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President

## JOY COMMUNICATIONS Helps Small to Mid-Sized (SMBs) Businesses Deploy Mobile Workforces to Increase Sales and Productivity

*Leader in the Technology Industry  
Provides Expertise on How to  
“Go Mobile”*

STUART, FL – December 17, 2014 - Joy Communications an industry leader in unified communications, announced today that the company has launched a mobile workforce initiative in order to help their customers leverage the benefits of advanced technology in today's mobile environment. According to a Cisco study, the growth of the mobile workforce has evolved from startups to enterprises and 3 out of every 5 workers say that they no longer need to be located in an office in order to be productive. With clear benefits in reduced rent costs, flexibility in scheduling, reduced employee commute times, environmental friendliness, improved employee morale, results-focused productivity and enhanced accountability, it's no wonder that managers and employees alike are embracing the notion of the mobile workforce.

Perhaps the most compelling reason to embrace the idea of a remote workforce is that there is finally the capability for business owners to properly manage telecommuters through recent advances in technology. Also, the functionality of such technologies

has matured to the point where they are reliable, simple and scalable.

One such feature that is quickly rising in popularity is called presence management. This technology enables a manager the same functionality as if they were in the same room as a remote worker, without actually needing to physically be there. Presence management technologies monitor employee location, track laptop activity, share availability and enable instant messaging for quick collaboration. In fact, presence management has gotten so precise that it can actually notify a manager when a remote worker has left his or her desk, is on the phone, or has taken a break to go to lunch. With managers constantly within an arm's reach for assistance, this advancement completely eliminates the frustrating element of “phone tag” inherent in antiquated telecommuting environments.

Many of today's businesses operate with a central folder on the Local Area Network (LAN) which stores all of the businesses key documents, spreadsheets, presentations and files. A Virtual Private Network (VPN) is one that enables remote workers to access all of the exact same files as if they were sitting at their desk in the office, through a secure and safe remote connection. With VPN access, remote workers can

instantly collaborate with in-office or out-of-office coworkers, since they all have the same documents at their fingertips.

Furthermore, telecommuters can now leverage Desktop Optimization Centers (DOCs) which monitor, manage, enhance and fix remote laptops or desktops with ease. For example, regardless of location, an employee can call into a designated customer service line and get immediate assistance with any technical issues that arise. In fact, DOCs often solve computer issues much faster than in-house IT staff because of the inherent scalability associated with these firms and sheer number of technicians available. For example, if a computer crashes during an installation of new software program, an employee simply calls the technician and the technician remotely connects to the off-site computer and resolves the problem right in front of the employee's eyes.

Lastly, call accounting, call forwarding and caller ID features have absolutely vital use-cases in the work-from-home environment. Sales managers can utilize simple call accounting software to track employee outreach, see how long employees spend on the phone, number of calls, and screen calls all the way down to specific words that are used. So, if a salesperson is

never supposed to say “free,” a manager can know how many times that word was used. You now can have a remote workforce that essentially functions “under the same roof,” enhancing the customer experience. To the outside world, calls will sound the same to the end user whether that call is being answered at an employee’s home or in the boardroom.

“When you have the same level of technology in the home office as you do in the corporate headquarters employees are able to save time on their daily commute,

business owners can scale the organization more effectively by adding staff and everyone involved can enjoy increased flexibility and productivity,” said Peter Engle, President of Joy Communications. “Now, business owners can leverage the talents and skill sets of people all over the world and it is our role at Joy Communications to provide the technology and the guidance to get this accomplished.”

### **ABOUT JOY COMMUNICATIONS**

Joy Communications is a leading telecom services provider throughout South Florida with a large installed base of private, non-profit and governmental customers. Joy Communications sells and services telecom gear from the leading telecom manufacturers and hosted or “in the cloud” services. Joy has specialized in providing quality service and support to its customers with locally based, certified technicians for the last 30 years. For more information on Joy Communications please call 1-800-432-3638 or visit us at [www.joycomm.com](http://www.joycomm.com).