



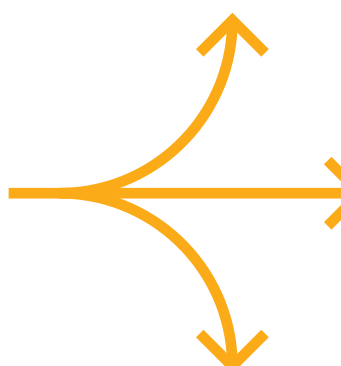

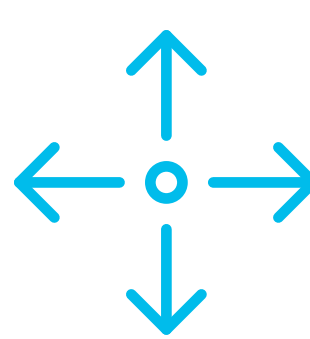

# The case for calling on the cloud

See why IT leaders are upgrading to cloud-based communications.

Cloud-based unified communications systems are making it easier for IT leaders to improve agility, support digital transformation, and provide access to new and emerging features like video-enabled meetings, team collaboration, and contact center in the cloud.

Work smarter with **Webex Calling**.

## What are the top motivations to move to the cloud?

 <p><b>Improved agility</b></p> <ul style="list-style-type: none"> <li>• Increased flexibility and scalability</li> <li>• Decreased IT support</li> <li>• Faster deployment of new capabilities</li> </ul>	 <p><b>Reduced capital costs</b></p> <ul style="list-style-type: none"> <li>• More predictable costs</li> <li>• Easier allocation of costs by department</li> <li>• More accurate budgeting</li> </ul>	 <p><b>Overall cost savings</b></p> <ul style="list-style-type: none"> <li>• Reduced capital overlay for updates and capabilities</li> <li>• Lower maintenance and support costs</li> <li>• No more phone systems</li> </ul>
 <p><b>Faster deployment of services</b></p> <ul style="list-style-type: none"> <li>• Frequent service updates</li> <li>• No IT planning required</li> <li>• No disruption to end-user services</li> </ul>	 <p><b>Added features</b></p> <ul style="list-style-type: none"> <li>• Access to latest features</li> <li>• Faster access to emerging technologies</li> <li>• Integration with major cloud apps</li> </ul>	 <p><b>Freed-up time for IT</b></p> <ul style="list-style-type: none"> <li>• Reduced IT management</li> <li>• Greater end-user self-service</li> <li>• More time for strategic initiatives</li> </ul>

## What about security? Cloud offers some big advantages.

- Third-party audited professional security practices
- Strict regulatory compliance requirements
- 24/7/365 monitoring by professional staff
- Service-level agreement (SLA) protection for service and compliance certainty
- Security investments by cloud providers



## What are your options for transitioning to cloud?



### Public cloud

**How it works:** Applications hosted over the Internet are served up by a third party. Multiple customers share a multitenant software platform using individual virtual instances.

**Who it's good for:** Organizations that aren't invested in existing systems and want rapid access to affordable calling and collaboration hardware, software, and infrastructure.



### Private cloud

**How it works:** Providers create dedicated customer instances of a single-tenant platform. This may reside on-premises, in an offsite data center, or with a managed private cloud provider.

**Who it's good for:** Large enterprises—like banks or hospitals—that have established on-premises systems and worry about loss of control over compliance or security.



### Cloud hybrid

**How it works:** Enterprise applications for calling, meeting, teams, and contact center are deployed in a mix of on-premises and cloud services.

**Who it's good for:** Organizations trying to save money by using existing on-premises systems, apps, and processes but that want to leverage emerging applications through the cloud.

## Ready to embrace the cloud? Get started with these simple steps:

- 1** Carefully audit current utilization and costs.
- 2** Start with cloud where it adds the greatest business agility.
- 3** Calculate the business value of using new, innovative cloud services.
- 4** Determine your best mix of cloud and on-premises.

Whether you choose to integrate cloud technology into your current infrastructure or opt for a complete upgrade to a fully collaborative cloud experience, we can help.

[Get smart about cloud migration](#)

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