

Communications and Collaboration Find a Home in the Cloud

INCREASINGLY, DIGITAL TRANSFORMATION INCLUDES CLOUD-BASED COMMUNICATIONS

As they progress on their Digital Transformation journey, many companies are turning to cloud-based communications solutions for everything from discrete functions to multifaceted unified communications (UC), to customer contact center (CC) operations.

About transformation and the cloud

TRANSFORMATION:

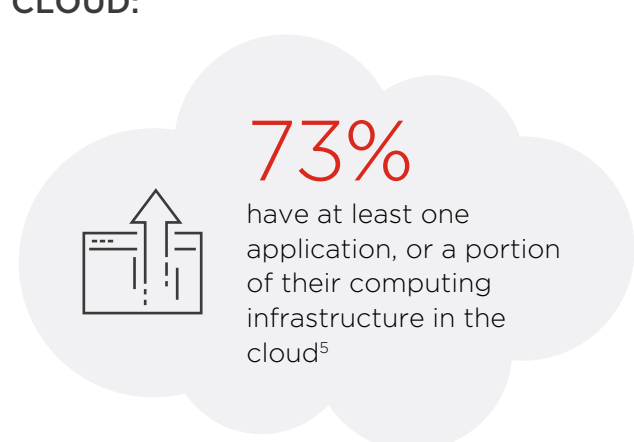


91% of organizations have adopted, or have plans to adopt, a "digital-first" business strategy¹

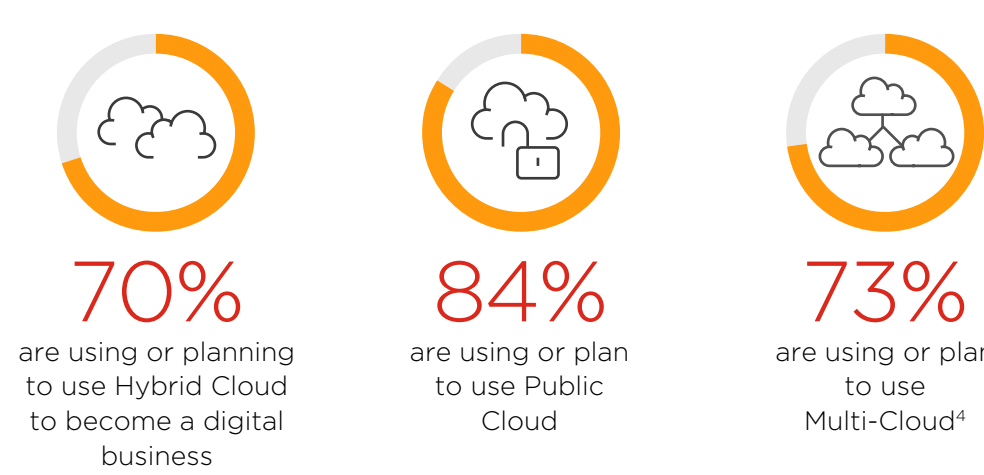
Primary transformation drivers:



CLOUD:

