

3 REASONS TO MOVE TO THE CLOUD

Your workforce, customers, partners and suppliers are distributed across locations – and they're mobile. **Unified Communications (UC)** delivered from the cloud can ensure the reliability, uptime, and the support you need to reduce business risk.

With UC from the cloud you can:

1. DELIVER RICH EXPERIENCES

With a rich user experience employees can collaborate and share context-based information without compromising security or quality. They can select a mix of their personal and professional features, and they can shift between devices to suit the conversation context.



Connect seamlessly

86% of enterprises surveyed consider it extremely important or very important to seamlessly connect to the network from anywhere on any device.¹

Collaborate with employees



38% of respondents say cloud computing has had a positive impact on collaboration among employees today.

57% expect it will within three years.²

Collaborate with customers



29% of those surveyed say cloud computing has had a positive impact on collaboration with customers today.

43% expect it will within three years.³

2. INCREASE AGILITY

Increased agility, enabled by the cloud, lets businesses swiftly 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.



Improved service delivery

41% of survey respondents expect improved service delivery (agile and faster) from cloud-based communication services.⁴

"A key benefit of the cloud is the speed at which you can set things up and collapse things down. This flexibility reduces the risk of innovation for companies, while increasing their agility to adapt to market conditions."⁵



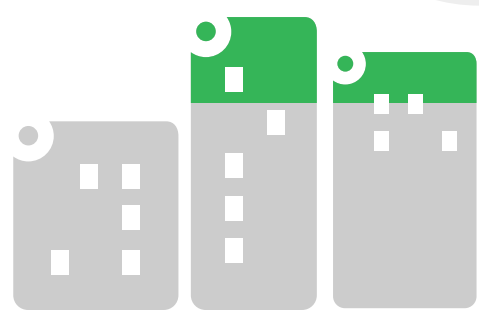
Increased agility

40% of respondents believe the cloud offers increased agility and responsiveness to customers.

57% That number is expected to grow to 57% by 2017.⁵

3. CONTROL COSTS

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



31% say cloud has had a transformative impact on business performance.⁷



70% of survey respondents consider TCO as one of the key criteria when considering a unified communications solution.⁸

Some interesting ROI findings:⁹



84% of CIOs report that they have cut application costs by moving to the cloud.



Companies who move to the cloud save, on average, **21%** per year.



50% of cloud users have reduced their IT spend by **25%**.

ELEVATE YOUR BUSINESS TO THE CLOUD TODAY! →

Alcatel-Lucent Enterprise

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

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