

# RingCentral vs. the Competition

Independent research firms consistently rank RingCentral as a global leader in cloud communications



Gartner's UCaaS Magic Quadrant for 2020 positioned RingCentral furthest to the right in the Leaders Quadrant

[Read the Report](#)



RingCentral tops OMDIA UCaaS Scorecard in North America

[Read the Report](#)



IDC MarketScape names RingCentral a worldwide UCaaS Leader in SMB and Enterprise segments.

[Read the Report](#)



RingCentral Office wins PCMag Editor's Choice Award for business communications

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Frost & Sullivan Recognizes RingCentral as Innovation Leader in the European Hosted IP Telephony and UCaaS Industry

[Read the Report](#)

[View RingCentral's Awards and Accolades](#)

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## Key Differentiators

<b>SLA and High Availability</b>	Provides a <a href="#">99.999% uptime SLA</a>
<b>Security and Compliance</b>	SSAE 18 & ISO 27001-audited data centers, ISO 27017, ISO 27018, SOC 2, SOC 3, HITRUST, HIPAA, <a href="#">FINRA</a> , C5, CCPA, PCI DSS, <a href="#">NCSC Cyber Essentials Plus</a> , McAfee, <a href="#">GDPR</a> ( <a href="#">View Security Certifications</a> ) ( <a href="#">View Security Compliance</a> )
<b>Pricing</b>	All-inclusive pricing for UCaaS and CCaaS ( <a href="#">View Pricing</a> )
<b>Voice and Telephony</b>	Carrier-grade with enterprise-quality telephony, quality-of-service reporting & mobile admin—all optimized for growth/scalability ( <a href="#">Discover RingCentral MVP</a> )
<b>Messaging</b>	Comprehensive team messaging & collaboration ( <a href="#">Discover RingCentral Video</a> )
<b>Video</b>	RingCentral Video Full HD video solution across browser, desktop, and mobile with up to 200 participants / meeting ( <a href="#">Discover RingCentral Video</a> )
<b>Mobile App</b>	Phone, messaging, video, SMS, and fax all in one app with over 7,000 customer reviews ( <a href="#">iOS</a> & <a href="#">Android</a> )
<b>Integrations</b>	A growing open platform with 200+ packaged integrations, including Salesforce, Dropbox, Google Workspace, and Microsoft 365 ( <a href="#">Discover Integrations</a> ) ( <a href="#">RingCentral App Gallery</a> )
<b>Phones &amp; Support</b>	Wide range of <a href="#">supported IP phones</a> and a strong, in-house <a href="#">Professional Services Team</a>

## Why RingCentral Wins

- Market-leading UCaaS
- Superior call quality
- 200+ integrations
- 99.999% Uptime SLA
- Implementation and support
- Security/compliance

## Elevator Pitch

RingCentral empowers businesses to choose where they get work done without limiting how they get work done. Simple, scalable, and secure, RingCentral's MVP cloud platform and contact center solutions seamlessly unite message, video, and phone communications on any device from anywhere.

## Ideal Customer Profile

Any company, large or small, that has one of the following:

- Multiple office locations
- Employees who travel or work in the field
- Remote or hybrid employees
- Needs a call center

## Leading RingCentral Verticals:

- [Financial Services](#)
- [Healthcare](#)
- [Real Estate](#)
- [Professional Services](#)
- [Education](#)
- [Manufacturing](#)
- [Legal](#)
- [High Tech](#)
- [Retail](#)
- [Construction](#)
- [Government/Public Sector](#)

# RingCentral vs. the Competition

## Competitive Traps: Questions to Ask RingCentral's Competitors

### Who is the rest of the industry using?

[Avaya](#), [Atos](#), [Alcatel-Lucent Enterprise](#), [AT&T](#), [Vodafone](#), [BT](#), and [TELUS](#) all have "powered by RingCentral" as part of their UCaaS offering.

### How much is the vendor investing in R&D?

RingCentral invests heavily in R&D, [outspending most of the publicly traded](#) pure cloud communication providers.

### How do the third-party analysts rate the vendor?

Most independent analysts and research firms rate RingCentral as a UCaaS leader.

[\(View Awards & Third-Party Analysis\)](#)

(View Awards & Third-Party Analysis [2020](#), [2021](#))

### How many integrations does the vendor app support?

RingCentral integrates with more than 200 of the leading business apps.

[\(View RingCentral App Gallery\)](#)

[\(View RingCentral Integrations\)](#)

### What security measures does the vendor take?

RingCentral offers seven layers of robust security, including at the physical, network, host, data, application, and business processes, as well as the enterprise level of your organization.

[RingCentral's Security](#)

[RingCentral's Trust Center](#)

### If something goes wrong, what support does the vendor offer?

RingCentral has 24/7 live phone support, as well as chat and community support/FAQs.

[\(View RingCentral Support\)](#)

### What is the vendor's SLA?

RingCentral has a [99.999% uptime SLA](#).

## Objection Handling

### RingCentral is too expensive.

- You get what you pay for with RingCentral, one of the highest-rated cloud communications solutions on the market.

[View Accolades](#)

[View RingCentral Pricing](#)

- Competitors will sometimes offer dramatic discounts because they struggle to compete with RingCentral on quality.

### RingCentral doesn't own their full technology stack.

- RingCentral launched RingCentral Video in 2020, a robust video solution owned entirely by RingCentral.

[View Press Release](#)

- RingCentral's contact center solutions Engage Voice, Engage Digital, and Live Reports are all entirely owned and developed by RingCentral.

[View RingCentral's Customer Engagement Suite](#)