Webex Go

Mobile Collaboration for Today's Hybrid Work

Introduction

Hybrid work is emerging as the permanent model, and with that, work from anywhere becomes a foundational capability. Work is no longer a place, and regardless of where people are – in office, at home, in transit, remote locations – their work is becoming increasingly mobile-centric.

This presents distinct challenges for enterprises to fully support collaboration over mobile devices. While Unified Communications as a Service (UCaaS) has become the collaboration platform of choice, today's offerings do not optimally address mobility.

Among all collaboration functions, calling remains the most essential communications mode for users. For today's collaboration users, mobile business calling needs to be intuitive, business-grade, secure, and seamlessly integrated with the complete UCaaS suite.

This ebook analyzes these needs and opportunities and explains how the recently introduced Webex Go can help address them.

Hybrid Work

Research has consistently shown a strong preference for a hybrid model, and those who want to be fully in-office are now very much in the minority.
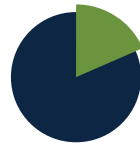
Flexibility is the key. Hybrid work has its challenges but offers the best balance to keep the greatest number of employees working productively.

	Global	Americas	APJC	EMEAR

Post-Pandemic

Work preference when returning to the office is possible (Aug 2021)

● 3+ days in the home   ● 3+ days in the office
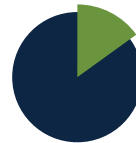
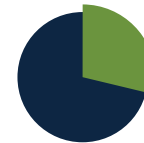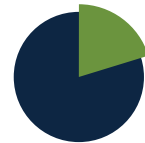| Global	Americas	APJC	EMEAR
19%	15%	28%	20%

Source: Cisco Return to Office Surveys February and August 2021

Accelerated UCaaS Adoption

UCaaS is the cloud-based version of Unified Communications solutions. UCaaS integrates all our communications and collaboration capabilities into a seamless cloud-based interface, where user experience is consistent across all endpoints and networks.

UCaaS also centralizes the management of all collaboration applications, helping organizations to reduce operating costs, and provide a consistent quality for all users.

UCaaS Revenue Growth Forecast

$5.3B 2021   **+145%**   **$13B** 2025
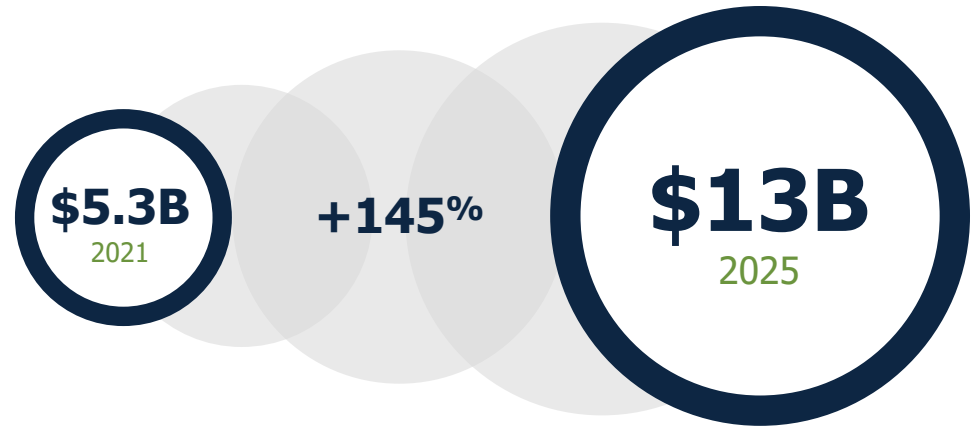
Source: Synergy Research Group, January 2022

Enterprise-Grade Mobile Collaboration

Given network and security challenges, many companies still opt for a company owned and managed mobile device to provide employees with full and securely managed collaboration functionality.

But a growing trend for enterprises to provide a full and secure enterprise-grade user experience on employees' personal phones, the Bring Your Own Device (BYOD) model, raises the need to properly support full collaboration functionality on employees' mobile devices.

