

# Slash Costs. Scale Faster.

**10 reasons** it's time to move your unified communications systems to the cloud

Whether you're already an Avaya UC solutions customer or you're using a competing solution, the time's never been better for you to begin your migration to the cloud. From more flexible pricing to better security and system redundancy, the benefits of the cloud are unmistakable — and making the switch is easier than ever.



## On-Premises

On-premises communications solutions include PBX systems and other physical devices — and are deployed in the traditional way: within the four walls of your office.

- Has a higher up-front cost (CAPEX)
- Involves fewer ongoing OPEX expenditures
- Gives you complete control of your systems
- Requires you to have IT personnel



## Hosted Cloud

Hosted cloud communications solutions — also called UC-as-a-service (UCaaS) — hand the details over to the provider, including VoIP capabilities.

- Requires little or no CAPEX investment
- Has ongoing pay-as-you-go OPEX costs
- Puts more responsibility on the provider
- Doesn't require dedicated IT personnel



## Hybrid

Often called “the best of both worlds,” hybrid communications solutions integrate on-premises infrastructure with cloud capabilities.

- Maximizes investment in existing equipment
- Allows gradual migration to cloud
- Gives flexibility on where to run applications
- Provides a failover option for cloud

## Top UC Tools Used by Businesses Today

Percent of Organizations that Have Them Available\*



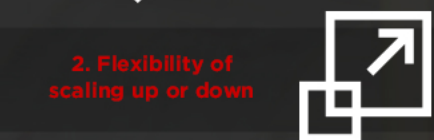
\*West Unified Communications Services, How Companies are Using Collaboration Solutions, 2016

## Top 10 Reasons Businesses Adopt Cloud Communications

Reasons Businesses Adopt Cloud Communications



**1. Lower cost of ownership**



**2. Flexibility of scaling up or down**

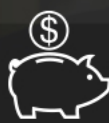
**3. Business continuity and disaster recovery**



**4. Ease and speed of adoption**



**5. Ability to assign IT to more strategic tasks**



**6. Predictability of OPEX & budget planning**



**7. Enablement of a mobile or remote workforce**



**8. Reduced travel and conferencing costs**



**9. Easy, instant updates**



**10. Lower risk of technology obsolescence**

## UC deployments in 2016 vs. plans for 2018:

IHS Markit 2017

on-premises 45%	▼	37% on-premises
private cloud (hybrid) 25%	▲	28% private cloud (hybrid)
hosted cloud 26%	▲	31% hosted cloud
don't know 4%	—	4% don't know

The cloud communications user base is projected to grow at an annual rate of 25% – 30% through 2020.

Frost & Sullivan, The Compelling Business Case for Cloud Communications, 2015

## AVAYA Leads the Way in Cloud UC Solutions

You may already know Avaya has been a leader in Unified Communications solutions for decades. **But we've been in the cloud for years, too:**



Scale anywhere from **5–3,000** users



Avaya is ranked **#1 worldwide** in voice maintenance and support services



Connect **1–150** locations



Avaya has sold **more than 4.5M** contact center agent licenses in 10 years



Avaya is **ranked #1 worldwide** in contact center solutions market share



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