



# Global Communications, Simplified

**RingCentral**<sup>®</sup>

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# Global success means being local everywhere, all the time

It used to be that only a handful of mega-companies could be considered global. These multinational companies expanded their operations, offices, and employee groups beyond the borders of their home countries to establish physical presences internationally, distribute and market their products and services abroad, reduce production costs, and leverage offshore tax advantages.

Today, nearly any company, from SMBs to the largest enterprise, can go global. Rapid and reliable transportation has effectively eliminated distance as an obstacle, and communications breakthroughs have made conducting and managing business fairly easy.

With the emergence of the internet as a core business enabler and with its continuous evolution enabling new and better capabilities virtually every day, global businesses can always be open and customers' experiences can be local.

While business globalization has grown remarkably over the past three or four decades, challenges to totally frictionless and optimally cost-effective global commerce remain. Key among these is the challenge of creating global communications systems that are seamless, easy to use and manage, extremely cost-effective, and agile and flexible enough to support businesses as they grow and change.

It's now possible to tackle that challenge by employing the efficiency, reliability, and ubiquity of the cloud.

# The cloud eliminates legacy system complexity and constraints and reduces costs

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Typically, communications costs are among the top 20 expenses on an enterprise balance sheet. For CIOs, communications systems rank among the top five expenses. The total cost of ownership for traditional, on-premises phone systems can add up to \$1,000 per employee. Alternatively, a single, integrated, cloud phone system can slash your total cost of ownership by over 50%.

Beyond the substantial cost of ownership, legacy premises-based systems can introduce unwelcome complexity and impose limitations that make it difficult for dynamic organizations with multiple locations, and distributed, often mobile, workforces to function efficiently, effectively, and competitively.

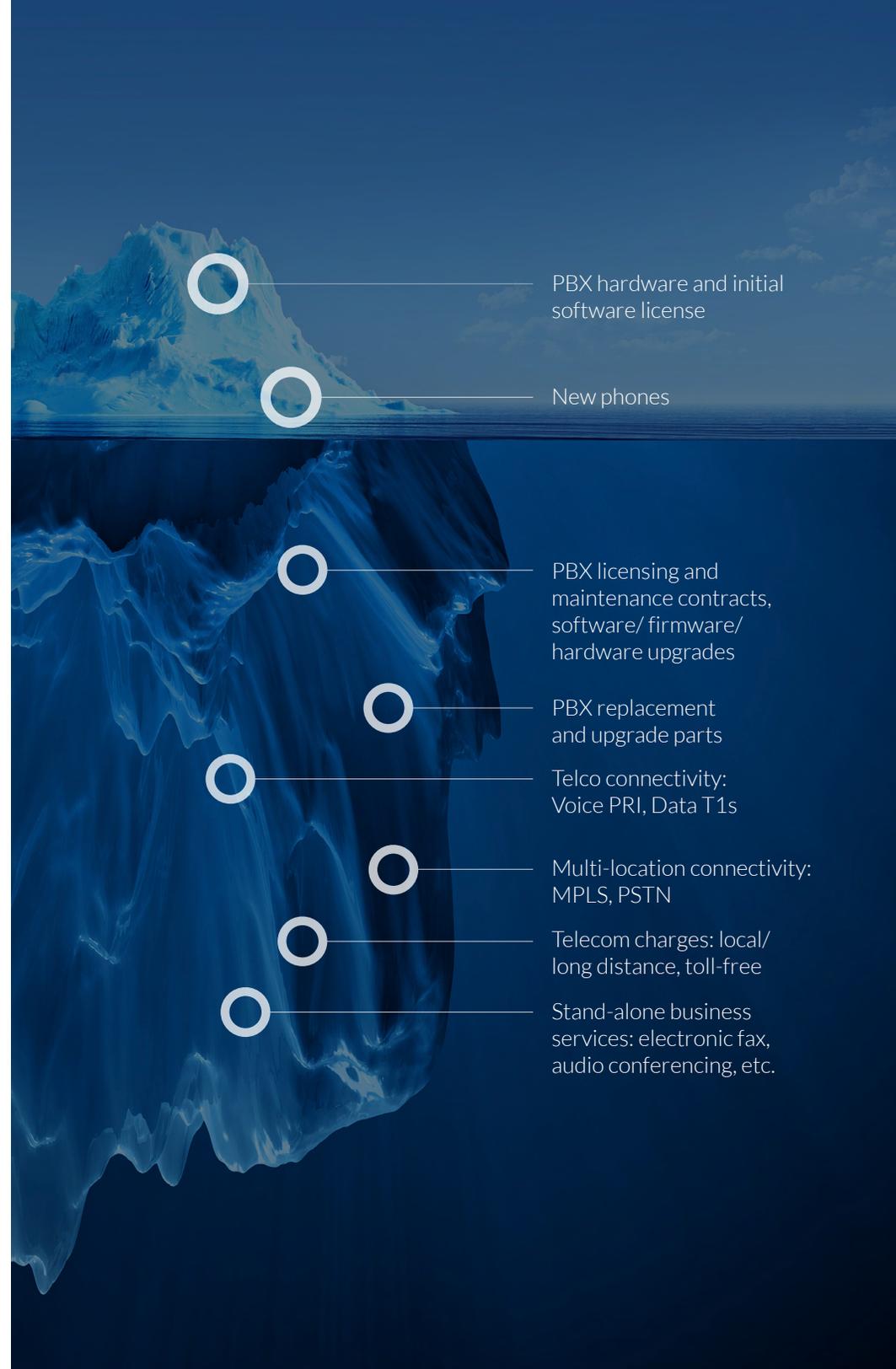
For example, global businesses never close. It's always normal business hours somewhere. And customers, wherever they're located, expect a local experience when interacting with your business. They don't care where you're headquartered, only

