



**StartReady.com**

Microsoft Based **Communication Products**

## The New World of Work: an HR perspective Making room for collaboration

More effectively dealing with time, resources and people: it's at the core of the New World of Work. The corporate use of new communication tools contributes to this. Participating organizations have supporting structures and processes clearly underpinning the new ways of working, allowing people the freedom to direct their own work from a position of safety and well organized support.

### **Talent attraction and retention**

The new generation of employees have different expectations regarding their work environment. They see instant messaging, social networking and mobile internet as intuitive tools to support them in both their personal and business interactions. In order to attract and retain this caliber of talent, the New World of Work is a necessity. It results in both flexibility and mobility for the employee, and in turn, a starting point for their personal development.

### **A new work dynamic**

The most significant impact of The New World of Work is a move towards a "new work dynamic". By empowering employees to have a high level of autonomy over their work, and encouraging them to collaborate to accomplish a shared vision, participating organizations have leap-frogged many of the day to day barriers of dispersed working that are being experienced by others. The aspiration to create a culture based on trust and employee commitment is a natural evolution that goes hand in hand with The New World of Work.

### **Work-life balance**

Picking up the kids from school. No longer wasting time in traffic jams. Working when it suits you, at a quiet location. A video conference with a colleague who is travelling abroad.

These are all examples of the New World of Work, where precious time is optimally utilized. It's about removing barriers to mobile working, and making the transition between locations as seamless as possible so that mobile workers can be as efficient as they would be with their own fixed, personalized work-setting.



*"The usage of new methods of communication gave our personnel more space. Since we have been working together online more frequently, our employees have a greater choice of work locations. We have seen a considerable decrease in absenteeism and our personnel have indicated they are more motivated and feel a greater sense of responsibility."*

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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):

- Work independently of time and location
- Flexibility and mobility are core drivers of The New World of Work;
- World-wide free long distance calling and video conferencing between colleagues;
- Efficiently and easily share information with employees, partners and clients;
- A better work-life balance;
- Corporate Social Responsibility by reducing traffic jams and CO2 pollution.