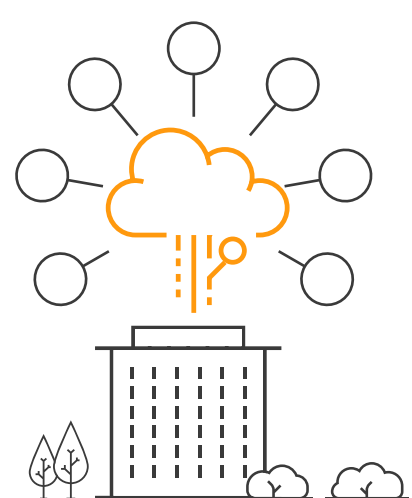


CLOUD: CRITICAL PART OF TRANSFORMATION

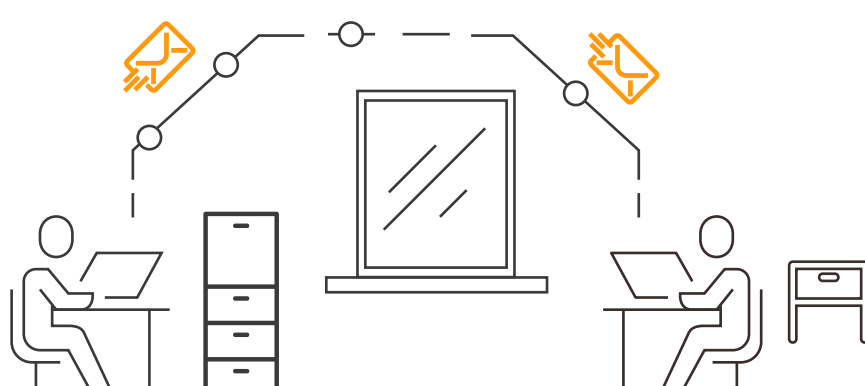


Communications in the cloud

COMMUNICATIONS: The nerve center for customer service, productivity



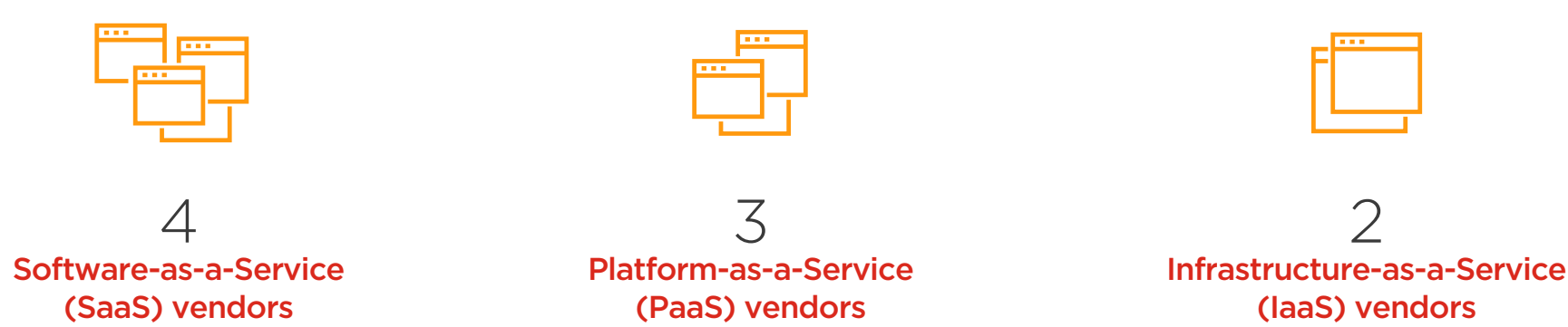
Contact Center



Unified Communications

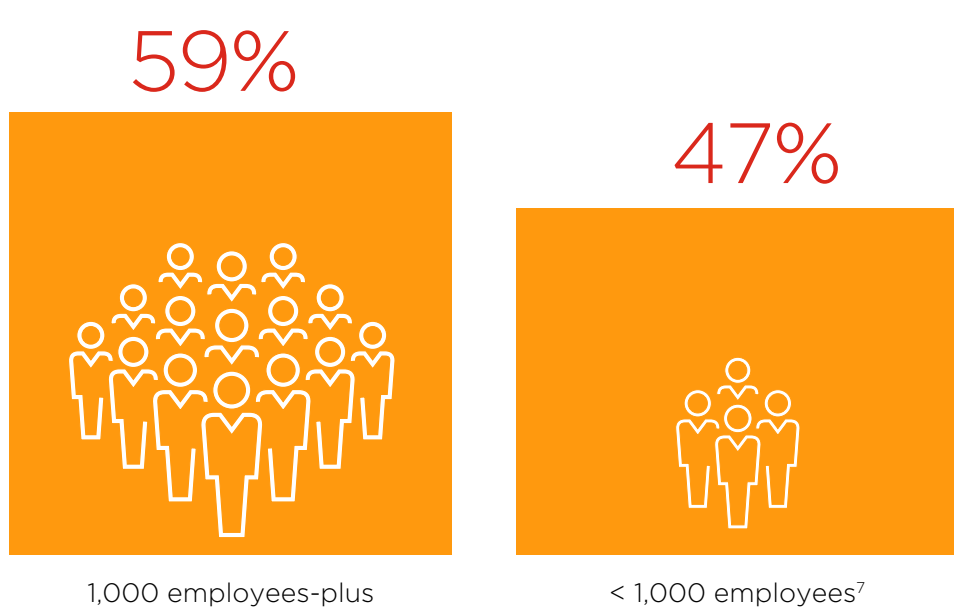
But the landscape is complex

Different cloud solutions are deployed for different applications and business goals. On average organizations use:



Still, adoption is growing

Deployed or planned cloud-based communications solutions:



Cloud Communications growth rate:



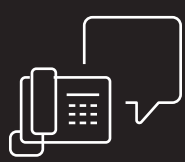
Benefits

- Location independence
- Faster innovation
- Economic efficiency
- Advanced features built on artificial intelligence
- Rapid deployment of services leading to faster time to market⁹

Avaya Advantage



Avaya OneCloud™ encompasses public, private, and hybrid cloud solutions.



Communications Platform as a Service (CPaaS) allows customers to build messaging, workflow, voice, and other services on top of a robust communications infrastructure.



Support for 12 different cloud delivery models.



UC, CC, and discrete communications functions for Enterprises and SMBs.



To learn more about Avaya OneCloud™ and the company's broad portfolio of software and services visit avaya.com/cloud.

Sources:

¹ 2019 IDG Digital Business Survey
² A Buyer's Guide to Cloud Communications, ZK Research, March 2019
³ IBID
⁴ 2019 IDG Digital Business Survey
⁵ 2018 IDG survey Cloud Computing Research
⁶ 2019 IDG 2019 Digital Business Survey
⁷ 2018 IDG survey Cloud Computing Research
⁸ A Buyer's Guide to Cloud Communications, ZK Research, March 2019
⁹ A Buyer's Guide to Cloud Communications, ZK Research, March 2019