about your local presence, their local point of contact. But many legacy communications systems aren't built for these new realities. Features, functionality, and call quality are often inconsistent from location to location. Costs and plan details for roaming users, particularly in global enterprises, can vary, leaving CIOs and other managers to try to make sense of stacks of bills from multiple carriers and vendors.

Setting up new locations and provisioning employees can take months. Problems, when they arise, leave users and managers trying to figure out which equipment or service vendor to call for help.

When the world is your workplace and the legacy PBX system in the closet can't really cut it, it's time to move to the cloud.

*The total cost of ownership of a traditional on-premises system can be startling, with hidden costs typically greater than your large initial capital expenditures for PBX hardware, software licenses, and phone.*



PBX hardware and initial software license



New phones



PBX licensing and maintenance contracts, software/firmware/hardware upgrades



PBX replacement and upgrade parts



Telco connectivity: Voice PRI, Data T1s



Multi-location connectivity: MPLS, PSTN



Telecom charges: local/long distance, toll-free



Stand-alone business services: electronic fax, audio conferencing, etc.

RingCentral brief: "Understanding the Real Cost of Your Business Communications System"

# Solve global business communications challenges in the real world

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Consider the example of an organization based in the US with offices and employees not only located across the US but also across Europe and beginning to expand into Asia. In the past, and continuing even today, such an organization would have to install PBXs in each location and would have to provision its global offices and workers with special international phone numbers and calling plans for each region. Additional communication needs such as online meetings and mobile access further complicate the situation. That means dealing with equipment vendors and carriers in each country and managing office-based and mobile service plans.

Of course, this is inefficient. This kind of pieced together “system” is a headache to manage—an avoidable headache. By leveraging the cloud, it’s no longer necessary to take this cobbled-together approach to your communications system.

