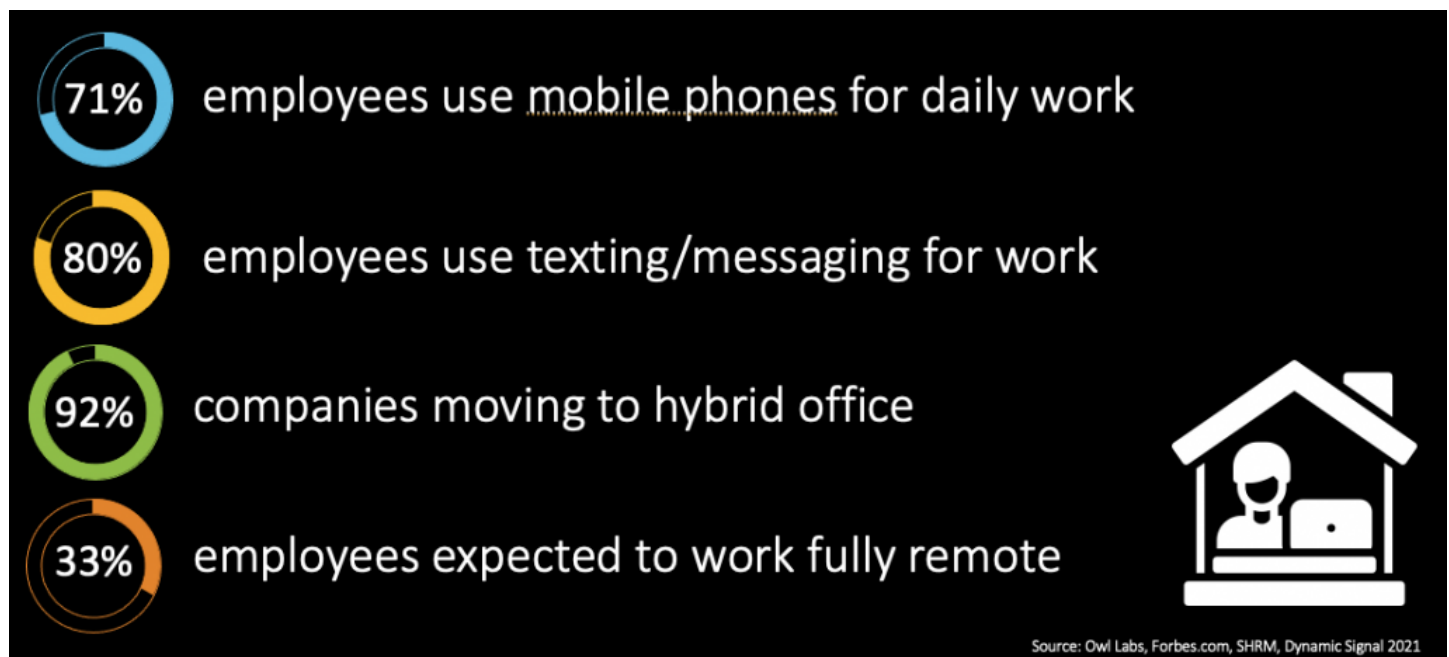


JOONTO officially launches cloud platform for mobile phone metrics



Utah, Lehi, Oct 11, 2021 ([IssueWire.com](https://www.issuewire.com)) - Today, JOONTO released its mobile phone cloud platform which uniquely brings the native power and capability of business phone systems into the convenience of mobile devices, including the first-ever ability for tracking mobile phone metrics.

Prior to the beginning of the pandemic, employees were already trending close to 71% utilization of mobile devices in their daily work assignments. Additionally, 80% of employees have been reported as using SMS text messaging specifically for work purposes in communicating both internally as well as externally with clients and customers alike. (1)

As companies moved from an estimated 2% of remotely working full-time employees prior to the pandemic, to an estimated 70% of remote workers during the pandemic; current analysts expect that 33% of all U.S. workers will normalize to work remotely, while 92% of employees are expected to work within a hybrid model (more than a few hours per week outside of the office). With such a dramatic change to daily work behavior, the utilization and necessity of mobile phones to counter such sudden as well as long-term changes have become both a challenge and opportunity for businesses of all sizes.

