

Empower your organization with an exceptional collaboration experience

Explore the benefits of moving from siloed legacy systems
to an integrated unified communications solution





Exceed customer expectations, improve employee engagement and safeguard performance

Discover how Spectrum Business® unified communications (UC) solutions address your collaboration and communication needs by bringing together calling, messaging, meetings, virtual workspaces and more into a fully managed, single application for today's mobile, on-the-go workforce.

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The need for a modern UC solution

Customers and employees communicate across a broader range of systems, devices and applications than ever before. The ability to connect people to one another through these technologies has become critical to customer satisfaction, employee performance and operational success.

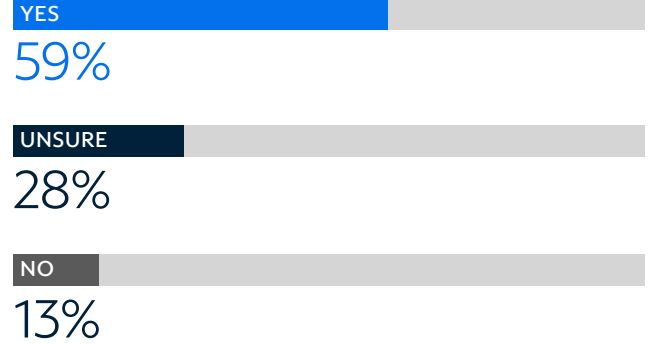
Using separate apps for calls, video conferencing and messaging is no longer enough to meet user expectations. Organizations need a powerful UC solution to support the rapidly evolving ways people do business. Simply consider that 54% of people want to work fully remotely and 41% want to work a hybrid schedule.¹

Older voice infrastructures often lack the adaptability and scalability to keep pace with organizations' needs. To succeed today, businesses require a seamless UC solution that simplifies IT management while delivering the security and performance needed for employees to work from anywhere, on any device.

This e-book examines the considerations of transitioning from siloed legacy systems to a modern, integrated UC solution. It offers a roadmap for overcoming barriers to more efficient digital collaboration through Spectrum Business UC solutions.

THE TREND IS CLEAR

Do companies plan to invest in enterprise communication tools in the future?²



What to consider when migrating to UC

IT teams must evaluate several important factors when adopting tools that will replace the ways their organizations communicate and collaborate. The following considerations should be taken into account for the successful modernization of a communications and collaboration platform to enhance security and enable greater performance.

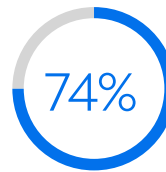
Protecting data and communications

Organizations need to provide employees with consistent access to resources, but securing connections for a distributed workforce can be a major challenge. Employees often use multiple third-party, over-the-top (OTT) applications for meetings and online collaboration — especially when working off-site. Many also manage security settings independently on their devices. This is just one example of how OTT applications accessed on the public internet can pose serious security threats.

Securing connections for a distributed workforce can be a major challenge.

Meeting customer expectations

Delivering exceptional customer experiences is another priority for IT leaders. Business leaders note that effective communication increases customer satisfaction by making customers feel heard, strengthening trust and helping deliver more timely and personalized support.³ The numbers bear this out, with 85% of consumers saying their favorite brands treat them like an individual while 74% identify customer service and support as important or critically important to maintaining brand loyalty.⁴



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Ensuring operational efficiency

Many organizations rely on a mix of proprietary systems, OTT applications and desktop software to communicate with customers and team members. Manually switching between apps means losing valuable time and focus with each meeting or phone call. When communication systems aren't integrated with third-party applications to share files and access information, the result is often a fragmented experience for employees and customers. An effective UC solution needs to provide a consistent experience across teams and remove barriers to collaboration that can damage morale and reduce employee engagement.





Safeguarding performance

A UC solution needs to connect customers and employees seamlessly across phone, desktop and mobile devices. This requires an advanced telephony system with a modernized, dedicated network and secure connections to cloud applications. Without a strong foundation of voice, internet and UC, call quality of service (QoS), data security and user experience will suffer.

Internet outages can disrupt service and exact a financial toll through lost revenue, labor costs, recovery expenses and indirect costs like brand reputation damage. Cloud-based UC solutions typically offer higher reliability and uptime compared to traditional systems, making them attractive to IT decision-makers.⁶

Recent field research indicates that the average cost of an unplanned IT outage is over \$14,000 per minute.⁷

Overburdening IT

A successful UC migration has to consider the ongoing workload of maintaining the new system. UC adoption should conserve IT staff hours and budgets, resulting in a system that is easier to manage than the applications it will replace. A managed UC solution can relieve the burden of design, installation, training and ongoing maintenance.

UC adoption should conserve IT staff hours and budgets.

Spectrum Business UC solutions

Spectrum Business offers flexible, integrated and fully managed collaboration tools that adapt to accommodate any work environment. We have partnered with industry leaders like RingCentral and Webex to deliver seamless experiences for your teams in the office, while working remotely or on the go.

These cloud-based solutions combine video and audio conferencing, messaging, file sharing and easy integration with third-party apps that make your teams more productive. Spectrum Business works with you to deliver the right end-to-end UC solution for your organization, including connectivity, networking, communications, collaboration and security — all backed by industry-leading service-level agreements (SLAs) that include a 100% uptime guarantee.*

* 100% uptime SLA applies only to Dedicated Fiber Internet, Secure Dedicated Fiber Internet, Ethernet Services, Cloud Connect and Enterprise Trunking.

