

Simplifying Enterprise Communications With Dialpad and Google Cloud

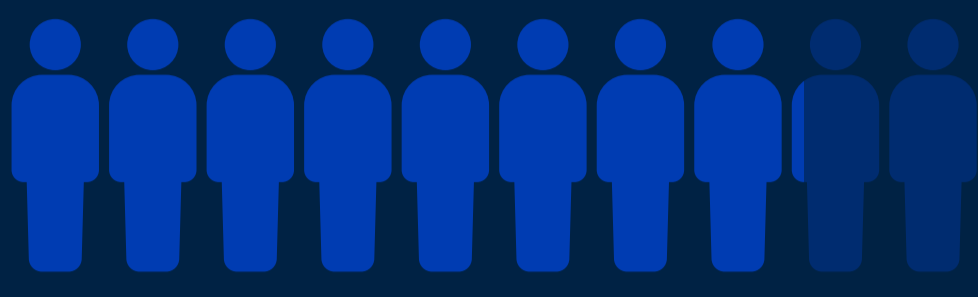
Enterprise organizations are managing an increasingly tangled web of communications and collaboration tools, spanning voice, messaging, video, file sharing, and more. The result is operational complexity, integration headaches, and a growing shadow AI problem as employees look for better ways to work. The good news is that organizations are actively consolidating, and AI-first platforms are making it possible to simplify without sacrificing capability.

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Tool sprawl and its consequences

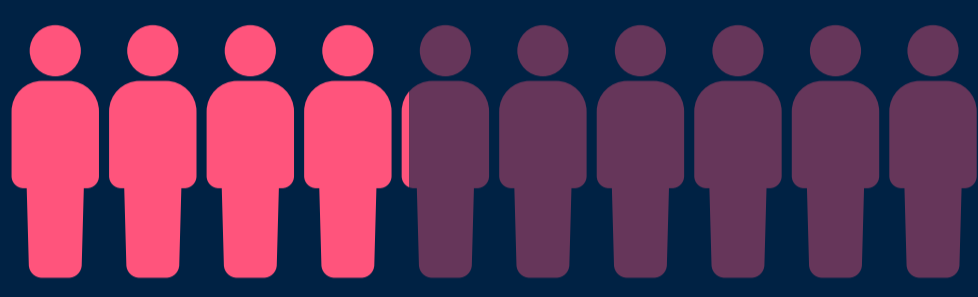
Most enterprise organizations have accumulated far more communications and collaboration tools than they can reasonably manage. The sheer number of platforms in play creates integration challenges, increases security exposure, and puts pressure on IT teams already stretched thin. When asked about their top communication and collaboration tools challenges, poor integration and security concerns led the pack—a direct consequence of managing too many disconnected systems.



82% of organizations have deployed more than five disparate communication and collaboration tools or platforms.



35% have deployed more than 10 disparate communication and collaboration tools or platforms.



41% cited poor integration between different communication tools as a top communication and collaboration tools challenge.



43% cited security and compliance concerns as a top communication and collaboration tools challenge.

Shadow AI amplifies the problem

Additionally, when organizations do not move fast enough to give employees the tools they need, employees find their own tools. The rise of shadow AI means end users are adopting unsanctioned tools to simplify their work, boost productivity, and reduce repetitive tasks.

Their intentions are not malicious, but the data loss and compliance risks are real. The encouraging finding is that the problem is solvable: Just 8% of end users indicated they would continue using shadow AI tools if their organization provided a supported equivalent. Users want better tools, not rogue tools.



52%

of end users reported they have used unsanctioned AI tools for work purposes.



45%

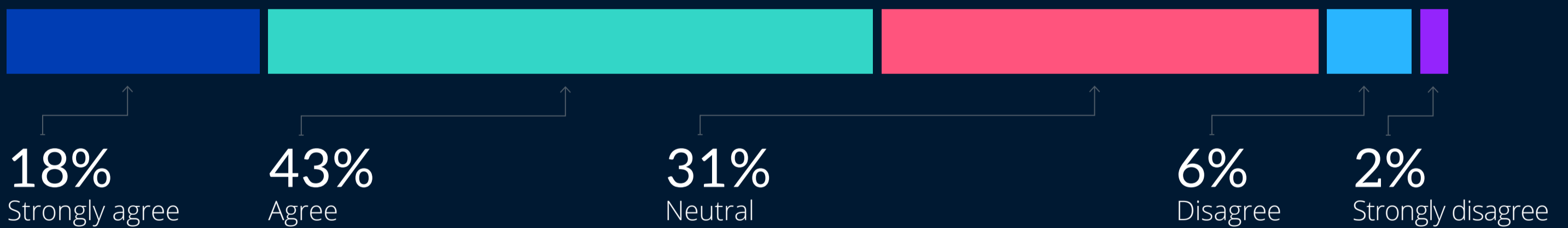
believed their colleagues have shared privileged, private, or confidential data with an unauthorized tool.



Just 8%

of end users said they would continue to use unsanctioned AI tools over company-provided alternatives, while 61% said they would stop using them, and 31% were neutral.

» I would stop using unauthorized AI tools if my organization developed a strategy that fit my needs (N=223)



Consolidation is the answer

Organizations are not standing still. Faced with tool sprawl, integration challenges, and shadow AI risk, the top priority is consolidation (i.e., bringing unified communications (UC), collaboration, and contact center capabilities onto fewer, more capable platforms). Whether consolidating with a current vendor or evaluating new vendors, the direction is clear: fewer tools, deeper integration, and AI built in rather than bolted on. Together with Google Cloud, Dialpad offers a unified, AI-first communications platform that addresses these needs across calling, messaging, the contact center, and sales.



38%

of organizations planned to consolidate UC/collaboration platforms and services.



23%

said they are replacing their current communication/collaboration platform with another vendor's.



Conclusion

The communications landscape is being consolidated, and organizations that act strategically can reduce complexity, curb shadow AI, and improve both employee and customer experiences. A unified platform approach—one that integrates AI natively across UC, the contact center, and sales—addresses the root causes of tool sprawl rather than adding another point solution to the pile or encouraging shadow AI.

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