

# CLOUD-BASED COMMUNICATIONS SOLUTIONS

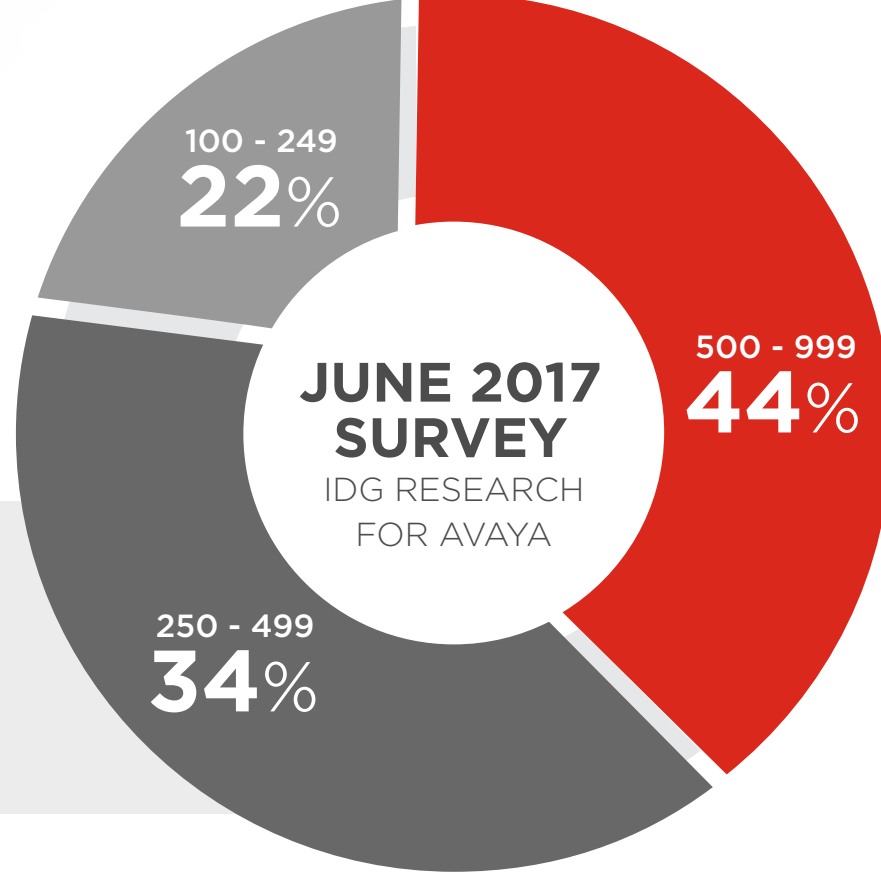


## 01 | ARE YOU CONSIDERING A MOVE TO THE CLOUD?

### “COMMUNICATIONS PRIORITIES AT MIDSIZE BUSINESSES”

Discover what IT professionals and other company leaders are focusing on as they consider their current and future communications needs...

Why they're considering the benefits of cloud-based communications... and how you can **have it your way** with the solutions you need to grow your business.



Survey Respondent Profile - Number of Employees

## 02 | TOP COMMUNICATION CHALLENGES



**CONCERN ABOUT SECURING DATA,** ENSURING DATA ACCESSIBILITY, AND/OR MAINTAINING CONTROL OVER COMPANY DATA

**FACING BUDGET CONSTRAINTS AND/OR LEGACY TECHNOLOGY ISSUES**

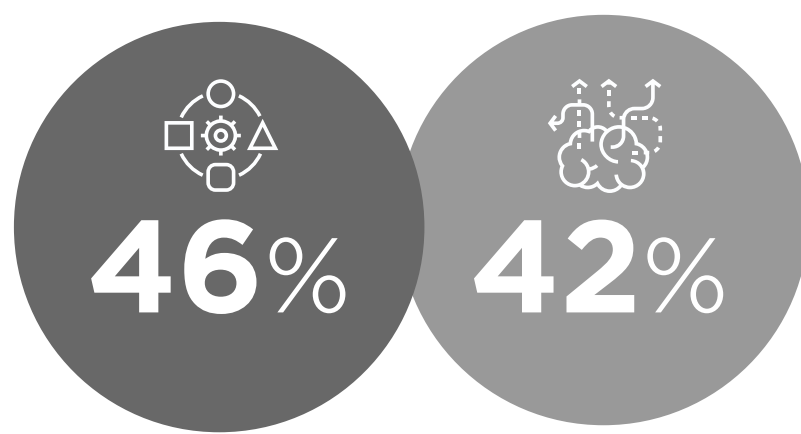
**COMPLIANCE / REGULATORY ISSUES**

Some companies still have challenges in communicating with customers - *especially when addressing spikes and seasonal demands*

Many companies have issues with remote employees and keeping mobile employees well-connected