Enhance security

Spectrum Business combines connectivity, networking services and UC, all in an integrated ecosystem that is reliable and secure. We offer fully or co-managed solutions designed to take on your biggest security challenges — so you can focus on running your business.

Our solutions combine sophisticated telephony services with a voice network connection all the way to your endpoint devices for exceptional security and reliable QoS. The service includes IP phones from market-leading vendors such as Cisco and Poly.

Spectrum Business UC is System and Organization Controls 2 (SOC 2) Type II certified to keep your communications secure and comes with built-in, end-to-end, enterprise-grade encryption to keep your proprietary data safe. We further provide proactive monitoring, automated updates and unlimited round-the-clock support from 100% U.S.-based technicians so you only have one number to call for expert help with any UC issues.

Additionally, our UC solutions protect the data from your online collaboration with encrypted connections to the cloud for secure video conferencing, virtual workspaces and chat messaging.

What is enterprise-grade UC?

Not every solution is built to meet the exacting demands of organizations or businesses with sophisticated use cases. An enterprise-grade UC solution integrates with your network infrastructure while minimizing overall system complexity. It provides more visibility and control of individual apps, settings and user permissions. An enterprise-grade solution is also engineered to make support more manageable as organizations scale while conforming to their unique security and regulatory requirements.



Exceed customer expectations

Spectrum Business UC solutions provide voice service and collaboration through one phone number on any device, allowing your employees to deliver outstanding service with high application performance wherever work takes them. Full-featured calling capabilities integrate seamlessly with UC mobile apps. Contact lookup and CRM pop-up alerts notify users of inbound and outbound calls. Our solutions also easily integrate with third-party business applications you use every day for better customer experiences. When integrated with a CRM, customer interactions are automatically recorded.

Spectrum Business UC solutions provide seamless voice service and collaboration through one phone number on any device.

Improve employee engagement and productivity for better results

Spectrum Business UC solutions enhance employee engagement and customer experiences by providing seamless access to calling, messaging, video conferencing, virtual workspaces and more in a single application. A recent Gartner survey found that those who report being engaged with their work are 31% more likely to stay with their organization and 31% more likely to go above and beyond, and they contribute 15% more at work.⁸



Spectrum Business UC solutions make it easy for employees to collaborate with team members and provide great service from any location or device. Our solutions eliminate common friction points to enhance productivity and engagement. For example, persistent chat allows teams to meet, collaborate and save their work in progress. Topic-based chat rooms keep an ongoing record of users' communication related to common projects or areas of interest. Powerful search engines covering chat messages, virtual workspaces, contacts, files and calendars help employees quickly find the information they need. Integrated third-party applications can automate many data retrieval and call management tasks to help employees excel and drive company performance.

Ensure network reliability and performance

With Spectrum Business, you'll always know that your network is ready for the digital demands of your employees and customers. Automatic software and hardware updates keep your Spectrum Business UC solution secure and operational. And our proactively monitored, highly secure and private fiber network delivers exceptional performance and reliability.

Simplify IT

Our UC solutions are offered as fully or co-managed services, eliminating the requirements of maintaining equipment and collaboration systems across the enterprise and freeing your IT resources to focus on business-critical needs. Our end-to-end service offer includes project management, call-flow design, IP-phone configuration, installation and testing. Each client works with a dedicated UC project manager who oversees implementation, coordinates customized training and helps employees transition to the new service. Once the installation is done, we continue to maintain and manage equipment and collaboration systems for you across your organization. If you have questions, customer service is available whenever and wherever you need it with 100%, 24/7/365 U.S.-based support and local technicians.

Why Spectrum Business for modern UC?

Spectrum Business UC solutions deliver the latest expertise and technology from industry leaders in connectivity, communications and collaboration.

Unlike other unified communications providers, Spectrum Business manages your UC migration for you from end to end, including networking, telephony, implementation assistance, maintenance and updates with round-the-clock support. You get access to our nationwide fiber network. You also benefit from advanced telephony solutions with a selection of cost-effective endpoint devices that deliver reliable, secure and high-quality voice communications no matter where or how your employees need to work. The result is exceptional security, flexibility and reliability to carry your business into the digital future.



ONLY SPECTRUM BUSINESS UC OFFERS:



A thoughtfully designed, end-to-end UC solution with implementation and support.



Industry-leading SLAs include a 100% uptime guarantee, end-to-end performance nationwide and a 4-hour mean time to restore service.*



100%, 24/7/365 U.S.-based support alongside dedicated project managers and local technicians.



Available with a range of connectivity options, including Dedicated Fiber Internet that scales up to 100 Gbps.

*100% uptime SLA applies only to Dedicated Fiber Internet, Secure Dedicated Fiber Internet, Ethernet Services, Cloud Connect and Enterprise Trunking.

With Spectrum Business, you always have an expert communications partner to back you up when you need it most.

“Spectrum Business is a critical part of our infrastructure. Their technology partnership helps us stay focused on our growth path and on moving forward.”

Rich Dinan

Chief Information Officer, Foundation Risk Partners

Conclusion

Spectrum Business UC brings together modern voice calling solutions, advanced messaging and meeting capabilities — all delivered over a secure, highly reliable fiber network. The result is a collaborative, user-friendly experience to meet the needs of today's mobile, on-the-go workforce.

Discover how Spectrum Business can help you modernize your communications to meet your current and future voice and UC needs.

[Learn more](#)

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