

Gain a Competitive Edge through Cloud Communications

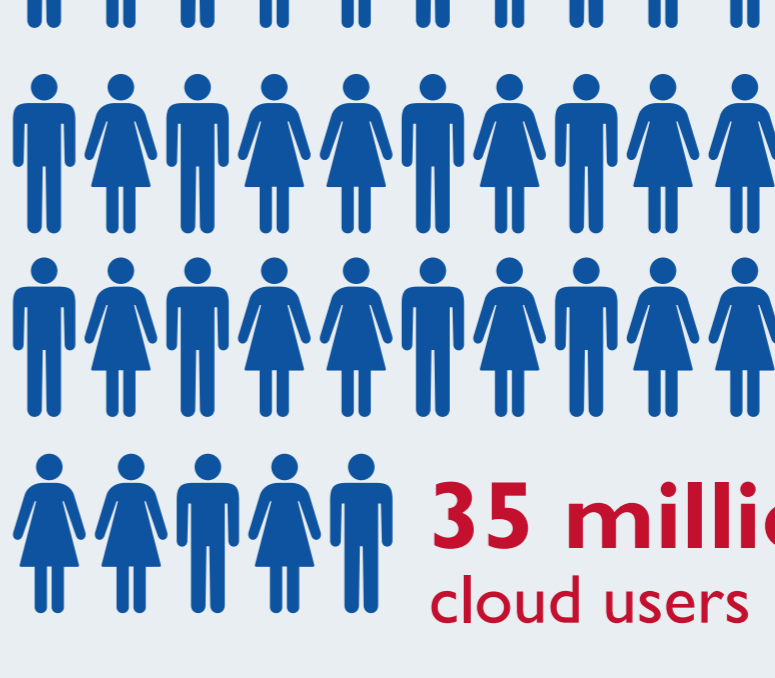
Businesses Are Moving to the Cloud

2014



8 million
cloud users

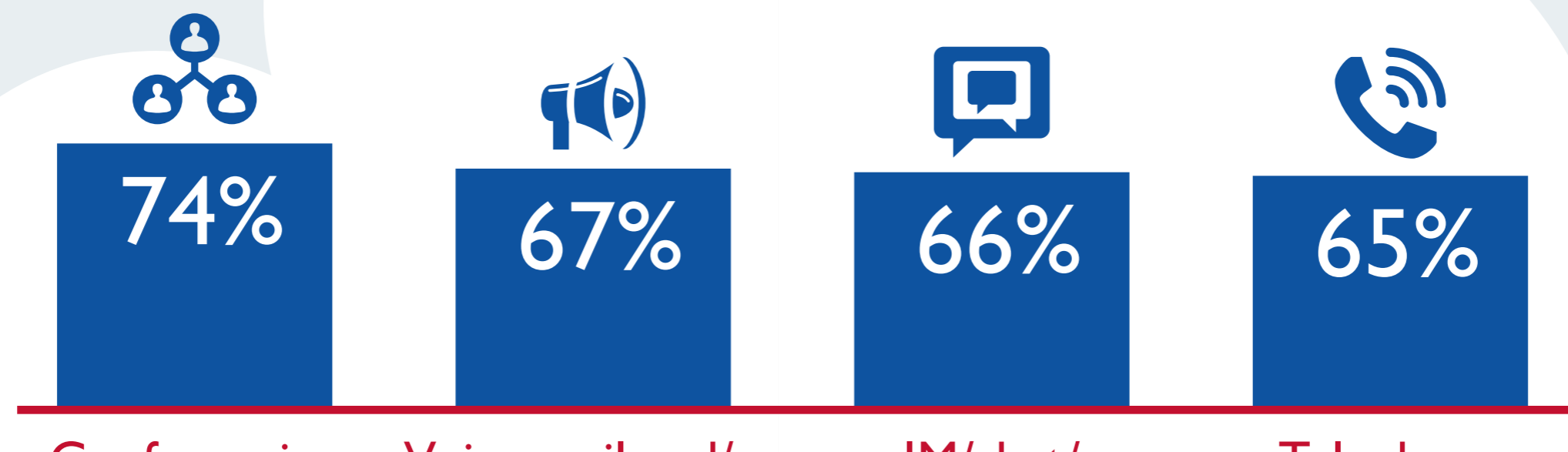
2020



35 million
cloud users

Forward-thinking organizations in North America are increasingly switching more than just their phone service to the cloud.

WITHIN THE NEXT THREE YEARS, THE FOLLOWING SOLUTIONS WILL MOVE TO THE CLOUD:*



Conferencing

Voice mail and/or unified messaging

IM/chat/presence

Telephony

* Based on a 2014 Frost & Sullivan survey of North American IT decision makers

Flexible Cloud Communications Solutions Align with IT Investment Priorities*

IT INVESTMENT PRIORITIES

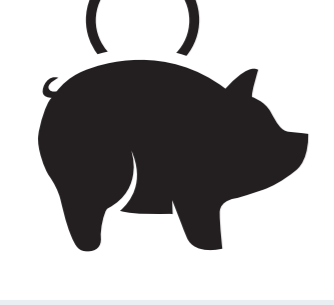
THE CLOUD ALLOWS YOU TO...



