Shift to the cloud to optimise costs and increase competitiveness

The challenge for businesses is prioritising spending on technology and services that are deemed mission-critical while increasing competitiveness.

1. **Explore the value of the cloud**
   Explore how your business can benefit from a flexible, cloud-based communications environment.
   
   94% of enterprises use cloud for at least one part of their strategy.¹

2. **Leverage the cloud to optimise expenditures**
   A cloud environment minimises on-site costs for maintenance. Companies can control their journey to the cloud according to individual needs.
   
   94% of businesses saw an improvement in their security following a move to the cloud.²

3. **Find your right path to the cloud**
   Private cloud technology offers guarantees. Public cloud is open to anyone. Hybrid cloud combines multiple solutions.

4. **Increase competitiveness through the cloud**
   The cloud enables new workstyles and service options which are immensely beneficial to any organisation.
5 Accelerate new opportunities with the cloud
Leverage your voice-based communication servers by adding multi-channel functionalities, strengthening the Interactive Voice Response (IVR) capabilities with AI to improve customer engagement.

6 Look to the future with the cloud
New capabilities such as APIs and Communication Platform as a Service (CPaaS) are constantly emerging.

7 Get a competitive advantage
The cloud gives you the tools you need to make your customers happy and your employees more content and more efficient.

Download IDC’s The Guide to Cloud Communication: Benefits and Best Practices for a Successful Transformation

Sources
1 RightScale®, State of the Cloud Report from Flexera, 2019
2 Blue Signal, Benefits of Cloud Adoption, 2019 by Amber Lamb
3 RightScale®, State of the Cloud Report from Flexera, 2019
4 Salesforce, 12 Benefits of Cloud Computing

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