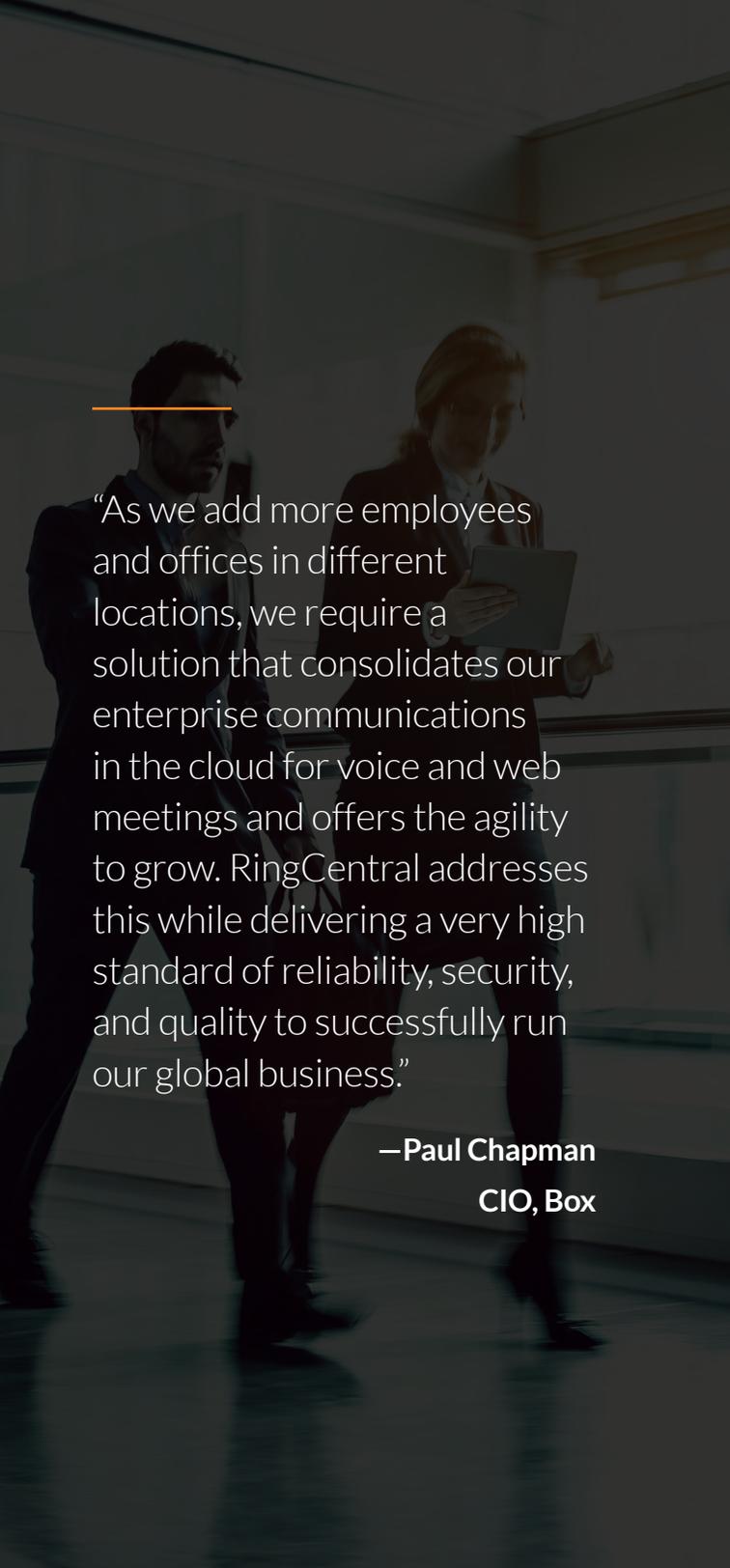


## The difference a cloud communications system can make

In a global environment in which your entire enterprise must work and appear local everywhere, what you want and need is for all of your offices and all of your employees located around the world to be on the same secure communications network, accessing the same robust business features from a single business phone system. You need to provide a consistent voice, messaging, and collaboration experience across your global enterprise to increase productivity, reduce costs, and reinforce the local feel and experience of your brand.

RingCentral enables you to provide this consistent voice, messaging, and collaboration experience across your global workforce to increase productivity while slashing your IT overhead.

RingCentral's innovative technology solutions have been enabling efficient, cost-effective, and easy-to-use and manage business communications systems for over 20 years. With RingCentral® Global Office™, you can manage all of your office locations worldwide from a single cloud platform. RingCentral Global Office is enterprise-class, worldwide communications.

