

& Optimizing Costs Increasing Competitiveness

After a few months of lockdown, the challenge for businesses is to bounce back, prioritizing spending on technology and services that are deemed **mission-critical** while **increasing competitiveness**.



EXPLORE

the value of the Cloud

#1

94%

OF ENTERPRISES USE CLOUD FOR AT LEAST ONE PART OF THEIR STRATEGY.¹

In times of crisis, the only way that businesses can continue to operate, is from a flexible, cloud-based communications environment.



LEVERAGE

the cloud to optimize expenditures

#2

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



FIND

your right path to the cloud

#3

94%

OF BUSINESSES SAW AN IMPROVEMENT IN THEIR SECURITY FOLLOWING A MOVE TO THE CLOUD.²

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

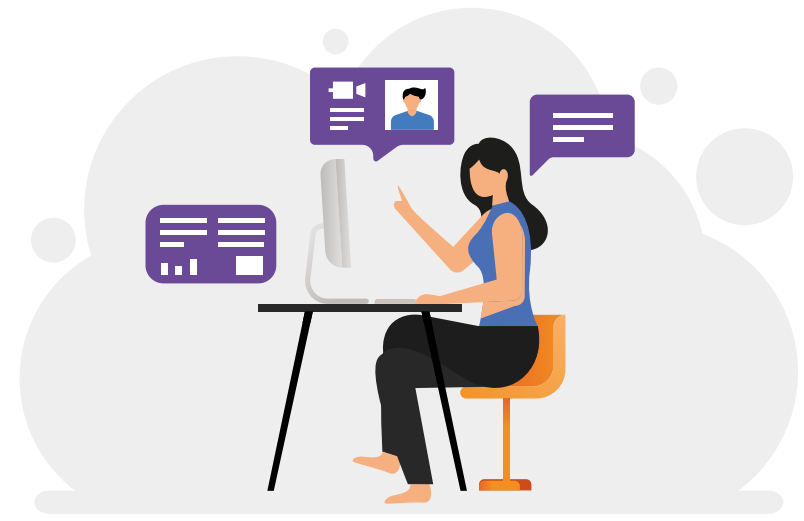


INCREASE

competitiveness through the cloud

#4

The cloud enables new workstyles and service options which are immensely beneficial to any organization.



ACCELERATE

new opportunities with the Cloud

#5

24%

OF ORGANIZATIONS THAT PUT EMPLOYEES SATISFACTION HIGH ON THEIR LIST OF PRIORITIES ARE MORE LIKELY TO EXPAND THEIR USE OF THE CLOUD.³

Leverage your voice-based communication servers by adding multi-channel functionalities, strengthening the Interactive Voice Response (IVR) capabilities with AI to improve customer engagement.



LOOK

ahead to the future with the cloud

#6

New capabilities constantly emerge, like APIs and CPaaS.



GET

a competitive advantage

#7

77%

OF COMPANIES FEEL THAT BEING INVOLVED WITH THE CLOUD GIVES THEM A BIGGER COMPETITIVE ADVANTAGE THAN THEIR PEERS.⁴

The cloud gives you the tools you need to make your customers happy and your employees more content, thus more efficient.

Visit our Cloud Communications web page and download the IDC's "Guide to Cloud Communication: Benefits and Best Practices for a Successful Transformation" :

[GO TO THE WEB PAGE](#)

References

- 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