

## The New World of Work: a Business Manager's Perspective

# More client interaction, increased revenues

The commercial success of a company relies heavily on the quality of the sales and marketing efforts. As business manager, this is your responsibility. By creating flexible working conditions, you facilitate your employees to increase the company's revenues. The New World of Work provides efficient ways to contact customers directly, and therefore contributes to a competitive and results-based market approach.

### **Manual Tasks**

From marketing to sales and delivery to service: they are all areas where you'd like to have an edge on your competitors. This is and remains a manual task. Your employees need to be able to quickly respond to opportunities. They want access to information and expertise to develop targeted offers, marketing plans and new propositions. When they are in contact with their colleagues, customers and suppliers, efficiency is the key to success. The New World of Working provides them the ability to do this, so that they are able to serve customers faster and better than your competitors.

### **Switching Gears**

The New World of Work makes business communication a breeze. As they will be equipped with modern forms of communication, your employees are able to do their work independent of time and place. The technology of Unified Communications serves as a springboard for new forms of cooperation. It's not only easier for colleagues to contact each other, but also customers and suppliers. With a single glance, they can see who is available and how they can be best reached. This allows them to switch gears quickly; with the right people at the right time by means of the most effective channel.

### **A Grip on Sales**

More grip on your business methods means more grip on your sales. When you give your people the opportunity to focus on their work more efficiently, they will bear more responsibility for the end result. Because they will be able to respond more quickly to market developments, your business can focus on the customer's needs. The New World of Work stretches boundaries and gives room to ambitions.



*"Booking results in my company is mostly a manual task. It was therefore that I did not believe flexible working could change this. But at the same time, I saw they were losing a lot of time with e-mail and voicemail, leaving messages and waiting on each other. The New World of Work makes things happen a lot faster. This agile customer interaction delivers more efficiency, more satisfied customers and ultimately more business for us."*

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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):

- a complete solution that allows you to work independent from time or place;
- an efficient working environment for (sales) staff, even if they work from home or on the road;
- improved targeted customer interaction, more satisfied customers, more sales;
- promotes corporate social responsibility.