**\*Over half** the workforce uses mobile devices to perform their jobs\*

### BYOD ISSUES



OF COMPANIES HAVE A WELL-ESTABLISHED BYOD STRATEGY WITH TOOLS TO MANAGE

HAVE NO COHESIVE BYOD STRATEGY

Typically, the likelihood of having a well-defined BYOD strategy in place grows with company size

## 03 | MUST-HAVES<sup>1</sup> FOR MIDSIZE BUSINESSES



MORE THAN **3/4**

OF MIDSIZE BUSINESSES require excellent integration with their infrastructure and applications

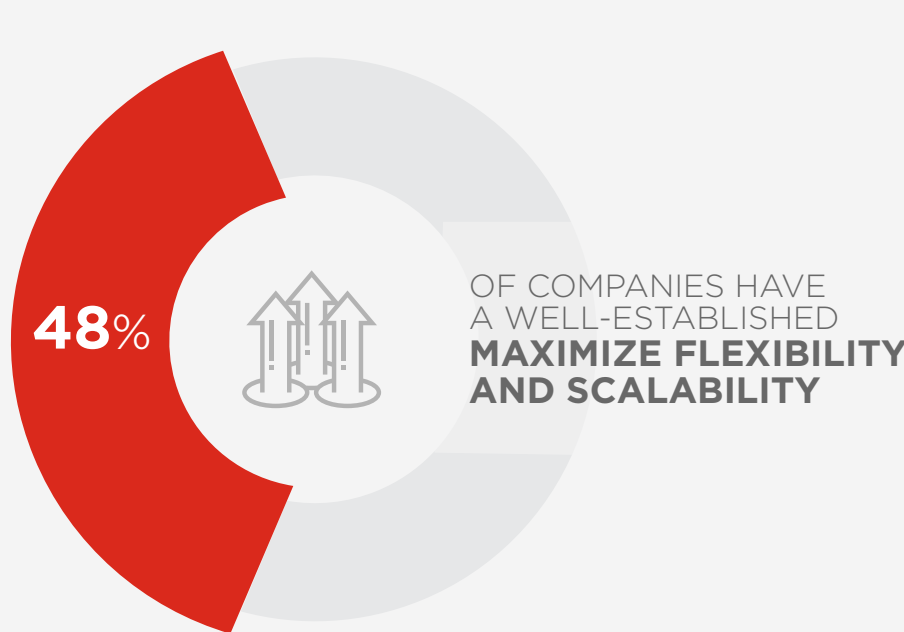
APPROXIMATELY **2/3**

OF MIDSIZE COMPANIES say they need flexibility and scalability and/or the ability to customize

<sup>1</sup>Reported as "Critical" or "Very Important" in evaluating a communications solution.

## 04 | WHY BUSINESSES ARE LOOKING AT CLOUD-BASED SOLUTIONS

Cloud-based solutions provide central control over data access - *improving security with an "always on" solution*



Many companies feel that the cloud can offer relatively easy **mobile communications**, with **modern features** that can be continually updated

**CLOUD SOLUTIONS** offer a host of other widely perceived benefits, including:

- EASE OF USE** - for employees and contractors
- LOWER COSTS** - pay-as-you-go
- INTEROPERABILITY** - with other solutions

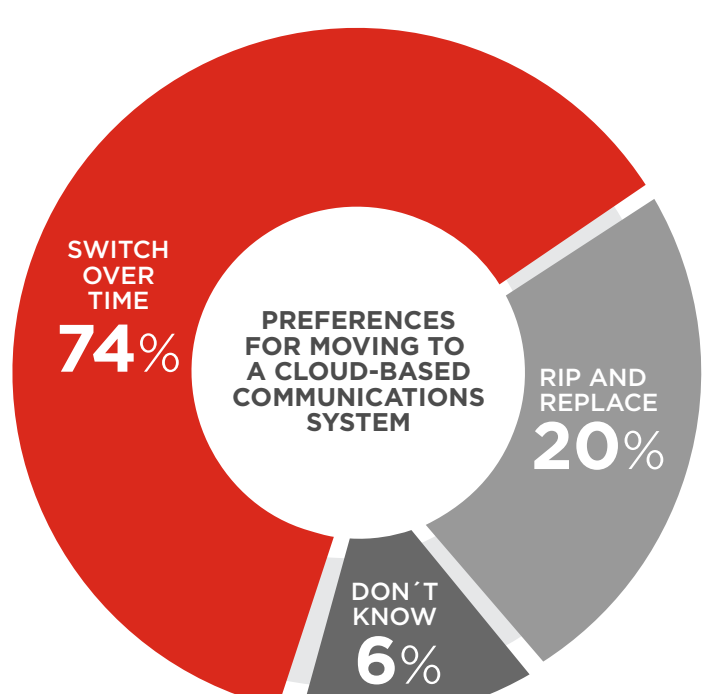


Additional corporate goals are driving investment in new communications solutions