Global Growth for Mobile Device Management

$5.5B
2021

+29.8%

$20.4B
2025
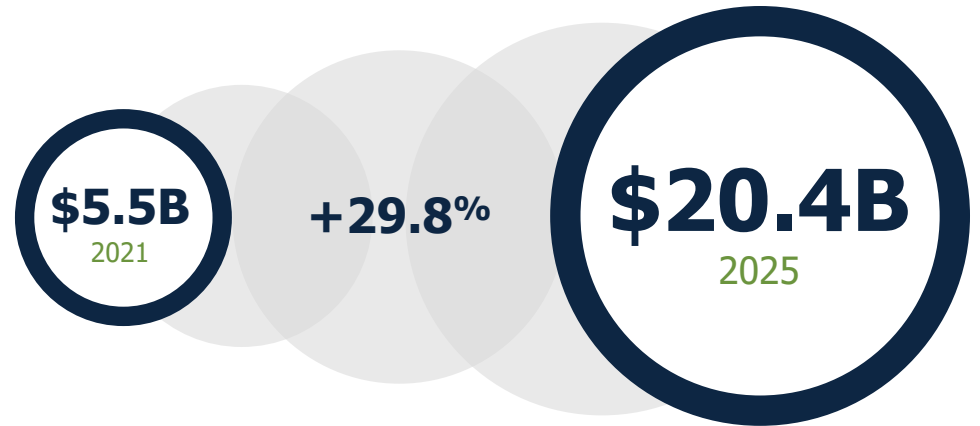
Source: Markets and markets, January 2022

Mobile Collaboration needs:

End User Experience

A great voice experience

Compared to using data applications on a mobile device, voice is subject to far more variability, such as dropped calls, weak signals and choppy audio quality. With hybrid work, many will depend on WiFi for telephony, making this a potential weak link.

Business calling features

When it comes to business calling, core business features such as hunt groups and auto-attendant need to be supported, especially when using mobile devices to interact with customers or partners.

Collaboration features

All UCaaS features need to extend to mobile phones. Collaboration requires integration across communications channels, along with UC features like meetings and file sharing.

Intuitive mobile device experience

To effectively collaborate with smart phones, mobile UCaaS experience needs to be adapted to the phone form factor. A key element is to use the native dialer, where business calls have the same look and feel as personal calls.

Privacy and security

These are critical to user acceptance and trust. Users must be able keep their personal mobile activity private and all content secure, especially when roaming on unfamiliar WiFi or mobile networks.

Consistent business identity

This is especially important for calling, where caller ID consistency is needed. Incoming work calls to a mobile device should be identified as business calls, and outbound work calls should show the business caller ID.

Mobile Collaboration needs:

The Right Capabilities for IT

Flexible deployment options

While a UCaaS solution must address all user needs, flexibility is required to adapt to different use cases and employee roles. Some users primarily need a great mobile business calling experience, while others will need calling as part of their fully integrated mobile collaboration experience.

Centralized control

The more hybrid work gets, the more important centralized control becomes for IT. When employees use their personal phones for business, it's even more important for IT to manage users, monitor call activity, manage call quality, ensure security and enforce call recording for compliance. These are key requirements to successfully deploy mobile collaboration.

Improved ROI

The economics of mobile collaboration are driven by device and operational costs. BYOD eliminates the need to subsidize a second, business-only phone. For that to happen, though, the UCaaS solution must fully support business use on a personal device. Also, roaming and long-distance costs should be optimized and paid for directly by IT, eliminating the need to track and reimburse employees.

Security, privacy, and reliability

The more distributed the workforce, the bigger the challenges here, especially for mobile employees using public WiFi or roaming on unfamiliar networks. This is where end-to-end encryption plays a key role, along with the ability to manage mobile activity for regulatory and compliance purposes.

Webex: Complete Collaboration for Hybrid Work

Webex provides an integrated best-in-class UCaaS solution for all the core collaboration use cases – calling, meetings and team collaboration. Webex also provides integrated desk phones, personal video devices, and video systems for meeting rooms and huddle spaces.

The Webex App provides seamless integration across all applications, and seamless experience across all desktop and mobile devices, with full support for both iOS and Android.
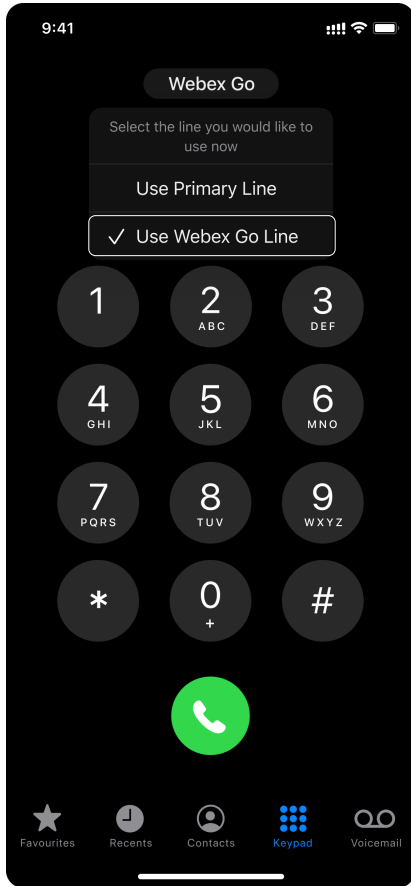
This is built atop an enterprise-grade platform, with built-in security and extensive AI capabilities to drive innovation to meet the challenges of hybrid work.

