

EMPOWER YOUR MOBILE WORKFORCE with CONNECTED WORKSPACE

Seamless Collaboration for the Future of Work



A Digital Experience with a Competitive Edge

Online collaboration tools and digital workspaces improve productivity by up to 30%.¹

For many organizations, digital transformation is key to boosting growth, improving agility and increasing profitability. With cloud technology becoming more affordable than ever, businesses of every size can now rapidly adopt cloud-based solutions that enable the future of work. And as the pandemic highlighted, the need for flexibility and connectivity in the workplace is only rising. According to a recent remote work survey, three in 10 companies will be entirely dependent on online communication tools to enable remote workers.² Businesses looking to maintain a competitive edge and retain top talent will need to keep pace with a hyper-mobile, dispersed workforce.

Virtual environments called cloud-based workspaces or connected workspaces combine the best of Unified Communications with virtual desktops and applications to provide secure and efficient collaboration across the entire organization. Cloud-based workspaces offer an integrated system of solutions, such as voice, video, and cloud storage to enable work from anywhere, on any device.

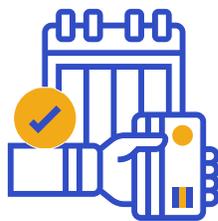
Cloud-based workspaces not only deliver an enhanced and cohesive digital experience that increase productivity, but they also save time, money and effort by allowing IT to reduce hardware and eliminate the overhead of managing multiple standalone PCs, endpoints and operating systems. With cloud-based workspaces, businesses of all sizes can embrace digital transformation with the personal support employees need.

WHAT'S INSIDE:

- Low Cost, Simple-to-Deploy Cloud Solutions
- Highly Protected and Secure Environments
- Business Continuity in Times of Disruption
- Comprehensive Collaboration for Remote and In-Office Employees
- Case in Point: Cloud-based Workspaces Protect Against Ransomware Attacks
- Power Your Organization's 'Work-From-Anywhere' Experience



Low Cost, Simple-to-Deploy Cloud Solutions



Organizations today want to empower employees to work from anywhere on any device and get work done, but are looking for low-cost, simple-to-deploy solutions. They also want to leverage the latest technologies, but do not want the huge capital expense of hardware and software.

They are turning to cloud-based connected workspaces to help make the shift from CapEx to OpEx. With pay-as-you-go monthly subscription models, managed service providers help customers turn their capital expenses for PCs, tablets, smartphones and software into monthly operational expenses. This allows companies to better manage their cash flow, easily scale as business needs change, and deal with unforeseen events.

During times of rapid digital transformation, many organizations move to zero based budgeting. Cloud-based workspaces use a monthly subscription model that allows businesses to quickly scale up or down based on unpredictable and wavering financial performance.³

Cloud-based workspaces reduce IT costs through:

- ✓ **Pay-as-you-go pricing** that gives organizations the flexibility to only pay for what they need.
- ✓ **Simplified monthly budget planning** and forecasting with predictable pricing.
- ✓ **Rapid provisioning** that gets employees up and running quickly.
- ✓ **Reduced management workload** of applications and hardware expenses with centralized IT infrastructure that can free up IT staff as well as support BYOD (bring your own device) programs.



Highly Protected and Secure Environments



Remote work means exposing your company's data to countless security risks. And sometimes workers find themselves outside the protected network of the company, where they connect in public areas like coffee shops and airports.

Cloud-based workspaces address these challenges by shifting the device and security management into an enterprise or cloud data center. You can rest assured your service provider is working in the background to manage your virtual environments and secure your essential data, with regular backups to ensure uptime and minimize impact on your remote and hybrid workers. This allows your employees to remain secure in any location, regardless of wifi connection or device, while still protecting the company network from today's cybersecurity threats.