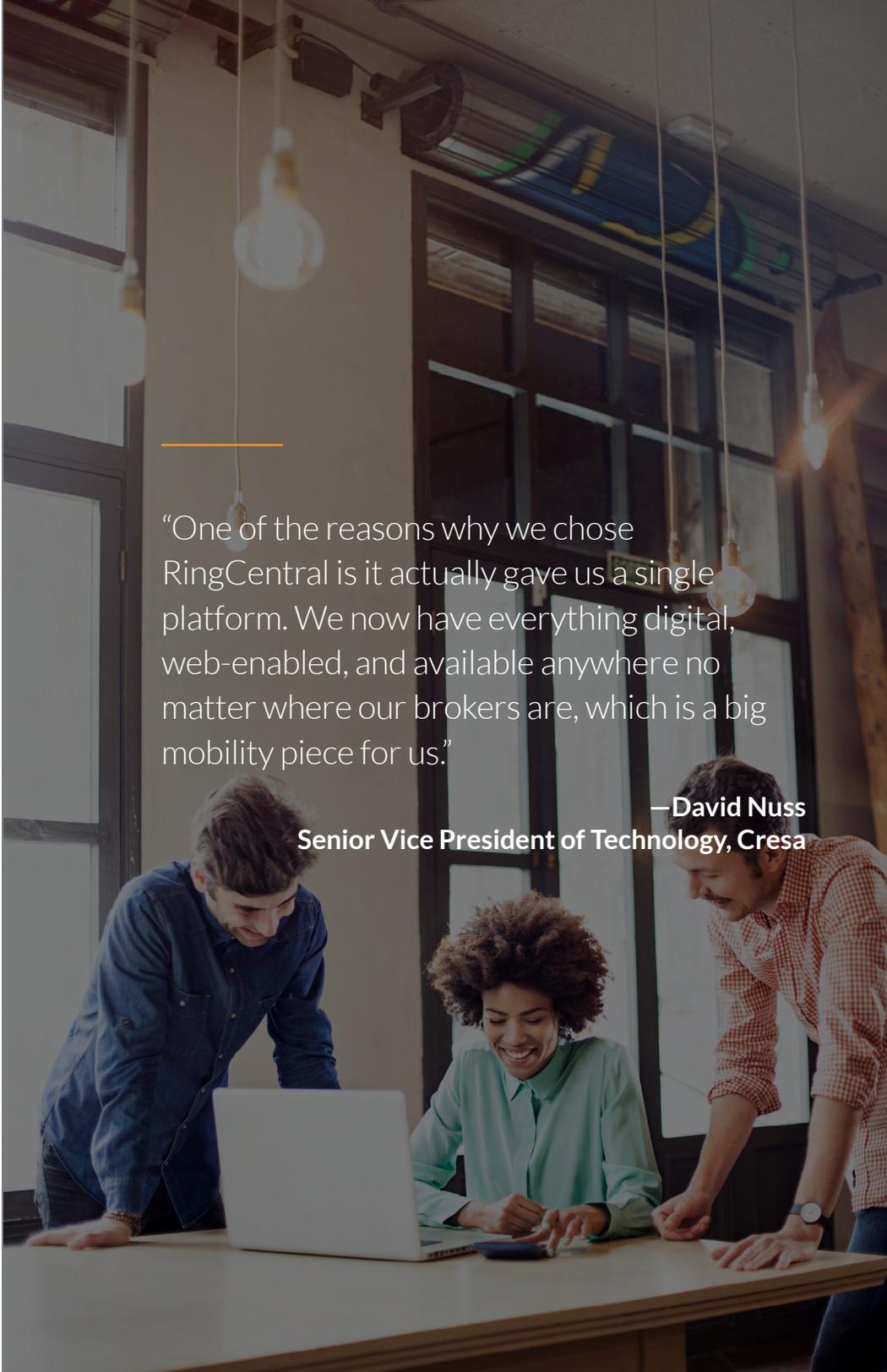


“As we add more employees and offices in different locations, we require a solution that consolidates our enterprise communications in the cloud for voice and web meetings and offers the agility to grow. RingCentral addresses this while delivering a very high standard of reliability, security, and quality to successfully run our global business.”

— Paul Chapman  
CIO, Box

That means for a salesperson traveling from France to Hong Kong, for instance, making a call using RingCentral Global Office is a simple matter of dialing. The Global Office ecosystem provides employees with a zero-change environment. Wherever the salesperson is, whatever device he or she is using, the system and the experience are the same. Equally important for your customers is that wherever they are located, the experience of doing business with you is local. They call a local number. Or if you call them, they see a local number pop up on caller ID.

Likewise, for CIOs and system administrators, adding a remote office to the system is a cinch. Global Office is designed to enable the addition of a new POP anywhere in the world within a very short period of time. Make the decision on Monday, and by Tuesday morning that location is up and running, fully integrated and with local quality. And since all data is maintained locally, dealing with different regulations in different countries is largely a non-issue.



“One of the reasons why we chose RingCentral is it actually gave us a single platform. We now have everything digital, web-enabled, and available anywhere no matter where our brokers are, which is a big mobility piece for us.”

