

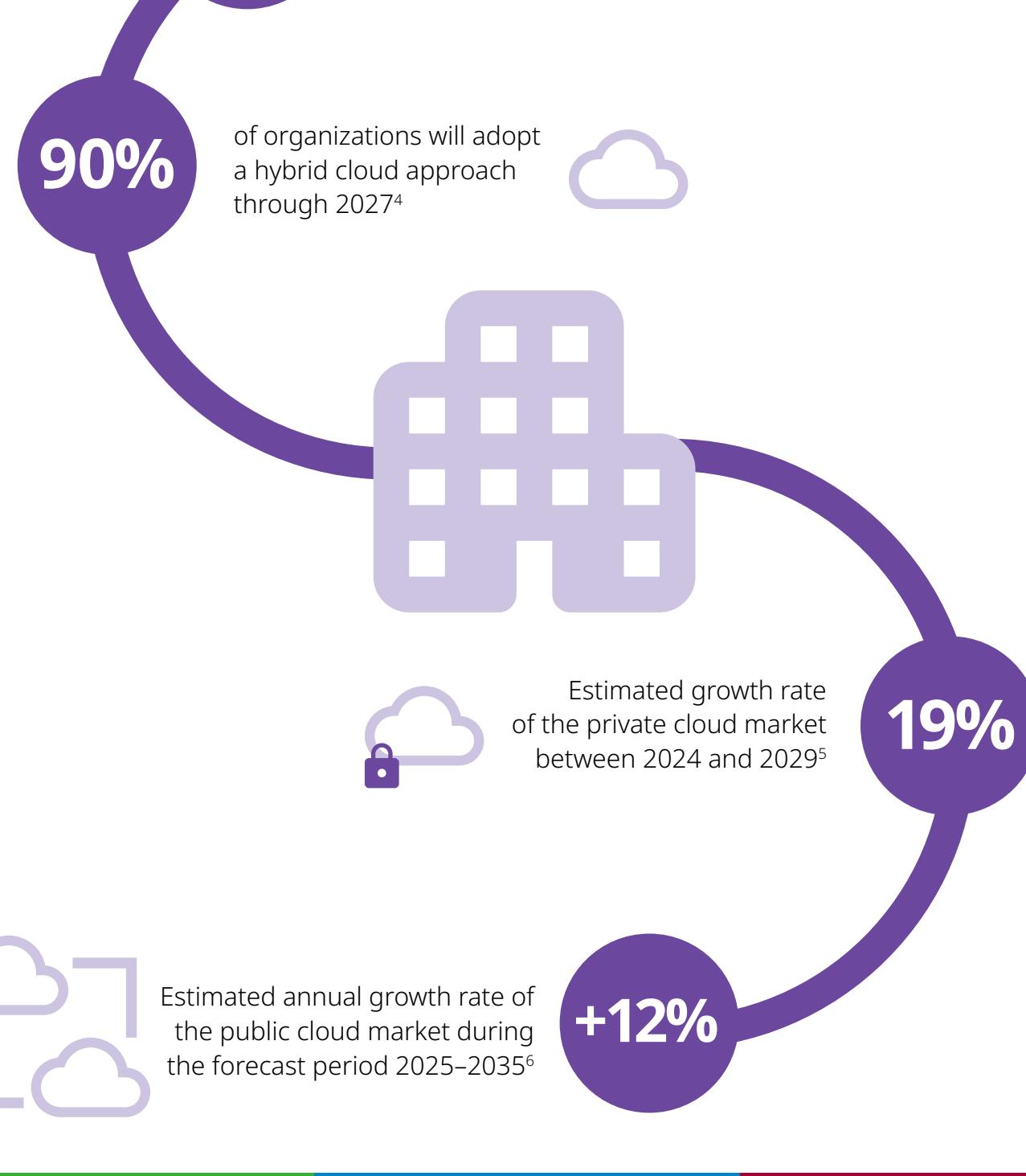
# Cloud market by the numbers: What analysts say about businesses' choices

By 2028, cloud computing will shift from a technology disruptor to a necessary component for maintaining business competitiveness, according to Gartner.<sup>1</sup>

