With UC from the cloud you can:

1. DELIVER RICH EXPERIENCES

- Connect seamlessly
- Improved service delivery
- Increased agility

2. INCREASE AGILITY

- Increased agility, enabled by the cloud, allows businesses to adapt to changing needs with no financial risk.
- A cloud-based à la carte business model allows individual users to access and try feature sets. Additionally, the number of users can be scaled up or down, and the functionality available to individuals can be modified as required.

3. CONTROL COSTS

- Cost control becomes a reality with the ability to scale communication services delivered from the cloud, according to business needs.
- Elastic licensing allows for flexible functionality.
- Businesses can respond quickly with a consumption-based model that matches spending with use — without the capital outlay.

Some interesting findings:
- 31% of cloud users have eliminated hardware to save money.
- 70% of survey respondents think the cloud offers increased agility and responsiveness to customers.
- 38% of respondents say cloud computing has had a positive impact on collaboration among employees today.
- 40% of respondents believe the cloud offers increased agility and responsiveness to customers.
- 43% expect it will be a factor today.
- 50% of cloud users have reduced their IT spend by 25%.
- 57% expect it will be a factor today.

Sources:
- 1 Alcatel-Lucent Enterprise Primary Research, 2014
- 2 & 3 The Cloud Grows Up, Oxford Economics, 2014
- 4 Alcatel-Lucent Enterprise Primary Research, 2014
- 5, 6 & 7 The Cloud Grows Up, Oxford Economics, 2014
- 8 Alcatel-Lucent 2014 Primary Market Research
- 9 The State of the Cloud 2015: Supply Chain Adopters Reaping ROI Rewards