Why the C-Suite Loves Cloud Communications

What's really hurting productivity in your organisation?

There are as many top reasons to choose a cloud UC solution as there are chief executives. Here's what enterprises say is the number one reason they choose unified communications in the cloud.

CEO

Growth[1]
Flexibility[1]

> "Simply put, cloud computing is a better way to run your business."

Marc Benioff, CEO Salesforce

63%
of enterprises want the flexibility to react to changing market conditions

Sources
[1] Statista (https://www.statista.com/statistics/488002/enterprise-cloud-investment-drivers)

CFO

Improved TCO[2]
OpEx Pricing[3]

80%
of enterprises see operations improvements in the first few months[4]

cloud is **40%** more cost-effective for SMBs[4]

Sources
[2] Forbes (https://www.forbes.com/sites/louiscolumbus/2017/04/29/roundup-of-cloud-computing-forecasts-2017/#4e93769931e8)
[3] Bitglass (http://pages.bitglass.com/Report-CloudIsTheFuture.html)
[4] Multisoft (https://elearninginfographics.com/cloud-computing-infographic-10-amazing-facts)
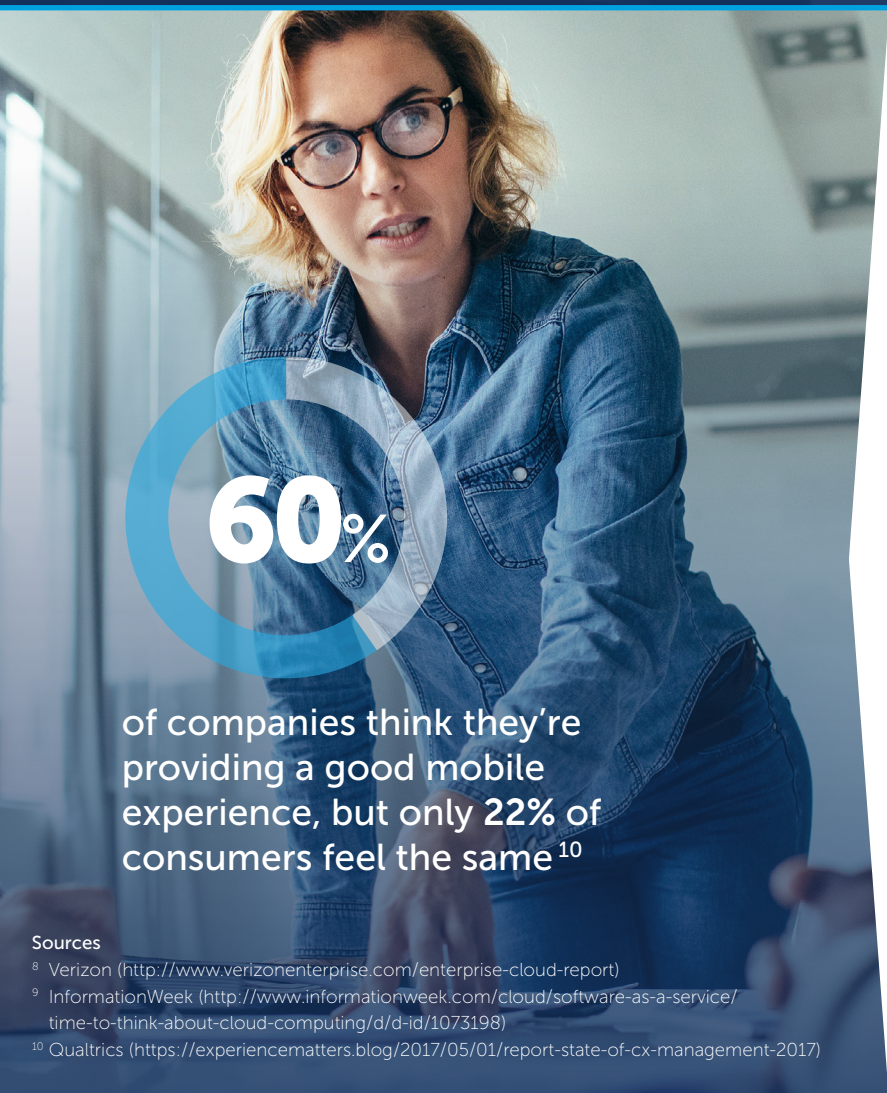
CIO

Security[5]
Disaster Recovery[6]

We're looking for new disaster recovery in the next 12-19 months

94%
of businesses who switch to cloud experience better security[7]

Sources
[5] Forbes (http://www.forbes.com/sites/louiscolumbus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020)
[6] VMWare (https://www.vmware.com/content/dam/digitalmarketing/vmware/en/pdf/vcloud-air/cloud-based-disaster-recovery-slideshow.pdf)
[7] Rapidscale (http://www.slideshare.net/rapidscale/cloud-computing-stats-security-and-recovery)

CMO

Differentiation[8]
Customer Satisfaction[9]

60%
of companies think they're providing a good mobile experience, but only **22%** of consumers feel the same[10]

We stand out by offering the most innovative CX

Sources
[8] Verizon (http://www.verizonenterprise.com/enterprise-cloud-report)
[9] InformationWeek (http://www.informationweek.com/cloud/software-as-a-service/time-to-think-about-cloud-computing/d/d-id/1073198)
[10] Qualtrics (https://experiencematters.blog/2017/05/01/report-state-of-cx-management-2017)

Whats your #1 reason?

Discover how cloud communications can satisfy your c-suite and improve business productivity throughout your enterprise.