



REVOLUTIONIZING CLOUD-BASED COLLABORATION: HOW THINKSYS EMPOWERED RINGCENTRAL'S PRODUCTIVITY WITH AN AUTOMATED SOLUTION

ABOUT RINGCENTRAL

RingCentral is a leading cloud-based communication and collaboration platform that empowers businesses to connect, communicate and collaborate seamlessly. Founded in 1999, RingCentral has emerged as a trusted global provider of cloud-based unified communications solutions. By leveraging the power of the cloud, RingCentral offers a comprehensive suite of tools, including voice, video, messaging, and team collaboration, all accessible from a single platform.

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BACKGROUND

Established in 1999, RingCentral is a leading provider of cloud-based communication and collaboration solutions for organizations of all sizes. By harnessing the power of the cloud, RingCentral has transformed traditional communication systems, overcoming their limitations. This case study explores the partnership between **RingCentral and ThinkSys**, highlighting their shared journey, challenges faced, and how **ThinkSys** provided a solution that enabled RingCentral to maintain its position as an industry leader in cloud-based collaboration products and services.

Operating in the telecommunications industry, RingCentral operates in an environment characterized by rapid advancements and evolving customer expectations. Traditional communication systems often lack the flexibility required by modern organizations. RingCentral recognizes the opportunities presented by new communication and collaboration methods such as remote work, mobile workforces, and integrated communication solutions. They cater to the changing demands of businesses in this dynamic landscape.



PROJECT OVERVIEW



As a provider of collaboration and communication products and services, RingCentral followed a process of gathering necessary data, including user devices and numbers. This data was then passed on to the onsite team for device installation and other related actions. However, the existing process was lengthy, complex, and time-consuming, relying on manual data entry using MS Excel sheets. Multiple teams were involved, and numerous resources were utilized, leading to a complex process prone to errors.



RingCentral approached **ThinkSys** to streamline and automate this process, aiming for a centralized and efficient solution.

PROPOSED SOLUTION

The experts at ThinkSys understood RingCentral's requirements and developed a custom tool that automated the entire process. The tool seamlessly integrated with Salesforce, RingCentral Platform, and other tools, enhancing functionality. This innovative tool enabled RingCentral's team to instantly fetch data from the RingCentral Platform, making the entire process more efficient. Users could quickly verify and rectify data, significantly reducing errors and time consumption.

ThinkSys' team successfully delivered the Minimum Viable Product (MVP) within 3 months, allowing RingCentral to familiarize themselves with the software and provide additional requirements for the final build.



CHALLENGES FACED BY THINKSYS TEAM

While ThinkSys successfully created a tool that benefited RingCentral, they encountered several challenges during the development journey.

- One major challenge involved ensuring the data remained consistently up-to-date after integrating with third-party applications like Salesforce and RingCentral Platform.
- Maintaining data integrity and compliance with internal and regulatory policies posed a tedious and demanding task for the team.
- Additionally, developing specific APIs tailored to the tool's requirements and seamlessly integrating them with other applications was another challenge ThinkSys had to overcome.



TECH STACK USED

To implement the software, the following tools were utilized:

- Serverless Framework.
- AWS Lambda.
- Node.js.
- React.js.

The team employed PostgreSQL as the database.

OUTCOME

Prior to implementing ThinkSys' tool, RingCentral spent 4 to 5 months gathering the required data for the onsite team. Manual work and data verification using MS Excel sheets also limited each team to manage a single account. However, with the tool's implementation, the process duration was reduced to three weeks. Moreover, a single team could now handle six to seven accounts concurrently, resulting in a remarkable 500% increase in productivity. This significant improvement was attributed to eliminating manual work and data verification processes.

THINKSYS

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