



MiCloud



THE FUTURE OF  
BUSINESS COMMUNICATIONS  
IS HERE...  
WELCOME TO WORK 2020

powered by  
 Mitel®



MiCloud



YOU'RE UNIQUE.  
SO IS YOUR WORK. WHY AREN'T  
YOUR COMMUNICATIONS TOOLS?  
MiCloud is customised to support  
how you communicate, not just what  
you need to say.

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The technology we have started using in the workplace hints at what the near-future world of work will be like. Smartphones, Wi-Fi hotspots, VoIP, messaging apps, virtual desktops, and cloud services are already having an impact on the ways in which we work.

Now imagine a world of work where these and other technologies truly converge, where all the devices in our environment communicate with each other, where everything is always connected...

Our devices will automatically adapt to context, to create a completely immersive user experience. We may well have a single device that we use to communicate. This device might not even be an actual physical item. It might be the collection of everything that we use and all the information we need, projected into whatever environment we enter, with all the tools and information we need to work, communicate and collaborate.

## ENTER THE MILLENNIALS

Millennials, born between the late 1980s and early 2000s, are the first generation to come of age in a digital world. They are so steeped in modern technology that they use it intuitively. This makes them a perfect fit for the world of Work 2020. They are hyperconnected individuals themselves.

While they are already playing a role in the future of communications, by 2020, millennials will make up more than 50% of the world's workforce, according to PwC.

These individuals use technology for all their interactions, through whatever communications channel is most effective at any given time. They already live in an "always-connected" world in their personal lives. Their behaviours will create a new way of working.

**THE WAY  
MILLENNIALS USE  
TECHNOLOGY WILL  
CREATE NEW PATTERNS  
OF BEHAVIOUR IN THE  
WORKPLACE.**

## WHO ARE THEY?

Millennials are ambitious, but also concerned about quality of life. They choose careers that allow them to live the lives they desire. They enjoy being busy and are comfortable moving from activity to activity.

While they are team-oriented, easily collaborating and bonding in social groups, they are also individuals and want to be treated as such.

They are adept at multitasking, often seen listening to iPods and texting on instant messaging apps while simultaneously concentrating on their work.

They are constantly connected and choose quick and efficient interaction, not necessarily face-to-face. They communicate in snippets through instant messaging, social media platforms and micro-blogging.

However, of all the talents that millennials bring to the workplace, being technologically savvy is their greatest contribution. Technology forms an integral, absolutely indispensable part of their work activity. They believe that because technology allows them to work flexibly, anytime and from anywhere, so should the company that employs them.

Millennials believe that they should be evaluated on the product of their work, not how, where or when they got it done.

**MILLENNIALS  
DO NOT DO 9-5.  
THEY DO RESULTS.**





**YOU CAN GET ALL THE TECHNOLOGY YOUR BUSINESS NEEDS FOR THE HYPERCONNECTED WORLD OF WORK 2020 - WITHOUT BUYING ALL OF IT.**

## HYPERCONNECTIVITY + MILLENNIALS = A NEW WORLD OF WORK

This simple equation is the basis of Work 2020. Hyperconnectivity will change how work is executed, and millennials will change workplace behaviour.

To prepare for this new world of work your business has to embrace the changes that hyperconnectivity brings, and tool up for it. At the same time, you need to provide all the technology that millennials expect, and have the flexibility to allow them to work in ways that make them most effective.

The Cloud is central to all of this. It enables technology provision, flexibility, and mobility. It allows everyone in your business to have anywhere, anytime access to work information and tools, and to consume applications wherever, whenever they need them.

And herein lies the great challenge for your business: how to achieve the level of technological capability and flexibility that a 360-degree, hyperconnected world of work will require.

The problem is that technology is becoming so interwoven, so converged and interdependent, that you almost need to get it all – a cloud infrastructure, cloud services, and applications, a Unified Communications system, mobile device management, security... the list goes on.

Fortunately, you don't have to.

# MICLOUD WILL TAKE YOUR BUSINESS INTO THE FUTURE WORLD OF WORK

MiCloud, powered by Mitel, is a secure, cloud-based Business and Unified Communications platform that allows users to communicate and collaborate across multiple channels using common, everyday devices. It offers an intuitive user experience of communications technology which enables the millennial workforce to take full advantage of being the tech savvy generation.

Our Unified Communications solutions are for everyone in your workplace. Their business communications capabilities are designed with all of them in mind. We promise a seamless, efficient and satisfying experience for each one of your users.

