StartReady.com
Microsoft Based **Communication Products**

The New World of Work: a financial perspective

A look at the added value

The New World of Work is much more than a visionary story. Flexible working, no longer bound by time and place, results in a dramatic increase in efficiency and cost-savings. In addition to intangible benefits, such as making working together more fun and creating a better work-life balance, the return on the initial investment is often just a few months.

Less travel time

The New World of Work means that employees can choose where they wish to work. Their physical presence is no longer a necessity, as they now have a full working environment with all possible means of communication at their fingertips. Videoconferencing is a mature technology that is now a perfect alternative to meeting in person. This results in a drastic reduction in travel costs, as well as the elimination of many hours of unproductiveness: traveling to and from work, collaboration between separate offices, and doing business on an international level.

Lower telephony costs

For a lot of organizations, telephony is a quickly growing and uncontrollable expenditure. Unified Communications is a new approach to communications methods and solutions that opens up significant new ways to achieve both immediate and sustained cost and resource savings. Communications steps can be streamlined and software-assisted to reduce costs while also improving results.

Reduce facility costs

As enterprises become more spread out and employees are burdened with longer commutes, employee satisfaction and productivity both rise when effective remote working capabilities are made available. Once launched, savings can be seen by shutting off lights, power, and HVAC, to entire areas, floors or buildings. Furthermore, it may be possible to sublet the space, terminate the lease, or sellcompany-owned facilities.

"I was never a fan of flex-working for everybody. The extra costs would be uncontrollable. At least that's what I thought... Ultimately, with the improved efficiencies of the New World of Work, we were able to achieve great cost savings. Now, everyone is reaping the benefits."

StartReady USA
1402 Justin Lane
Austin, TX 78757

+1 (512) 279-2485
info@startready.com

StartReady DE
Morsbacher Strasse 15
D-42857 Remscheid

+49 171 727 55 24
info@startready.com

StartReady NL
Markplein 2
1421 AC Uithoorn

+31 (0) 88 894 6868
info@startready.com

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A world in motion

The world is changing quickly. Companies are pushing their limits, and innovations are playing a constant game of catch-up. The reality of today can be old news tomorrow. This global dynamic asks for new products and services, but also demands a new way of working. Let's turn harder working into smarter working.

The New World of Work

In addition to bringing the world at your fingertips, modern communication technologies offers employees the tools to engage in an ever-changing playing field. We call that the "New World of Work". Physical presence in an office becomes less important when employees can work and interact with each other regardless of time or place. Collaboration, conferences, the sharing of knowledge: we can do it more efficiently, but also on a more personal level, and have fun doing it.

Unified Communications and Lync

Unified Communications (UC) is the convergence of multiple communications technologies into a single solution. Lync Server is Microsoft's UC-solution. Gartner positions Microsoft Lync as the market leader, both in ability to execute and in completeness of vision. It's the integration of all modern communications methods into one efficient package.

This unification provides a single identity for an end user, which enables the user and their co-workers to streamline their communications across different communication modes. You can unify email, calendaring, instant messaging, voice mail, audio/video/web conferencing and VoIP, to interface with other business applications.

StartReady's UC Appliance

StartReady offers, via its Certified Partners, Lync as an appliance: a powerful solution that offers the hardware and software, along with the underlying Microsoft licenses, all in a single box. Installation, configuration, remote management and support are all offered on a fixed-price basis. This means less complexity and more efficiency — for all organizations embracing the New World of Work.

Fixed priced, fixed date and fixed functionality.

Advantages

StartReady takes a complex technical product and boils it down to a user-friendly solution that can be implemented in just a few days. A reliable product, with great value-add and a fast Return on Investment (ROI):

- All components of Unified Communications integrated in one solution;
- Low implementation, maintenance and management costs;
- Free world-wide long distance calling and video conferencing between your own offices and co-workers;
- Share information easily and efficiently between employees, partners and customers;
- Say goodbye to expensive PBX systems in small(er) locations
- Corporate Social Responsibility by reducing traffic jams and CO_2 pollution.