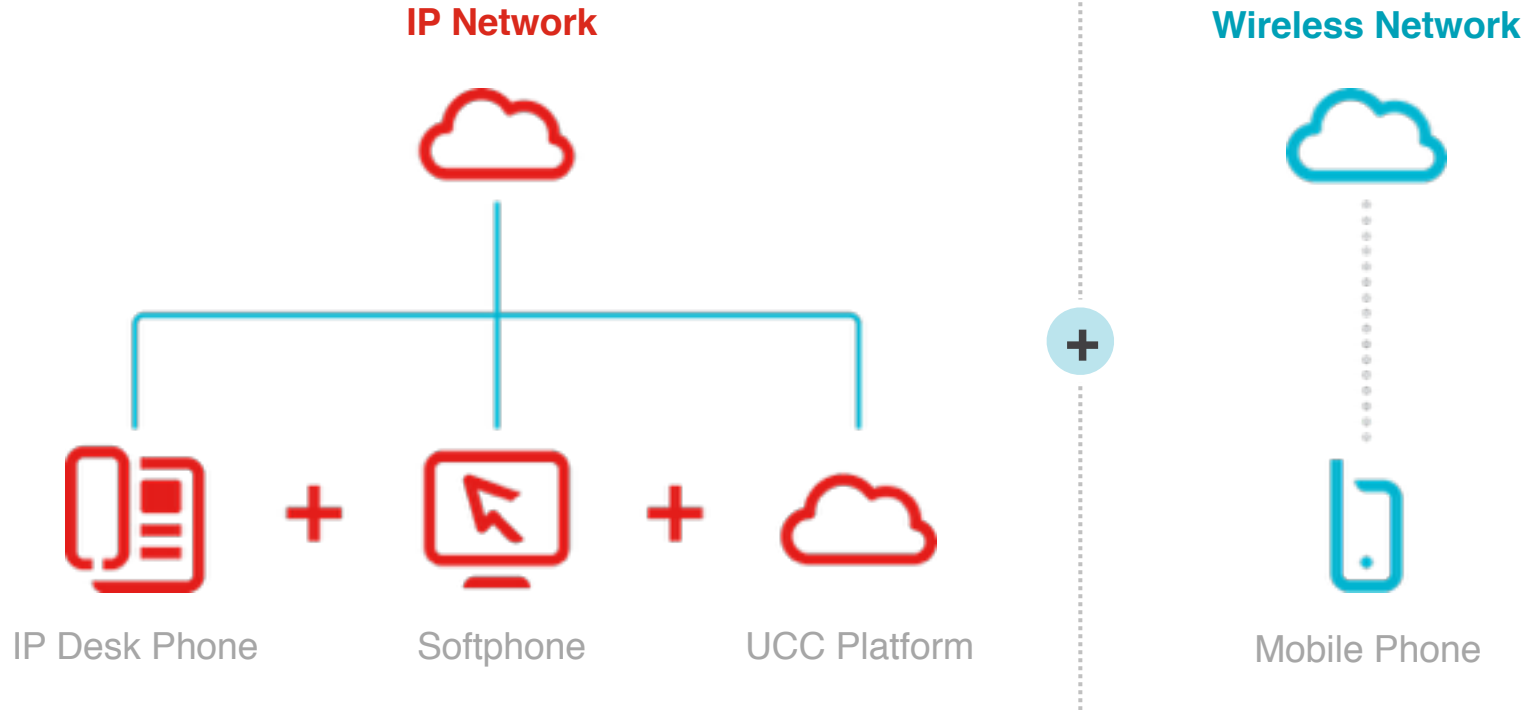
**Inside the Office  
(Wi-Fi)**



**Collaboration  
(Applications)**



# Not quite unified: Starting with IP and adding on mobility



# Challenges of Dual-network Solutions

## Unnecessary Cost



- Money lost by having both a wireless and a wireline UCC plan
- Infrastructure and maintenance costs – particularly growth or business transformation

## Unnecessary Complication



- Two-line solution results in irritation and confusion
- Poor mobile user experience, resulting in abandonment of UCC and waste of the investment