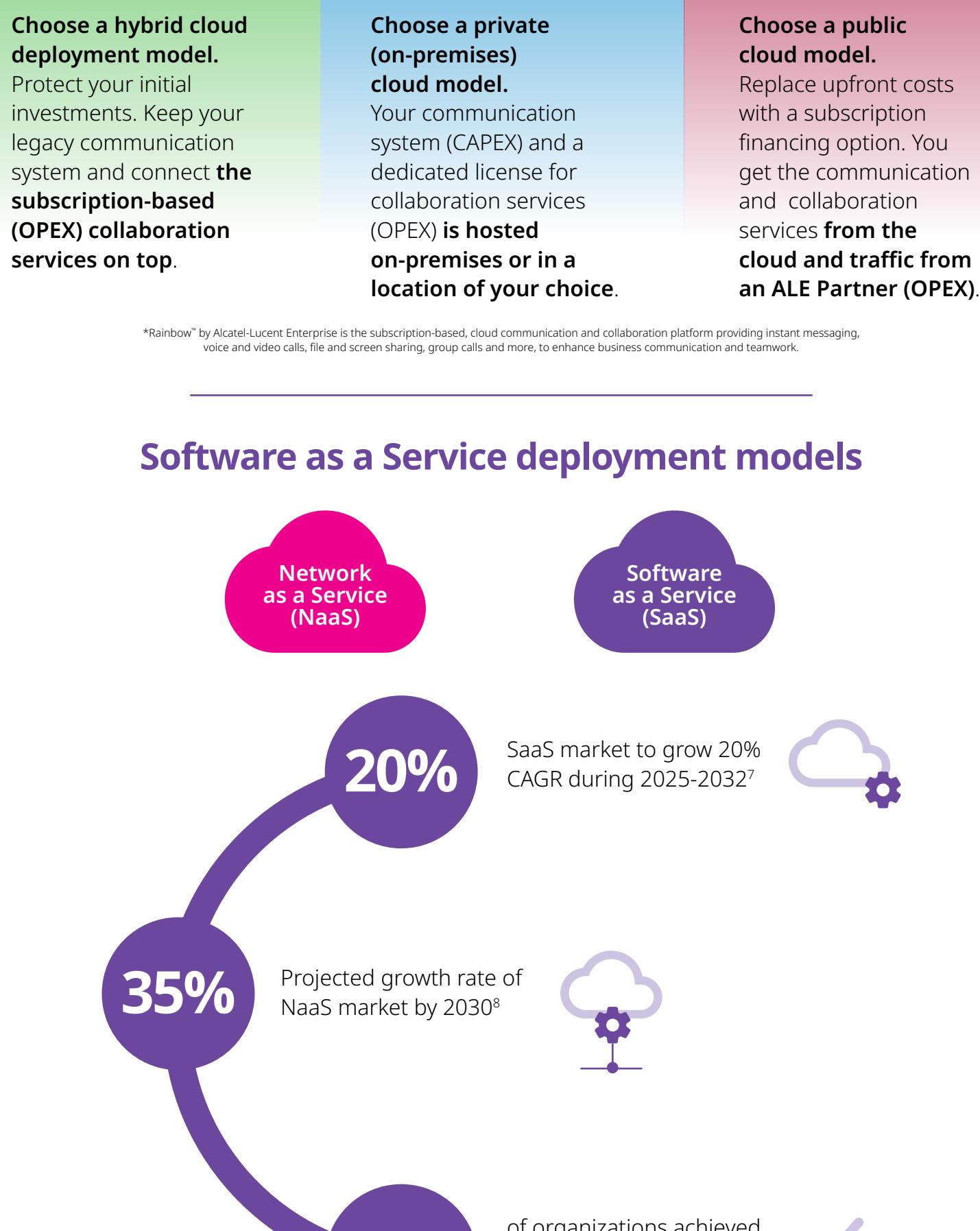
Over the past decade, cloud technology has revolutionized the way organizations communicate, collaborate and connect. To stay competitive and thrive, businesses are increasingly **embracing cloud-based solutions**. However, every organization is unique. Their needs for communication, collaboration and networking, key to building resilience, enhancing efficiency and ensuring business continuity, naturally differ. One-size-fits-all solutions aren't effective. That's why flexible cloud deployment models and financing options are essential.

Industry analysts confirm that the cloud market continues to expand rapidly, with **adoption rates varying across hybrid, private, public, multi-cloud and SaaS environments**.

## Market trends



## Cloud deployment models



**Hybrid cloud**  
Do you want to leverage your existing communication infrastructure with cloud-based collaboration services?\*

**Choose a hybrid cloud deployment model.**  
Protect your initial investments. Keep your legacy communication system and connect the subscription-based (OPEX) collaboration services on top.

**Private cloud**  
Do you need a secure communication infrastructure with full compliance and data control, along with collaboration services?\*

**Choose a private (on-premises) cloud model.**  
Your communication system (CAPEX) and a dedicated license for collaboration services (OPEX) is hosted on-premises or in a location of your choice.

**Public cloud**  
Do you plan to shift to an all-in-one cloud solution for telephony and collaboration services\*, including traffic?

**Choose a public cloud model.**  
Replace upfront costs with a subscription financing option. You get the communication and collaboration services from the cloud and traffic from an ALE Partner (OPEX).

To find the best solution for your evolution plans or transformation strategy, scan the QR code or [contact us](#)

### Sources:

1. Gartner, 2. Flexera, 6. Market Research Future

2. Flexera, 7. Fortune Business Insights

3. Gartner, 8. N2W

9. N2W

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\*Rainbow™ by Alcatel-Lucent Enterprise is the subscription-based cloud communication and collaboration platform providing instant messaging, voice and video calls, file and screen sharing, group calls and more, to enhance business communication and teamwork.

While Gartner predicts that by 2028 more than 50% of enterprises will use industry cloud platforms to accelerate their business initiatives, ALE continues just as it has for over 100 years, to support organizations of all sizes and industries worldwide with secure, tailored communication, collaboration and networking solutions.

We empower all businesses to choose the financing option CAPEX, OPEX, or pay-per-use and cloud deployment model, hybrid, private or public, that best fits their needs.

**Do you plan to deploy or refresh your network and want flexibility in financing options?**

**Choose an Autonomous Network solution with flexible business models, including NaaS (OPEX).**

**Do you want to add a solution for omnichannel customer relationship management?**

**Choose ALE CCaaS\* (OPEX) for your CRM staff to handle interactions across an omnichannel solution (email, live web chat, social media and phone).**

\* Contact Center as a Service

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