Changing work styles and behaviors are creating new vulnerabilities for companies. According to one study, 70% of office workers admitted to using their work devices for personal tasks, while 69% use personal laptops or printers for work activities.⁴

Cloud-based workspaces improve security through:

- ✓ **Advanced security features** like multi-factor authentication, encryption, and context-based access controls to keep desktop and data safe no matter where your access point is.
- ✓ **Centralized management, dashboards and reporting** tools that improve oversight and strengthen user compliance with company policies.
- ✓ **Distinct personal and enterprise applications** with different BYOD endpoints.
- ✓ **Secured corporate data** stored on a cloud server, rather than on local machines.
- ✓ **Logging and auditing**, which tracks usage and mitigates potential security issues.



Business Continuity in Times of Disruption



In times of uncertainty or emergency, cloud-based workspaces allow organizations and their employees to remain productive and stay connected, even during disruptions. Integrated technologies supported by the cloud allow employees to securely access vital applications and documents from any device without sacrificing connectivity and performance.

Case in point, COVID-19 was a wake-up call for many organizations, as they found themselves disrupted without warning. In just a matter of weeks or even days, they scrambled to implement work-from-home and e-learning strategies for employees and students. Many organizations, especially schools, dealt with decreasing laptop supplies⁵ and workers used personal devices, which opened cybersecurity risks and left many end users with poor hardware performance. Cloud-based workspaces allow you to rapidly set up reliable and device-agnostic remote solutions, giving you instant agility to support employees and serve customers in any circumstance.

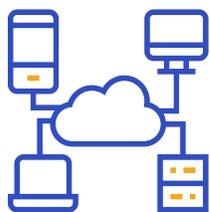
Worldwide public cloud services grew 6.3% in 2020 to a total of \$257.9 billion, up from \$242.7 billion in the previous year. And cloud-based workspaces are expected to have the most significant growth, with a predicted increase of 95.4% to \$1.2 billion.⁶

Cloud-based workspaces improve continuity through:

- ✓ **Improved connectivity** that gets remote employees back online quickly in the case of a disaster or failure.
- ✓ **Centralized data backups** that quickly restore data in the case of failures or cyberattacks.
- ✓ **Data loss protection services** that restore data and disallow unauthorized access through role-based security.
- ✓ **Unified communications tools** that ensure critical data and applications are accessible from any location and on any device.



Comprehensive Collaboration for Remote and In-Office Workers



When it comes to empowering the workforce, cloud-based workspaces set the stage for a unified approach and offer best-in-breed technology to support collaboration for both remote and hybrid workers. For example, Unified Communications as a Service (UCaaS) solutions combined with desktops and applications enable businesses to deploy cloud-based workspaces that allow for seamless collaboration from any location via video, voice, mobile, chat, fax, or SMS. In addition to increasing employee engagement and well-being, businesses can also use presence management features to ensure all communications are secure and compliant.

UCaaS solutions also integrate with Customer Relationship Management (CRM) or Enterprise Resource Planning (ERP) solutions, making it easier to deploy virtual environments without adding to IT costs. As businesses continue to digitally transform, those utilizing UCaaS as part of a cloud-based workspace are poised to stay ahead of the curve and remain relevant in today's competitive landscape.

Cloud-based workspaces unify communications through:

- ✓ **Integrated phone systems** with a CRM or ERP, which boosts customer experience while saving time for sales teams and other employees.
- ✓ **Seamless collaboration** with video conferencing, document sharing, call forwarding, and messaging in a centralized virtual environment.
- ✓ **Reliable remote access** and multi-location features improve employee mobility.
- ✓ **A single pane of glass** for all business applications that enables faster employee on-boarding and improved productivity.



Case in Point: Cloud-based Workspaces Protect Against Ransomware Attacks

After one of their customers fell victim to a devastating ransomware attack targeting their DaaS provider, West Michigan Technology Services found Connected Workspace, Star2Star's leading cloud-based workspace solution to get them back up and running. Connected Workspace offered the built-in ransomware and additional security protection their customer needed, and the Connected Workspace team had their new, secure digital desktops and applications operational within 48 hours, saving them time and money.

