



# 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.



of enterprises use cloud for at least one part of their strategy.<sup>1</sup>

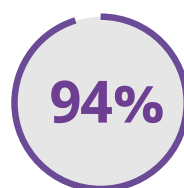
## 2 Leverage the cloud to optimise expenditures

A cloud environment minimises on-site costs for maintenance. Companies can control their journey to the cloud according to individual needs.



## 3 Find your right path to the cloud

Private cloud technology offers guarantees. Public cloud is open to anyone. Hybrid cloud combines multiple solutions.



of businesses saw an improvement in their security following a move to the cloud.<sup>2</sup>

## 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.



of organizations that put employees satisfaction high on their list of priorities are more likely to expand their use of the cloud.<sup>3</sup>

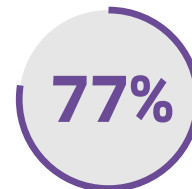
## 6 Look to the future with the cloud

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.



of companies feel that being involved with the cloud gives them a more significant competitive advantage over their peers.<sup>4</sup>

Download IDC's [The Guide to Cloud Communication: Benefits and Best Practices for a Successful Transformation](#)

**VISIT OUR CLOUD COMMUNICATIONS WEB PAGE**

### 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](#)