



# Reshaping Communication

How to enable seamless,  
cost-effective communication  
and collaboration solutions





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# It's time to redefine your collaboration and contact center strategy

When it comes to collaboration and contact center solutions, the old ways are no longer working. The reason for this comes down to several factors:

**First, the workforce is increasingly hybrid.** Today's distributed teams rely heavily on their organizations' communication models to get work done.

**Next, customer and employee expectations both evolve as technology evolves.** With effortless personal technology at their fingertips every day, customers and employees expect the same level of speed, personalization, and seamless interaction at the business level as well.

**Finally, the role of collaboration and contact center platforms is increasingly critical to business performance.** Outdated systems often prevent IT and business leaders from accessing real-time insights, scaling quickly, or delivering consistent, friction-free experiences. Without real-time, connected employee and customer experience solutions, the business risks reduced productivity and customer satisfaction, both of which correlate with reputational impacts, lower profits, and difficulty achieving growth.

Taking these developments into consideration, there's no better time to take a fresh look at existing collaboration and contact center strategies and redefine your strategy.





# Identify your collaboration and contact center challenges

Despite the demands of modern business, many organizations still operate on legacy, on-premises systems that limit flexibility, lack integration, and contribute to operational overhead. The first step to redefining collaboration and contact center solutions starts with understanding the existing challenges you need to solve. Our team works with major enterprises globally, giving us a firsthand look at the most prevalent challenges in today's communication platforms:

## 1 Broad and disjointed application sets

Often, organizations have multiple solutions in place with overlaps in capabilities. Having this broad set of applications leads to cost inefficiencies, duplicate functionality, and vendor sprawl.

## 3 Limited integrations

Without integrations across other business-critical applications and workflows, legacy platforms result in siloed workflows and inconsistent user experiences. Data accessibility must be a crucial part of this conversation: Ensuring employees and customers have easy, secure access to the information they need for productivity and issue resolution is critical.

## 2 Fragmented legacy solutions

Legacy collaboration and contact center platforms create complexity, making everyday tasks more difficult and management more complicated and time-consuming. Additionally, outdated tools tend to lack the integrations and functionality that modern organizations need to conduct business with speed, agility, and accuracy.

## 4 Lack of AI-readiness

Innovation is top of mind for most organizations, and leaders across industries have already begun seeing the results of AI-driven transformation. Without the operational efficiencies made possible by AI-enabled workflows and agentic AI solutions, organizations that aren't ready to adopt AI quickly and effectively can't hope to remain competitive.

### Case study:



Industrial garage door manufacturer transforms collaboration and communications in just five months.

#### The challenge:

Rapid growth and legacy solutions resulted in growing risk and complexity and inconsistent experiences across our customer's 120+ sites and 2,500 employees.

#### The solution:

GDT delivered a managed collaboration solution powered by Cisco. This included cloud migration, 24x7 support, and a single, unified platform for communications.

#### The result:

- Migration in under 5 months
- 80% improvement in call recording and quality capture rates
- 30% faster onboarding of new locations
- ~20% overall cost savings over 5 years

[Read the full case study](#)



# Solve for stronger success: Shift to modern platforms in the cloud

Avoid carrying forward legacy complexity by adopting and aligning collaboration and contact center solutions in the cloud.

Cloud-based solutions have become a compelling option as organizations face growing pressure to reduce IT infrastructure costs, improve security, and modernize apps while staying agile and responsive to evolving business needs. Moving collaboration and contact center to the cloud offers the visibility you need to align your tools and eliminate redundancy while enabling scalability, cost-efficiency, and increased access to innovation.

Cloud-based solutions empower organizations to:

✔ **Scale**    ✔ **Adapt**    ✔ **Simplify**    ✔ **Innovate**

with speed, reliability, and financial flexibility.

Flexible, subscription-based cloud models deliver fast deployment, on-demand scalability, and a predictable monthly cost, taking both performance and payment concerns out of the equation. The integrations and security solutions built into modern cloud platforms remove risk and create seamless access for users, making desired outcomes faster and easier for both employees and customers.

The modular, cloud-native solutions currently available also make it easy for businesses to take advantage of built-in AI, automation, and analytics, multiplying the benefits even further. Ready access to insights, AI agents for support, and automation for repetitive tasks equip organizations to get more work done faster, make smarter business decisions, and solve more complex problems with speed and innovation.

## Case study:



Software company optimizes costs and consolidates applications with GDT services powered by Cisco.

### The challenge:

Our customer wanted to migrate its contact center to the cloud to reduce costs, consolidate applications, and enable advanced capabilities more quickly.

### The solution:

After conducting a cost optimization workshop, GDT migrated the customer to the cloud and now fully manages the customer's Cisco-powered platform.

### The result:

- 30% annual savings
- Improved uptime
- Single point of contact
- Stronger business continuity

[Read the full case study](#)



# Accelerate value by prioritizing AI

The real defining factor of a truly modern collaboration and contact center environment is the ability to leverage AI to accelerate value. The ability to automate tasks, and now, with agentic AI, to make decisions and act autonomously, transforms customer and employee experiences to ultimately drive stronger business value.



While conversational AI (chatbots) and intent-based routing have been part of the average contact center for years, recent AI developments have brought proactive AI agents on the scene. These virtual agents have the ability to understand goals and objectives. Rather than simply generating prompt-based outputs, agentic AI makes intelligent decisions based on context.

In a high-volume contact center, agentic AI can easily and effectively handle lower-quality interactions, solving customer needs quickly and efficiently. Intelligent chatbots offer customers effective self-service account management and 24x7 support.

## Case study:



Large hospital system saved 40% with GDT contact center solutions.