## WHAT IS UNIFIED COMMUNICATIONS?

Unified Communications is the integration of real-time, enterprise communication services, including:

- voice (including IP telephony)
- instant messaging (text chat)
- presence awareness
- audio conferencing
- web & video collaboration
- mobility (with single number reach)
- fixed-mobile convergence
- single unified inbox for non-real-time communication services such as voicemail, SMS, and fax

In other words, Unified Communications puts every imaginable way of communicating into a single interface, with integrated intelligence that allows every user to communicate and interact as effectively as possible.

## WHAT DOES MICLOUD OFFER?

MiCloud is the answer to seamless communications in the workplace – a workplace that is no longer limited to any physical location. It enables increased efficiency and productivity in collaborative teamwork, team and customer communication, and relationship management.



**MiCloud will make a difference in your business in 3 specific ways:**

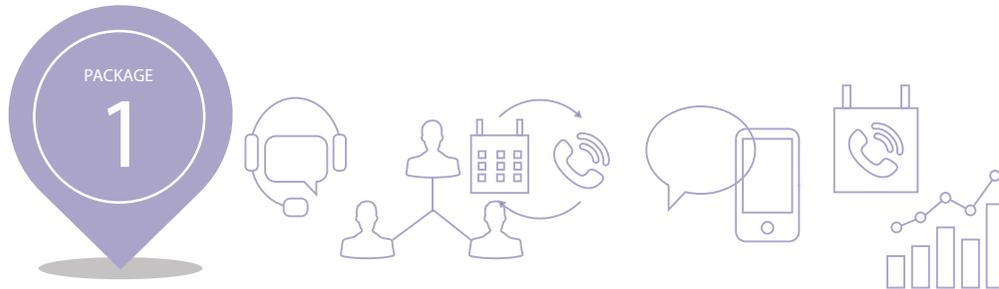
- **Total flexibility**  
Each MiCloud user package is custom-designed, based on extensive research, market insights, and experience in working with real-world organisations
- **Customer-centricity**  
MiCloud Unified Communications packages are created according to the individual needs of the user
- **Sophisticated Business Communications as standard**  
Even the MiCloud entry-level package provides a richer solution than anything else available in the market today

Customers select the package that best meets their particular business needs - fulfilling simple deskphone functions to highly integrated multi-feature applications.

Irrespective of the package, all users will have access to a comprehensive communications suite that combines IP telephony, and Unified Communications and Collaboration into one managed service.



# 5 POWERFUL MICLOUD UNIFIED COMMUNICATIONS PACKAGES



## • FRONT OFFICE ATTENDANT

*An agile front desk for an agile company – the perfect union of physical and virtual communications.*

This is a slick and flexible reception and switchboard operation package which provides a single interface to access advanced call control, presence and messaging functionality. Front Office Attendant users get the best of both worlds by having the Software Attendant console on their PC as well as the MiCloud for Mobile app on their smart device for use while roaming inside or outside of the organisation.

Finding the right person at the right time, accessing calendars, leaving messages and setting up conference calls are all quick and easy through the MiCloud app which provides advanced call handling features, directory search with calendar integration, Instant Messaging and SMS, and contact management, all at the click of a mouse.





MiCloud



## • IN THE OFFICE

*Powering tomorrow's connected workforce, today. Enabling flexible communications and an introduction into the world of Unified Communications.*

This offers everything that a basic office needs to manage their communications. Deskphone devices combined with the User Web Portal enable users to set their presence, set call forward or divert, send SMS's and setup Conference meetings on the go. Personal voicemail messages are conveniently delivered to your email or via SMS with a link to return the call.





## • IN THE OFFICE PLUS

*Perfect collaboration - teamwork has never been this easy and effective. Cohesive communications access across your business.*

In addition to a desktop IP phone, In The Office Plus users are introduced to the world of Unified Communications through MiCloud for Web which supports full UC functionality such as Presence, Instant Messaging and SMS, corporate directory access and more.

Users can make and take calls, forward or divert them, use SMS, initiate conferences, and access voice messages wherever they are, whenever they need to. Presence information lets you see when other people are available, and accordingly use the best communication channel to contact them whether that be via telephone, instant message, VoIP or SMS. Plus, contacting staff or customers is made easy through click-to-dial capability directly from the MiCloud for Web application.







## • EVERYWHERE YOU ARE

*Your office is wherever you are. Take your entire work world wherever you want.*

MiCloud provides smart solutions that give you the freedom to work no matter where you are. With a combination of a desktop IP phone, Web, Desktop and Mobile application, MiCloud makes it easier to stay in touch, in so many ways, no matter where you go.

When on the move, MiCloud for Mobile turns your smart device into a powerful Unified Communications tool that syncs with your office desk phone and your PC, and provides full UC functionality and access to all your voicemail messages, call recordings and even faxes from a single unified inbox.

# PREPARE YOUR BUSINESS FOR THE WORLD OF WORK 2020 WITH MICLOUD.



MiCloud