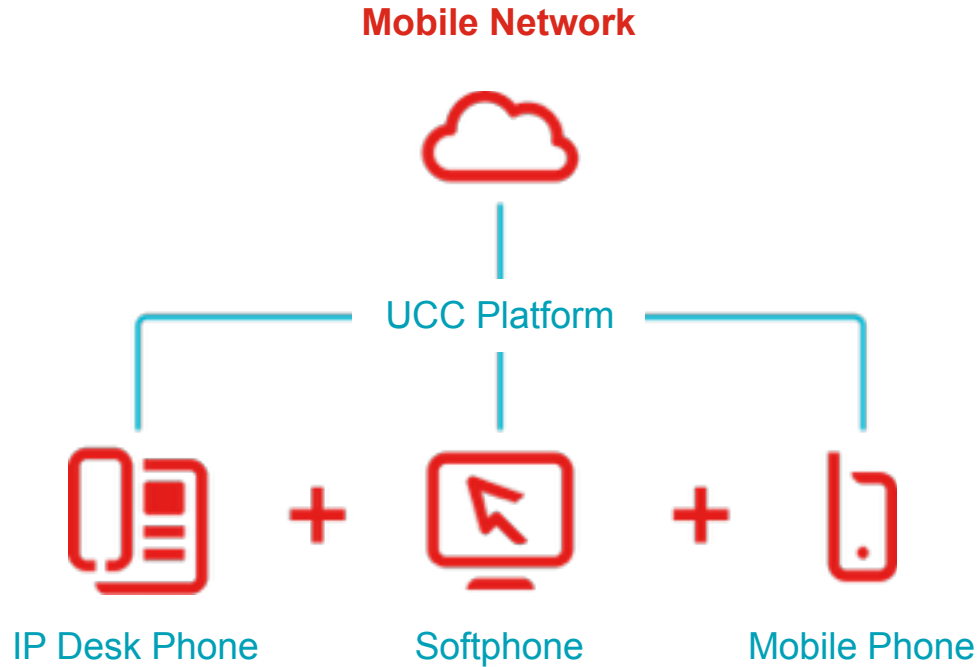
## Little Control



- Lack of visibility, control, or compliance on mobile-based calls
- Calls relying on mobile data have QoS issues



# Introducing Rogers Unison™: A Mobile-first Solution





# What is Rogers Unison?

**Rogers Unison™** is one simple phone system that spans all your locations, devices and employee types.



- is a cloud-based telephony service without the infrastructure or a PBX



- Uses mobility to offer a common telephony experience regardless of location



- Is supported by our professional services team



- Has all the key features of an office phone system



- Is not an app



# Support all your employees, however they work

## Mobile



**This user type requires only a smart phone to work most productively**

- Fully mobile employees
- Sales people, field workers (maintenance, construction)

## Hybrid



**This is a mobile user - we pair their mobile with softphones and/or IP Phone/ATA**

- Sometimes in the office, sometimes out of the office
- Management/executives
- 1 phone number across all devices

## Office



**This user type requires an IP phone and also receives 3 Softphones**

- Classic desk-worker
- Receptionists
- Does not have a corporate mobile subscription

## Softphone Only



**This user requires enterprise telephony services without end user hardware. We provide 3 Softphones to this user type**

- Office-worker
- May have a requirement to work remotely (occasional Telework etc.)



# Key Benefits

## Controlled Cost



- Lower management, maintenance and call costs
- Only pay for one line across as many devices as the user needs

## Intuitive & Simple



- Employees choose the technology that best supports how they work
- Free people from their desks with one phone number across all devices

## Future-Proof



- It just works. No need to download/program devices; no extra training required
- Technology evolves in the cloud, allowing upgrades and new services without implementation

## Adaptable



- Voice network calls from any device. No need to make calls using data and an app
- Cloud enables you to add on services when you need them



# Are you ready?



## Why should businesses care?

Transforming the way you work can lead to:

- Greater agility and innovation
- Increased speed to market
- Enhanced customer and employee engagement
- Competitive advantage




## It is time to rethink your business.

Are there smarter ways for you to work?

- Is work a place or a moment?
- Can you make customers wait?
- Mobile first, cloud-based





Your success is our business.