75%
Improve Productivity

Gain access to advanced features and capabilities

80%



72%
Reduce Enterprise Costs

Supplement limited in-house IT/telecom resources

76%

Eliminate the hassle of integrating multi-vendor products and solutions

76%



72%
Stay Ahead of the Curve

Reassign IT/telecom staff to more strategic tasks

76%

Enable greater flexibility at times of rapid growth and/or downsizing

76%

Support a dispersed workforce

75%



71%
Improve the Customer Experience

Improve business continuity/disaster recovery capabilities

85%

* Based on a 2014 Frost & Sullivan survey of North American IT decision makers

Evolving Conditions and New Technologies Compel Organizations to Adopt More Flexible Technology Consumption Models

SOCIOECONOMIC FACTORS



Economic uncertainty



Growth in workforce mobility



Unmet needs of small and mid-sized businesses

TECHNOLOGY FACTORS



Maturing VoIP and cloud technologies that improve functionality, security, reliability



Rapid innovation changing customer expectations



Increased cost and complexity of on-premises deployments

Cloud communications help businesses address these socioeconomic and technology trends with:



Better cost management

Reduce CAPEX, streamline OPEX, and ease the integration of communication and business applications.



Lower technology obsolescence risks

Provide continual technology updates, upgrades, and access to superior technology expertise.

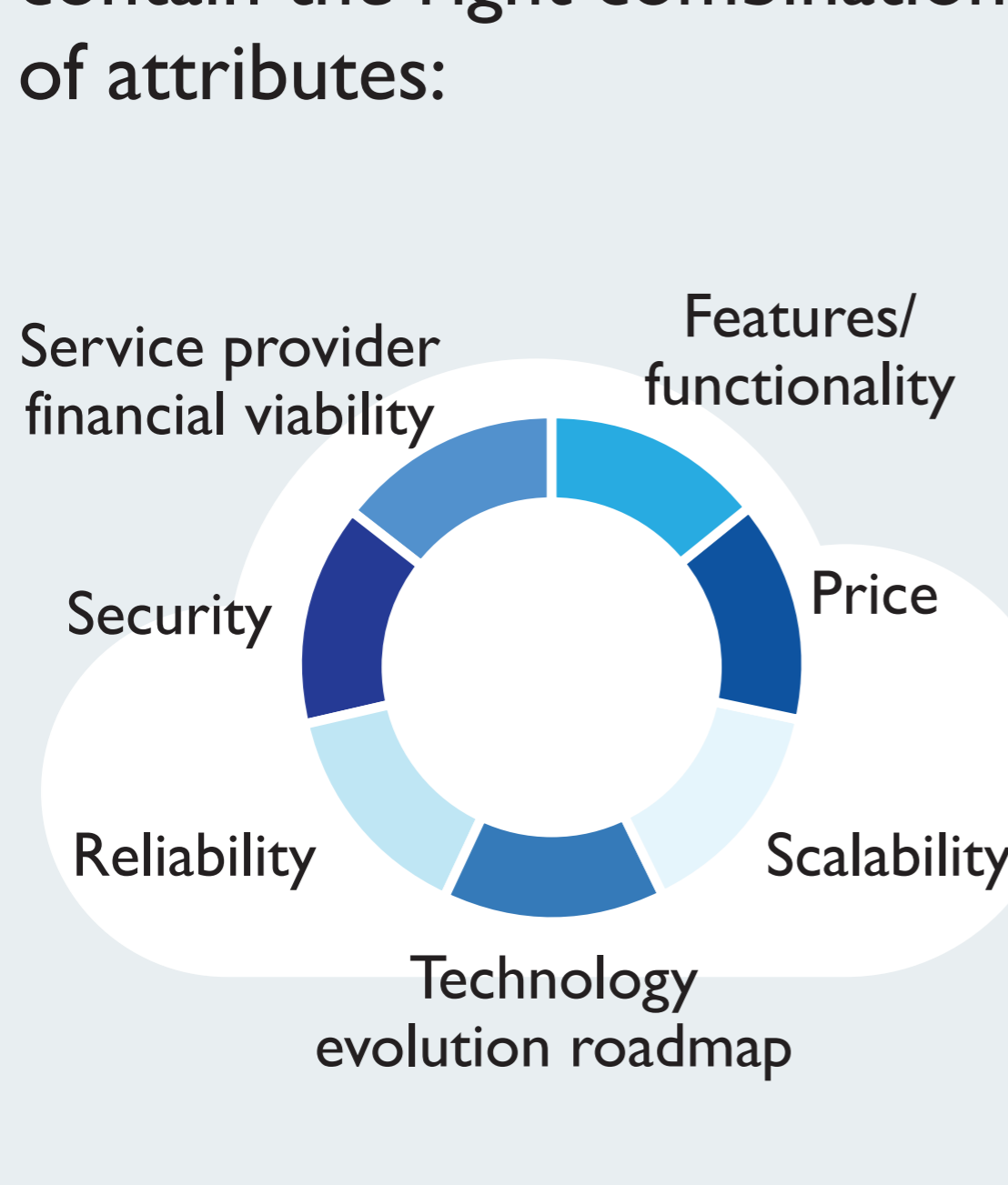


Improved response time and customer service quality

Enhance user productivity, free up internal resources for more strategic tasks, and improve business continuity.

Sustainable Cloud Communications Investments Provide a Competitive Advantage

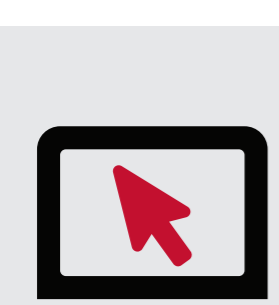
Cloud communications solutions investments must contain the right combination of attributes:



Ensure your cloud communications deployment success by:

- Taking a **structured approach** when deploying cloud communications
- Evaluating provider **track records** and customer references
- Measuring success against broader **business objectives and key performance indicators**

Learn about scalable, reliable, agile UCC solutions in the cloud.



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SOURCES
Frost & Sullivan research.

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