### The challenge:

An inefficient, on-premises legacy contact center lacked integration with critical workflow apps and drove rising costs and complexity.

### The solution:

GDT helped our customer implement a cloud-based solution with AI-powered capabilities for call answering, triage, and routing as well as native integrations with Epic, Salesforce, and ServiceNow.

### The result:

- Faster resolutions
- 40% lower telecom costs
- Improved patient satisfaction
- Reduced staff burden

[Read the full case study](#)



Especially for high-volume, low-risk interactions, AI gives contact center employees the ability to offload some of their burden. This frees up human agents to focus on those lower-volume, higher-quality interactions that require a human touch for effective resolution and business impact.

AI agents operating within and across collaboration and contact center platforms help to streamline employee workflows, enabling easier (and secure) access to relevant data and delivering productivity support through tools for content creation, summarization, and more.

In addition, AI-powered, real-time analytics also deliver critical insights into performance and workloads, allowing contact center managers to optimize staffing and efficiency and monitor agent performance.

These capabilities not only enable teams to accomplish more work faster but also reduce stress on individual agents by streamlining daily workloads. The result is higher employee productivity, higher rates of agent satisfaction, and a lower cost-per-call attributed to resolution efficiency and speed.

Built-in AI capabilities, from virtual agents to predictive analytics, help equip the business with critical insights for making informed business decisions. Real-time feedback capture from customers can inform strategic service pivots. Sentiment analysis in the workforce can detect burnout and enable proactive employee support. Predictive data analytics can inform optimal resource management.

The myriad capabilities from AI-enabled, cloud-delivered collaboration and contact center solutions all come together to drive positive business impact. From saving money with automation for repetitive tasks to enabling the workforce with streamlined, integrated workflows, to serving users more efficiently via intelligent virtual agents, AI has the potential to help businesses achieve their highest-priority goals.



# Get modernization right the first time with GDT

Given the scope of customers our team works with, we often see organizations still struggling to achieve their desired outcomes despite recent modernization efforts. We understand; it's easy to know you need to modernize, but it's harder to know exactly where to start and how to get the best results.

## “Start small” or “start with it all”?

One of the biggest mistakes we see organizations make when considering modernization is that they tend to assess application solutions one by one, rather than holistically assessing the environment to evaluate end-to-end workflows. And, while “starting small” with just one application seems to make sense at the time, for environments with multiple connected applications impacting critical workstreams, it's not always the best move.

At GDT, we take an advisory-led, outcome-based approach to ensure every customer makes the right technology choice from the start. It all begins with understanding the business goals and taking a holistic look at the environment in question to ensure that every next step is fully aligned to meet real needs and drive real results.

When we engage with a customer, we won't immediately offer a list of solutions. We start with a deep-dive assessment to ascertain the baseline of the collaboration and communication environment as it currently exists. Next, we develop a plan based on what challenges the organization is trying to solve. Only after these conversations will we take the discussion to the next level of available solutions. Our goal is to ensure that every customer we work with is equipped to make the most informed decision.

### Case study:



GDT Patient Experience Connector cut costs by 95% for Texas hospital's Epic integration.

#### The challenge:

A Texas hospital system had invested more than \$1 million in an AI interactive voice response solution that failed to deliver on integration and performance.

#### The solution:

GDT deployed our prebuilt Epic connector, with implementation finished in two weeks, and at 95% lower cost than the customer's original implementation.

#### The result:

- 95% cost difference
- 1–2 minutes saved per call
- Reduced cost per call
- Improved agent productivity

[Read the full case study](#)



## Your checklist for the modernization journey

When you're ready to begin modernizing your collaboration and contact center environment, we recommend moving through the following steps:

- ✔ Create a formal plan aligned to business goals and outcomes.
- ✔ Assess and simplify current environments to reduce complexity and cost.
- ✔ Balance immediate needs with long-term scalability.
- ✔ Modernize with cloud platforms that support flexibility and growth.
- ✔ Introduce AI capabilities to enhance experiences and efficiency.
- ✔ Focus on end-user workflows to drive adoption and success.



## Work, elevated, with GDT

GDT takes a comprehensive, advisory-led approach to collaboration and communication, using in-depth assessments and relationships with every major solution provider to tailor our engagement to your organization's needs.



**Customer-informed service delivery**, from workshop to fully managed environments



**Fully managed services offering 24x7 support**, guaranteed SLAs, ongoing optimization, and global coverage



**Customized solutions from every major OEM**, cost-optimized and tailored to desired outcomes

Our goal is never to sell you a product; our goal is to deliver results, and we will work with you at every step to create, deliver, and optimize the bespoke solution that gets you the outcomes you need.

Whether you want to stand up a specific platform or you want a hands-off, end-to-end ecosystem, we will support your team at whatever level you prefer. You can consider GDT as a trusted advisor to help you continue making the most effective decisions on how to grow, modernize, and optimize your platform as you move forward into the future.



### Case study:



**Healthcare network saves 40% on telecommunications operational spend with GDT managed services.**

#### The challenge:

An academic healthcare network's complex telecom solution drove rising costs and unreliable performance. Ongoing staffing gaps only made the challenge worse.

#### The solution:

GDT delivered a fully managed telecom as a service solution with reliable, SLA-based performance and cost savings upward of 40%.

#### The result:

- 40% cost savings
- Enhanced patient care
- Operational efficiencies
- Improved performance

[Read the full case study](#)



# Realize your top outcomes. Start with a workshop.

Streamline your workloads, reduce operational costs, and improve business performance and resilience. Create seamless work experiences and stronger customer satisfaction with GDT.

Start with a tailored GDT workshop and gain clarity and momentum for your collaboration and contact center modernization journey.

[Learn more](#)