

# Put mobile first to increase business agility.

Realize the benefits of mobile productivity with UCCaaS Mobile First.



True mobile productivity isn't always easy to achieve. But now there's a way to enable your mobile workforce. It's called Verizon UCCaaS Mobile First.

You already know that Unified Communications and Collaboration as a Service (UCCaaS) makes it easier for your extended team to meet, talk and collaborate. And because it's delivered as a service, it's simpler to implement and manage—designed to easily scale as your organization's requirements evolve. It's a flexible, secure and reliable way to communicate internally and with your customers, partners and suppliers.

## Do they have what it takes?

But what about your mobile workers? More and more, they use multiple personal and corporate devices to do their jobs. In this environment, how can they communicate securely and reliably whether they're on a corporate network or not? And how does this impact your bring-your-own-device (BYOD) policies? Whether your workforce needs the security of the Verizon 4G LTE Private Network or they access UC&C applications through the public Internet, UCCaaS Mobile First offers a solution.

UCCaaS Mobile First Private Network, using Verizon 4G LTE Private Network Traffic Management service, prioritizes calls through the Verizon 4G LTE Private Network.\* Users with BYOD devices that need access to their UC&C applications but don't need to be on the Private Network can use Mobile First Expressway, a solution that allows users to connect without a VPN client. No matter which Mobile First option you choose, both help you bring mobile devices to the forefront of your enterprise communications strategy.

## Stop the competition.

So how does Mobile First work? For Mobile First Private Network, your fixed Private IP network is already configured to prioritize mission-critical applications. But for mobile users, even on the Verizon 4G LTE network, when you're running several applications over the network, your business-critical applications are competing for network resources with your best-effort applications. A mobile device is often all your employees have. Using it to make that all-important video call could result in a poor video experience, especially when the wireless network is experiencing high data usage.

Mobile First Private Network allows video and voice calls made through

the Cisco Jabber® client on LTE devices to be prioritized over best-effort applications on the 4G LTE Private Network. This allows users to count on these communication services when they need them.

For users who need access to UC&C applications but aren't always on a corporate network (for example in support of BYOD initiatives), Mobile First Expressway is a global, secure and scalable solution that allows mobile and remote access without the need for a VPN. Expressway provides Jabber users and supported endpoints with highly secure access to collaboration services, including video, voice, content sharing, IM and presence.

**Make it easier for your team to meet, talk and communicate.**

## Look at a case in a remote world.

How can these solutions benefit a retail business with small, remote stores?

A retail business has hundreds of small stores in separate locations

from its corporate office. Employees within the stores regularly communicate with headquarters, other stores and suppliers. They need to have a reliable connection. Because the 4G LTE Private Network could be under heavy network utilization before holidays and at peak shopping hours, they rely on traditional wireline connectivity to support them.

**Whether office-based or remote, your workers need more reliable ways to communicate.**

**There are real challenges.**

Depending on traditional wirelines can limit mobility for small retail stores and be disruptive in case the lines go down. The retail business needs a consistent level of service for these mission-critical communication services.

**What it's all about.**

With UCCaaS Mobile First Private Network, the retail business can prioritize its voice and video calls during times of high network traffic. The retailer can also map voice and video into the Mission Critical Class of Service (CoS), so employees can count on these services whether they're answering a phone call from the stock room or contacting a manufacturer from the showroom floor. This feature helps the stores deliver their number-one priority: a better customer experience.

**Connection is the sword.**

How can UCCaaS Mobile First benefit business travelers and remote collaboration?

Anyone who travels for business knows that you live and die by the quality of your mobile connection. Road warriors expect to be on voice or video calls at any time: Every call needs to work right every time. When network traffic is high, and the Private Network encounters heavy demand, it may affect delay-sensitive applications like voice and video, so your people can't communicate the way they need to. With UCCaaS Mobile First Private Network, your team can map priority applications into the Mission Critical CoS so that remote employees can reliably access the voice and video applications they need to stay productive. For workers who have to access their UC&C applications while on the go but don't need the quality of service (QoS) of the Verizon 4G LTE Private Network, Mobile First Expressway is a cost-effective option.

**Speed up the process.**

Technicians in the field need to collaborate with experts at headquarters to solve problems. One of the fastest and most comprehensive ways to troubleshoot and fix a problem is through video. But during heavy network demand when video applications are affected, technicians struggle to easily show headquarters the problem through their tablets—a complication that slows down the process.

With UCCaaS Mobile First Private Network, the technician uses Jabber

to see the presence status of the expert and, if the expert is available, launch a video call with a higher CoS. The result: a successful video-share experience with the remote expert and a quick resolution.

UCCaaS Mobile First Private Network helps provide more predictable video calls, improve customer satisfaction and maintain business continuity.

**Why Verizon**

Deliver a better user experience when it matters most. UCCaaS Mobile First Private Network lets you extend QoS policies traditionally provided over fixed WAN (MPLS) to prioritize voice and video calls over the Verizon 4G LTE Private Network. It helps you maintain mission-critical services so your workforce can connect, collaborate and communicate better. And for workers who simply need reliable access to their UC&C applications while on the go, Mobile First Expressway is a cost-effective, scalable solution.

**Learn more.**

To learn more about UCCaaS Mobile First or UCCaaS, contact your Verizon account manager today, or go to

[verizonenterprise.com/products/advanced-communications/unified-communications-collaboration](http://verizonenterprise.com/products/advanced-communications/unified-communications-collaboration)

[verizonenterprise.com](http://verizonenterprise.com)

\*Available in the U.S. in areas with Verizon 4G LTE service.