SOLVE PRODUCTIVITY ISSUES	ATTRACT NEW CUSTOMERS
IMPROVE RESPONSIVENESS TO CUSTOMERS	DEVELOP NEW PRODUCTS AND REVENUE STREAMS
INCREASE SPEED OF DECISION MAKING	ELIMINATE SILOS

## 05 | MAKING THE SWITCH - HAVE IT YOUR WAY!

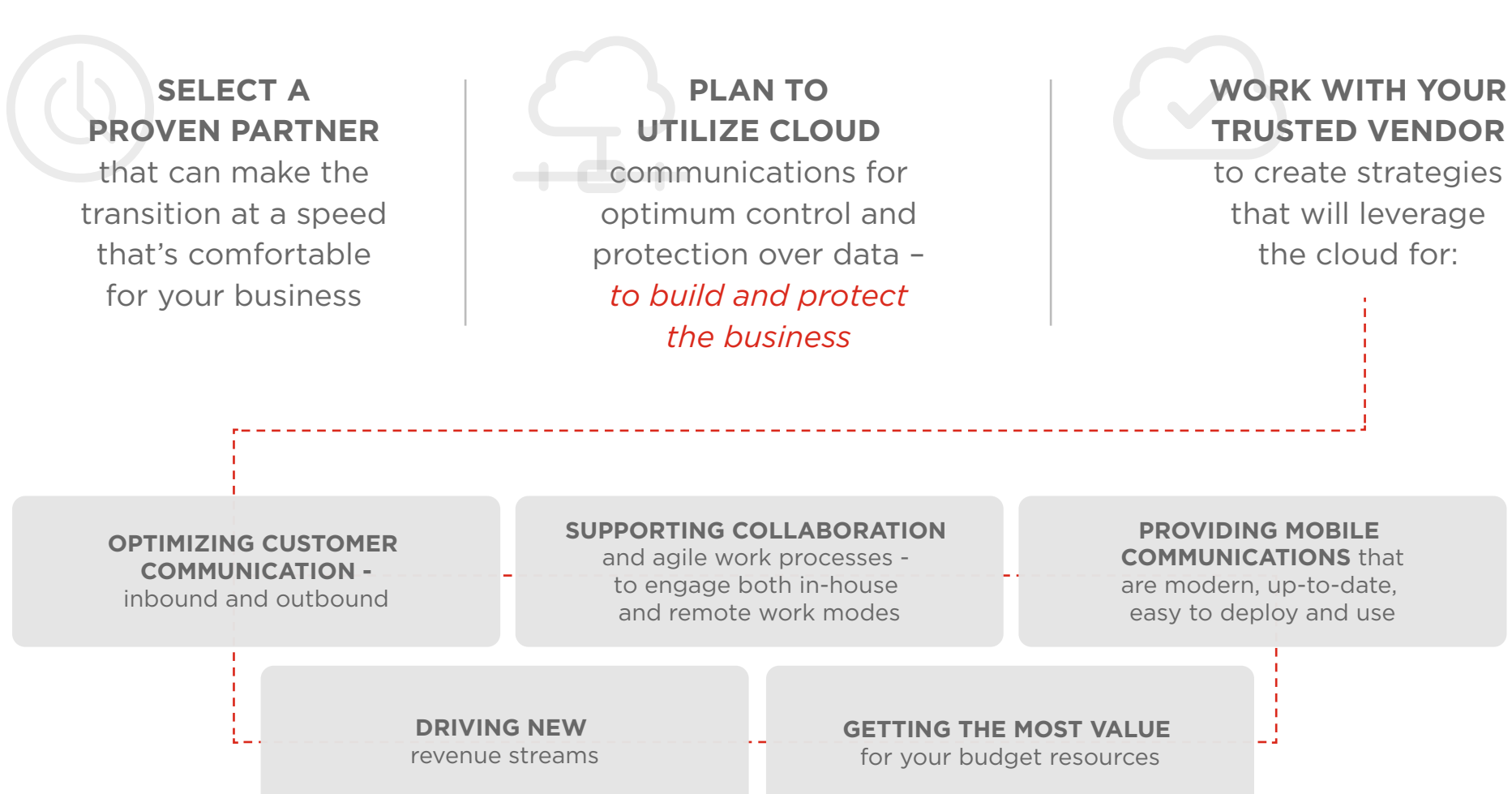
Most survey respondents would prefer a cloud-based communications system **deployed over time** versus a "rip and replace" strategy



The option to **pay-as-you-go** can ease the transition

You can leverage **hybrid cloud** to integrate seamlessly with both premises- and cloud-based services

### BEST PRACTICES



**DOWNLOAD THE IDG** Executive Summary for more details