Artificial Intelligence

Devices

Collaboration suite

Platform
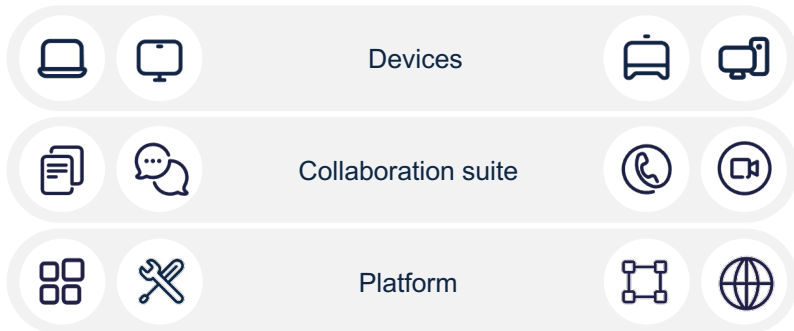
Security

Webex Go:
Better Mobile
Collaboration

Webex Go is a truly mobile-centric solution that brings together the native mobile phone experience with business calling features that also tie into the broader Webex collaboration functionality.

Webex Go calls are made using the familiar native mobile phone dialer rather than through a calling app. Business calls are routed over a standard mobile voice network rather than over a mobile data network or via a WiFi connection. This provides business-grade call quality and security to support a variety of use cases where mobile calling is the most convenient – or even only – option.

Webex Go:
Key User Benefits

Mobile-first experience

With Webex Go, users make and receive mobile business calls using the familiar calling functions for personal calls. There's no need for a separate app with a different interface, alerts, notifications and address book.

Use your business identity

Webex Go uses your business number and name, not your personal number and name associated with your mobile phone. This creates a clear separation between personal and business calls and helps protect privacy and professionalism.

Powerful business features

Webex Go enables personal mobile phones to access the full range of business calling features available on desk phones or computer apps. This includes company directory integration, business voicemail, special routing, and powerful functions like moving a live call between devices.

Webex Go:

Key Enterprise Benefits

Quality and security

Webex Go uses a standard mobile phone network instead of WiFi or mobile data. Mobile phone networks are optimized to carry voice calls and ensure high quality and service reliability. They also provide comprehensive security, including built-in end-to-end encryption.

Centralized management

Webex Go is an integral part of the Webex Suite and is centrally managed through Control Hub. This provides a convenient single pane of glass to configure and monitor Webex Go together with all the other Webex collaboration functions.

Optimize costs

Webex Go eliminates the need for company-provided phones and calling plans, enabling the shift to lower cost BYOD. Webex Go will generally be better than employees' personal plans, with calls charged directly to the company, avoiding complex reimbursement processes.

Conclusion

While collaboration needs will continue to evolve, two realities seem clear. First is the fact that all forms of communication are becoming more mobile-centric. Second is the emergence of hybrid work as the preferred model for businesses and employees.

It is with these realities in mind that Webex has brought Webex Go to market.

Consider scenarios such as working from home and having to share wireless access with a locked-down family that now relies on streaming and gaming to keep the peace. Or having to make important calls on the go where WiFi is spotty or the person next to you is downloading a movie before the flight takes off.

Now consider the benefits of Webex Go. While the Webex App provides advanced integrated collaboration on all devices for both office and home-based users, Webex Go further enhances mobile calling and collaboration for both businesses and their employees: It provides a more feature-rich mobile phone experience, protects employee privacy and significantly improves enterprise management, control, compliance and costs.
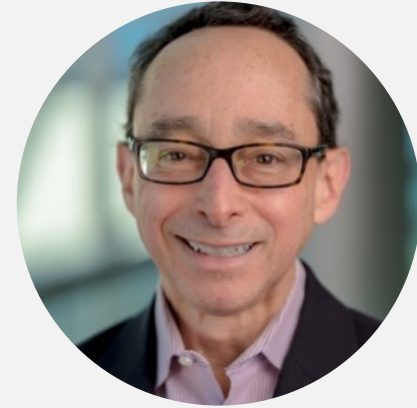
Learn more about   **Webex Go**

About This Report

J Arnold & Associates, an independent technology analyst practice, produced this white paper, which was sponsored by Webex. The contents herein reflect our conclusions drawn from ongoing research about the enterprise collaboration market, along with emerging trends in mobility and hybrid work. For more information, please contact us at: jon@jarnoldassociates.com.