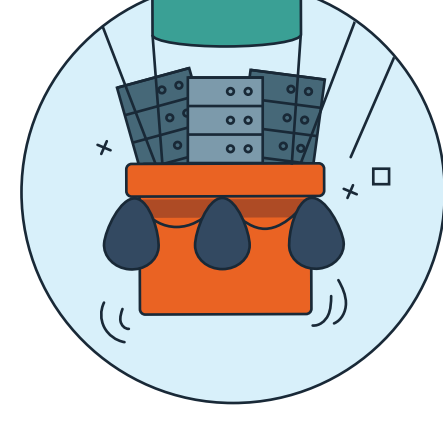


# 5 MYTHS ABOUT HYBRID CLOUD COMMUNICATIONS

This infographic debunks 5 common myths on the practice of going "hybrid" by keeping some communications premises-based while putting some in the cloud—and demonstrates **why going straight to the cloud is much easier than you might think.**



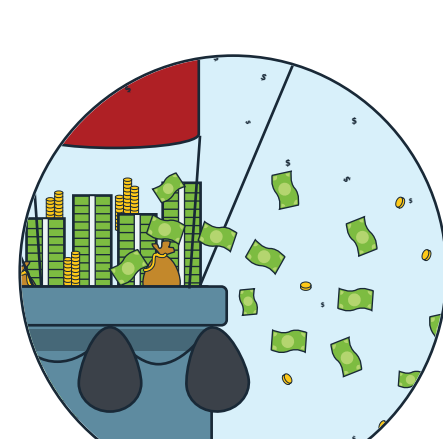
## MYTH #1

**"You'll get more out of your legacy investment by going hybrid."**

**FACT:** More headaches, maybe—as you struggle to also maintain your on-premises infrastructure. The truth is that a split approach means you won't get the benefits of either.

On-premises requires you to:

- Maintain multiple nonintegrated systems
- Pay ongoing maintenance and consulting fees
- Regularly upgrade hardware and software
- Source outdated or EOL hardware parts
- Manage complex licensing



## MYTH #2

**"A hybrid implementation will save you money."**

**FACT:** How can it save money to have two or more completely different communications systems running at the same time? What *really* reduces TCO is to simplify management and troubleshooting, getting a single bill, and integrating several business apps into one communications service via cloud solutions.

**Case in point:** TCO for cloud vs. on-premises communications<sup>1</sup>



**Case in point:** ROI for cloud vs. on-premises communications<sup>2</sup>



## MYTH #3

**"It's simpler to stick with systems you already know."**

**FACT:** Continuing to operate and maintain an outdated system and synchronize it with a new cloud deployment isn't just costly—it's complicated. Moving everything to cloud simplifies IT and gives users unified communications features in one simple-to-use solution.

Cloud simplifies IT with:

- One system supporting multiple locations and workers
- Integration of multiple communication features in one solution
- Centralized administration with one management interface
- Simple scalability as business needs change
- Streamlined single billing that includes telephony, unified communications and contact center costs
- Automatic upgrades to the latest technology and features



## MYTH #4

**"It's too risky to move everything to the cloud."**

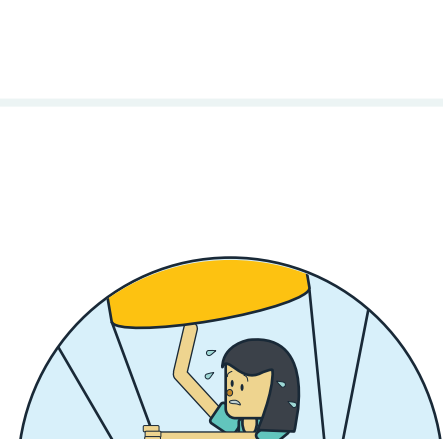
**FACT:** Clinging to outdated on-premises communications systems can be riskier than moving to cloud, given the security issues in on-premises environments.

Consider what top experts say about it:<sup>3</sup>

*"Almost all of the massive data breaches we've seen of late were within traditional on-premises IT."*

*"It has now been proven that people cannot manage security as well in their own on-premises environments."*

*"There's no doubt that the weakest link in the security chain [in hybrid deployments] will prove to be the on-premises environment."*



## MYTH #5

**"Your lack of cloud expertise will make a full migration harder."**

**FACT:** You don't need to understand how to operate or maintain a cloud communications system. That's what cloud service providers are there for.

Cloud vendors:

- Build and maintain system infrastructure
- Automatically update software for you
- Continually offer new features and services

## Simplify Communications with 8x8

**In truth, hybrid is the worst of two worlds.**

If a simpler, lower-cost communications infrastructure sounds good to you, unified communications in the cloud could be the smartest move you'll ever make. Don't let a vendor with a vested interest in keeping you tied to on-premises systems tell you otherwise.



**Ready to simplify your business communications?**

**VISIT 8X8.COM**

<sup>1</sup> 8x8 customer migrating from on-premises corporate communications system to cloud-based UC

<sup>2</sup> "The Compelling Business Case for Cloud Communications," Frost & Sullivan, 2015. <https://support.8x8.com/downloads/get/1753>

<sup>3</sup> "The Great IT Myth: Is cloud really less secure than on-premise?," Information Age, March 9, 2015. <http://www.information-age.com/technology/security/123459135/great-it-myth-cloud-really-less-secure-premise>

