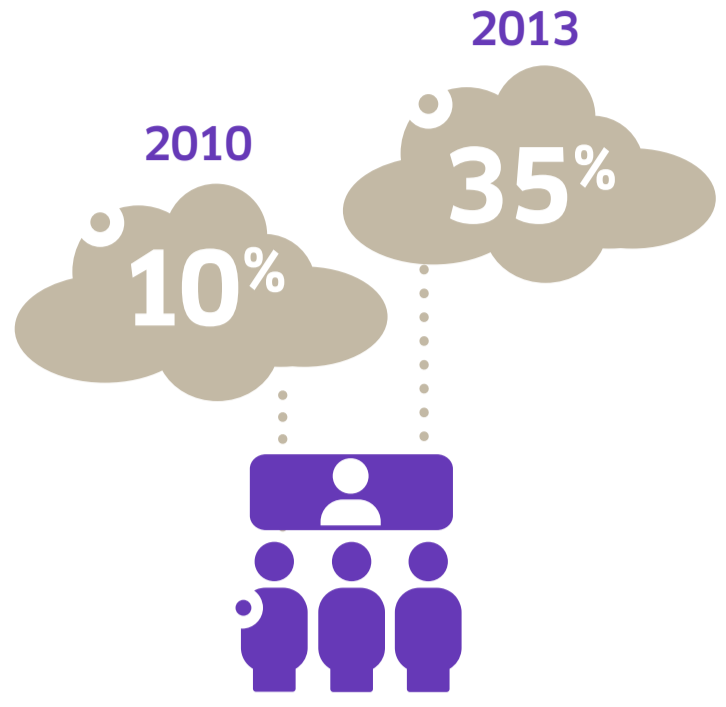
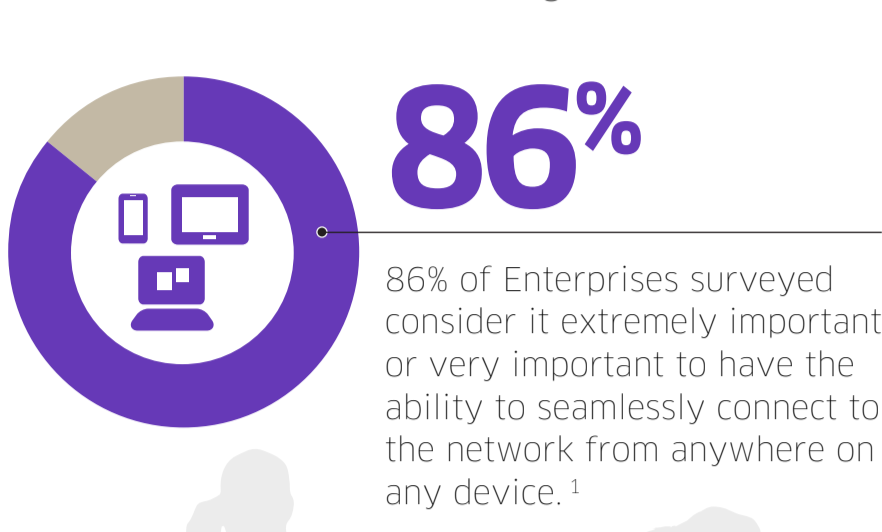


# UC&C DELIVERED FROM THE CLOUD SEIZE THE OPPORTUNITY

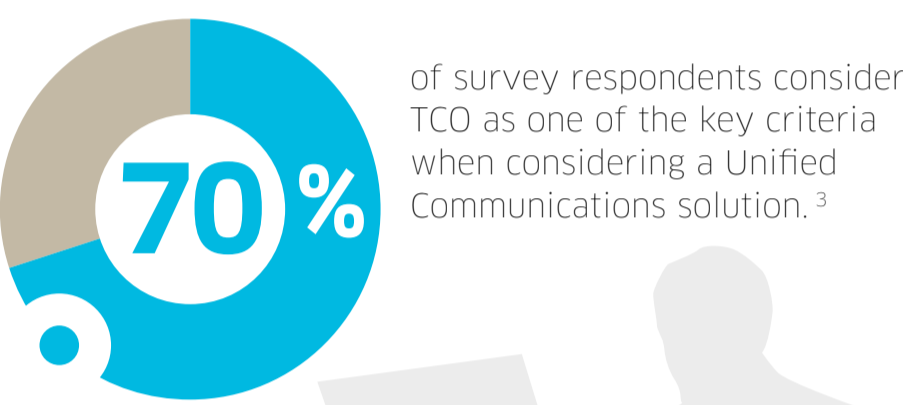
Collaborating ineffectively across devices and applications in today's mobile environment can drive employee productivity down and communication costs up. How are you responding to today's business communication challenges?



In 2010, 10% of firms used the cloud as a deployment model for videoconferencing. By 2013, 35% of firms were using cloud as a deployment model for videoconferencing.<sup>2</sup>

## A CONSUMPTION-BASED MODEL DELIVERS

New Unified Communications and Collaboration (UC&C) delivered from the cloud can help control costs and deliver operational efficiencies across existing technologies. You can respond quickly to business demands with a consumption-based model that matches spending with use - without the capital outlay.



48% of survey respondents cited cost reduction as a key objective sought from cloud; 70% believe that cloud is delivering efficiencies and cost savings today.<sup>4</sup>

## SIMPLIFY THE EXPERIENCE

A superior user experience simplifies engagement, is intuitive and increases user productivity. UC&C delivered from the cloud can ensure the reliability, uptime, support and security needed to reduce business risk.



HALF (50%) of Enterprises surveyed need help with the offer, the partner and the business model.<sup>5</sup>

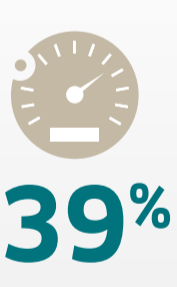


Business leaders have started to recognize that cloud adoption should improve security rather than lessen it. The data indicates that (while still among their top concerns) organizations are becoming more confident in the security of cloud providers.<sup>6</sup>

## MANAGE THE DEPLOYMENT

Accelerate technology adoption and quickly deploy new services with the resources and skills you have in place today.

ACCORDING TO THE IDG ENTERPRISE 2013 CLOUD COMPUTING SURVEY:



Top drivers for investing in cloud computing technology:  
 • 39% said speed of deployment  
 • 40% indicated greater flexibility to react to changing market conditions.<sup>8</sup>



41% of survey respondents expect improved service delivery (agile and faster) from cloud-based communication services.<sup>7</sup>

UC&C delivered from the cloud unifies disparate communication and collaboration systems and makes it:



Easy for your user



Affordable for your enterprise



Manageable for IT

# TRANSFORM TO CLOUD WITH ALCATEL-LUCENT OPENTOUCH™ ENTERPRISE CLOUD

TRANSFORM TO OPENTOUCH CLOUD TODAY! →



Sources:  
 1 Alcatel-Lucent Enterprise Primary Research, 2014  
 2 Forrsights Networks and Telecommunications Survey, Q1 2013  
 3 Alcatel-Lucent 2014 Primary Market Research  
 4 The Cloud Takes Shape - Global cloud survey: the implementation challenge, KPMG 2013  
 5 Alcatel-Lucent 2014 Primary Market Research  
 6 The Cloud Takes Shape - Global cloud survey: the implementation challenge, KPMG 2013  
 7 Alcatel-Lucent 2014 Primary Market Research  
 8 Cloud Computing: Key Trends and Future Effects Report, IDG Enterprise Cloud Computing, June 2013

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