

# Enterprise communications

## Keys to the Successful Transition

Alcatel-Lucent  
Enterprise



**Most organizations find themselves somewhere between the legacy world of on-premises, silo'd communications, and unified, cloud-based services.** Very few are 100% deployed with fully unified communications in the cloud – and even fewer have deployed more advanced PCS services. The keys to a successful transition will vary from one enterprise to another. However, those early adopters have a number of common approaches and best practices we can learn from:



### Engage the Business

At a minimum, a successful transition requires the right level of executive engagement and ownership.



### Unify the User Experience

Unifying silo'd communications and reducing the friction between services (e.g. IM, voice calls, sharing screens, video, etc.) ultimately drives more users to use more services.

### Get in Front of the Barriers



While technology advances are providing for new and exciting solutions, the average enterprise struggles with basic adoption. The top three barriers are internal politics, business case confusion, and network.



### Leverage your Developers

Whether you are looking to integrate off-the-shelf UC solutions into existing business applications (CRM, ERP, etc.), or create netnew UC tools with a CPaaS partner, your developers can provide a new return on their investment when applied broadly within your enterprise.

**READ THE FULL STORY**

to find out more about enterprise communications evolution, technology, vendor and business trends.