As the growth in VoIP utilization including that of soft-phone app capabilities has become the standard in many corporate environments over the past decade, the real driver of these solutions is a result of their ease of compatibility and integration with data platform solutions such as Salesforce, Microsoft Dynamics, SAP, Oracle, Tableau, DOMO, and Zapier. However, as the result of massive adoption and growth of mobile phone utilization in the workplace, the reality has become such that the business desk phone has in essence become a glorified mobile phone forwarding device.

Prior to the pandemic, BYOD (bring-your-own-device) patterns have long been gaining momentum. Post-pandemic that momentum has only continued to grow exponentially. Although this seemingly

creates great opportunities for companies to expand their real-time communications both internally and externally through the increase and saturation of mobile devices in the workplace, one major challenge has risen: user's mobile activities such as how many text messages, how many phone calls, to who is calling and receiving calls, etc.; has become a literal 'black hole' of data and information for business managers.

To further add to the challenge, some solutions have attempted to coax user adoption through their own proprietary VoIP mobile app requiring the user to both send and receive calls and text messages through this 3rd party app. The reality is stark when compared to how users actually utilize these 3rd party apps on their mobile devices. Only an estimated 5% of users who install these 3rd party dialer apps and messaging platforms, use these mobile apps. This means that 95% of all actual company mobile phone users prefer and utilize their native mobile platform for calls and texts, creating a huge disconnect with the adoption of these 3rd party apps. With such little adoption occurring, this only adds to the incredibly large disconnect of visibility for managers in viewing their team's mobile phone user activity.

So how do companies solve this huge missing component of data and real-time communications activities taking place within their companies on mobile devices?

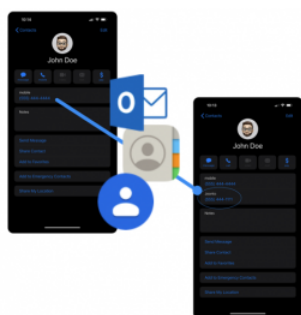
Joonto's mobile phone cloud platform seamlessly solves this issue by providing companies the ability to track all mobile phone activities such as SMS texting and phone calls through routing these activities through Joonto's cloud platform. Unlike 3rd party apps which require users to open to make inbound/outbound calls and texts, Joonto instead relies on the built-in native phone dialer and text messaging solutions such as iMessage, to send and receive inbound and outbound calls and texts. Instead of using an "app," Joonto seamlessly assigns a virtual phone number to each user's contact details. This occurs through connecting and syncing a user's Gmail or Office 365 account in the background and automatically assigns a random private secondary number to each contact. When this number is dialed or texted, it automatically routes through Joonto's platform and then forwards to the original contact's number.

In addition, each user also receives their own proprietary "Joonto Business Number" (which acts similarly to other services such as Google Voice, forwarding the mobile phone activity for incoming calls through Joonto's mobile platform. But unlike other services, Joonto offers a completely seamless and native solution for users to call and text all their team members, peers, customers, and clients alike with a new catch: the ability for their managers to also track, manage, and monitor all their call activity, thus preventing these calls from entering the proverbial 'data black hole.'

JOONTO has also developed a complete API marketplace for developers looking for enhanced customization and integration, allowing, for example, CRM solutions and platforms such as Salesforce, Microsoft Dynamics, and Zapier the ability to communicate with JOONTO and track call and text activities associated with leads and contacts. "Joonto not only provides an innovative solution for gaining high user adoption rate for tracking mobile phone activities, but also creates a unique value proposition for companies looking to virtualize and tokenize their leads and contacts' personal information," stated Spence Angerbauer, Managing Partner of Venture Slopes, an angel investor of Joonto.

Joonto's mobile phone cloud platform can be accessed via a FREE trial by going to their website at <https://joonto.com> and registering for a free account.

- Source: Owl Labs, Forbes.com, SHRM, Signal 2021



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