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# 8 Requirements and Roadblocks on the Path to Cloud Communications



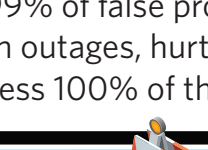
When considering the move to the Cloud, don't get led astray.

Here are the 8 criteria you need to stay on the road to success.

## 1 Guaranteed Reliability

An uptime SLA ensures service will be there when you need it and you get what you pay for

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### CAUTION

99.999% of false promises result in outages, hurting your business 100% of the time

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## 2 Global Presence

Worldwide data centres and local number availability provides coverage wherever you are (or want to be)



### DIVERSION

Limited market coverage stifles expansion, hurts local presence and degrades international call quality



## 3 Dedicated Deployment & Training

Implementation and support packages fit unique business and IT needs



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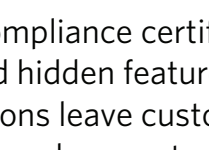
### WARNING

DIY or custom support makes implementation technically difficult or financially unpredictable

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## 4 Robust Compliance

Look for third-party certifications and accreditations across multiple industries like PCI-DSS, HIPAA, FISMA and ISO/IEC 27001



### CAUTION

Limited compliance certifications and hidden feature restrictions leave customers and brands unprotected



## 5 Cost-Effective Plans

Flexible packages make sure you're meeting the specific needs of your business and users

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### WARNING

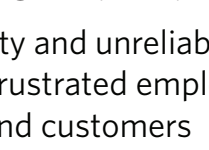
One-size-fits-all packages lead to overpaying for unused features and costly overages



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## 6 Superior Voice Quality

Guaranteed and third-party validated voice quality ensures consistent calls whether traveling, in a remote office, or working from headquarters



### SLOW AHEAD

Low quality and unreliable calls lead to frustrated employees and customers



## 7 One Trusted Vendor

A single provider better understands business needs, quickly resolves issues, and leverages your feedback in the product roadmap

7



### SLOW

Multiple providers limit your influence on the future product and increase finger-pointing and delays in resolution



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## 8 Truly Unified Communications

One integrated communication and collaboration platform breaks down silos, improving productivity and customer experience



### ROUGH ROAD AHEAD

Multiple platforms and limited integrations lead to low productivity, departmental silos, and fragmented reporting



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WELCOME TO TRULY UNIFIED COMMUNICATIONS



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