Business Challenges

A customer of West Michigan Technology Services experienced a ransomware attack that brought down all of their systems, including virtual desktops, data, and backups. Despite the crisis, the DaaS provider targeted by the attack informed the customer their systems would not be restored in the foreseeable future, leaving them stranded and locked out of their data. This necessitated the customer quickly find and switch to a new DaaS provider who could deploy a virtual environment to continue doing business. The client reached out to West Michigan Technology Services, who found Connected Workspace, and the Star2Star team was able to rapidly meet their need.

Business Outcomes

Thanks to the exceptional response time and support provided by the Star2Star Connected Workspace team, the client was able to resume business operations with peace of mind and an overall superior platform. West Michigan Technology Services was also pleased that they were able to handle more issues themselves, such as fixing frozen apps, handling password changes, account creation and so on without relying on the provider. Their relationship with their customer was further strengthened by recommending Star2Star for the new DaaS solution, which reinforced their reputation as a trusted advisor.



Power Your Organization's 'Work-From-Anywhere' Experience:

Star2Star's leading cloud-optimized workspace solution, **Connected Workspace powered by Star2Star**, combines secure and reliable virtual apps and desktops, cloud storage, and anywhere, anytime access for a seamless digital experience that enables a mobile workforce. With Connected Workspace, your business can get ahead of disruption, prevent against modern cybersecurity threats and prepare for the future while unlocking productivity and improving your bottom line!

How Customers Benefit from Connected Workspace Powered by Star2Star:



MERGERS AND ACQUISITIONS:

- Keep your business growing through acquisitions or when opening up offices in new states, territories or countries.



BUSINESS CONTINUITY:

- Maintain continuity during disruptions, even when it's difficult to get employees to a physical office.



SEASONAL WORKFORCE:

- Rapidly scale up or down for seasonal or temporary workers and contractors without disrupting the business.



DEVELOPERS/DESIGNERS:

- Improve connectivity for employees using resource intensive applications or demanding design programs.

About Star2Star

Star2Star, a Sangoma company, was founded in 2006 with a passion for revolutionizing the world of business communications. For small and large businesses, we unify and simplify complex communications activities. Our cloud-native, value-based Communications as a Service (CaaS) solutions include voice, video, persistent chat, meetings, connected worker integrations, trunking, fax, virtual desktops, contact center, access control and more.

¹CMS Newswire. "How Collaboration Technologies Can Help Improve Productivity." <https://www.cmswire.com/digital-workplace/how-collaboration-technologies-can-help-improve-productivity>

²Buffer. "State of Remote Work 2019." <https://buffer.com/state-of-remote-work-2019>

³Security Magazine. "Study reveals growing cybersecurity risks driven by remote work." <https://www.securitymagazine.com/articles/95177-study-reveals-growing-cybersecurity-risks-driven-by-remote-work>

⁴Pavithran, Apu "Why COVID-19 Is Accelerating Enterprises' Adoption Of DaaS Solutions." Entrepreneur, Oct 16, 2020, <https://www.entrepreneur.com/article/357890>

⁵Gecker, Joselyn, Liedtke, Michael, "Laptop shortage threatens back-to-school plans as COVID-19 pandemic causes delays." USA Today, August 23, 2020, <https://www.usatoday.com/story/tech/2020/08/23/laptop-shortage-coronavirus-school-remote-learning-covid-19/3424903001/>

⁶"Gartner Forecasts Worldwide Public Cloud Revenue to Grow 6.3% in 2020." Gartner, July 23, 2020, <https://www.gartner.com/en/newsroom/press-releases/2020-07-23-gartner-forecasts-worldwide-public-cloud-revenue-to-grow-6point3-percent-in-2020>

⁷"LogicFound: Caton Companies." Star2Star, <https://www.star2star.com/insights/whitepapers-case-studies/logicfound-caton-companies?aliid=eyJpIjoiVjI1J4NW5KU2d6czFBbG55aCIsInQiOiJGSnK0bGY3a01UVzIEUktYYWRuQ3BRPT0ifQ%253D%253D>