—David Nuss  
Senior Vice President of Technology, Cresa

# Deliver a local presence on a global scale

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To effectively compete in the global marketplace, look for a service delivery network architected from the ground up to ensure unified, reliable, scalable, and secure business communications between globally distributed offices, employees, and customers. This is the key to delivering a high-quality local presence on a global scale.

RingCentral Global Office is designed to do just that. It allows you to:

- Connect your global workforce securely with enterprise-grade quality.
- Manage your global phone system and your remote users, and add new lines and extensions from a single administration portal.
- Activate international numbers instantly as needed.
- Scale your phone system easily as your global business grows and changes.
- Bundle minutes and flat fees to provide you with predictable costs month after month.
- Collaborate with your colleagues and customers worldwide with unlimited online meetings and team messaging.

Simply put, RingCentral Global Office powers workforce productivity and customer engagement. It enables an internationally dispersed workforce to feel like a single, integrated office, and enables a multinational enterprise to feel local to customers, wherever they're located.





# A reliable and cost-effective global communications and collaboration system that's easy to deploy

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Current on-premises communications systems are no longer feasible in an increasingly globalized business marketplace. Expanding to the world stage while setting up on-premises equipment and dealing with local carriers in multiple countries is complex, inefficient, and costly. There's no value in throwing money at hardware, software, and support services everywhere your organization does business.

RingCentral Global Office can connect your global workforce across over 80 countries while making your global enterprise feel and act like a single, integrated, local business.

RingCentral Global Office takes you out of the communications infrastructure purchasing and management business, allowing you to focus on growing your actual business. It provides you with the global reach, scalability, agility, security, reliability, administrative simplicity, and cost-effectiveness you can only realize through a pure-cloud communications system.

At RingCentral, we've established our own backbone and developed our own peering relationships to provide enterprise-grade reliability and quality of service. This allows us to interconnect directly with service providers, whether telcos or internet service providers. Our platform is our own, purpose-built to perform as a highly redundant, reliable, and secure global enterprise communications network. This is an important differentiator compared to our competitors who lease lines or outsource service delivery to others.

- We've established our own framework and set up the peering relationships with carriers necessary to provide local service in different countries.
- We handle the interconnects directly, so our customers are not burdened with having to set up their own PBX servers and manage multiple carrier service providers around the globe.
- Our framework removes the complexity and problems that CIOs and IT managers face when going global by employing a single, global cloud platform.
- We've handled all the regulatory hurdles, so we operate in compliance, providing emergency services where required or available in each country in which we provide service.

All of this translates into simplicity and cost-effectiveness for RingCentral customers.





Gartner recognized RingCentral as a Leader in its Magic Quadrant for Unified Communications as a Service (UCaaS), Worldwide report for three consecutive years since 2015. The report states, among other things, that “Gartner believes RingCentral to be the top UCaaS provider across multiple metrics,” and that “RingCentral is a strong option for SMBs and midsize enterprises seeking mobile-first UCaaS.”<sup>1</sup>

Add to that the tremendous cost savings RingCentral delivers over traditional on-premises business communications systems, and the value proposition for migrating from the PBX closet to the cloud is overwhelming.

Simply put, RingCentral Global Office powers workforce productivity and customer engagement. It enables an internationally dispersed workforce to feel like a single, integrated office, and enables a multinational enterprise to feel local to customers, wherever they’re located.

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# RingCentral Global Office: unified and comprehensive

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RingCentral Global Office connects your global workforce with a single cloud communications system that features:

## **Simplified administration via a cloud-based/web-based portal that allows you to:**

- Provision global users
- Configure global and local system settings
- Manage call routing
- Operate a global, multi-level auto attendant
- Produce consolidated global reports
- Provide a true “in-country” dialing experience with localized call routing and calling plans
- Facilitate free user-to-user/extension-to-extension dialing

## **Enterprise-grade reliability on a global scale means RingCentral Global Office can:**

- Include POPs and media gateways in strategically located data centers around the world
- Employ peering agreements with local, in-country tier 1 internet service providers and incumbent PSTN carriers to enable number porting and provide enhanced quality of service
- Leverage RTCP for real-time monitoring of voice quality at a global scale

# About RingCentral

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RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

Contact RingCentral Partner Support:  
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**RingCentral**<sup>®</sup>

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