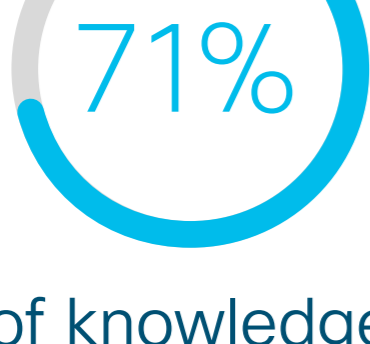


# The future is calling

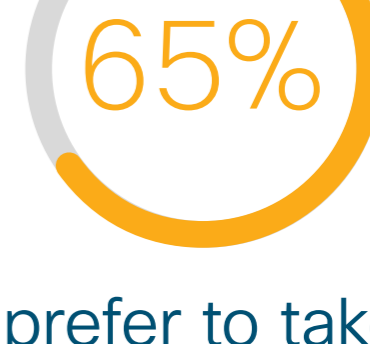
Make sure your phones keep pace with your evolving business needs and help streamline your digital transformation.



## Voice communication is an essential business tool<sup>1</sup>



71% of knowledge workers make phone calls often



65% prefer to take business calls on a desk phone

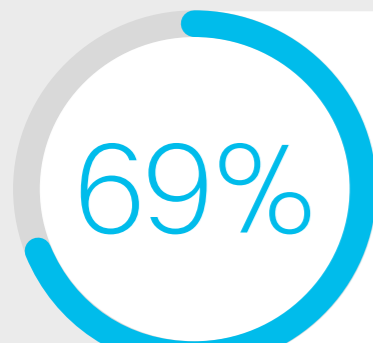


91% agree that phone calls remain an important mode of communication

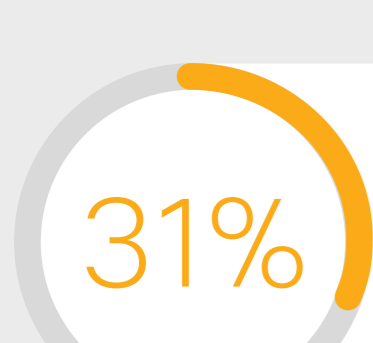


Live voice remains the preferred communication channel for customers<sup>2</sup>

## The transition from on-premises to cloud calling and UC is underway<sup>3</sup>



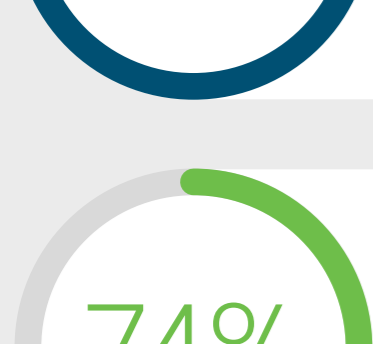
69% of organizations currently rely on on-premises services



31% have already moved enterprise telephony to the cloud



2020 is when spending on cloud calling will overtake on-premises spending



74% of IT buyers will choose a cloud provider in the next 24 months



## Cisco multiplatform phones work with the world's leading cloud calling solutions



2018 Cisco completed its \$1.9B acquisition of cloud calling leader, BroadSoft

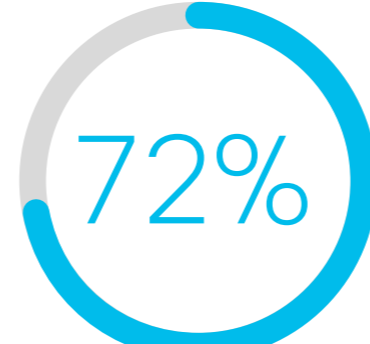


59% of cloud calling solutions installed worldwide are powered by Cisco or BroadSoft call control<sup>4</sup>

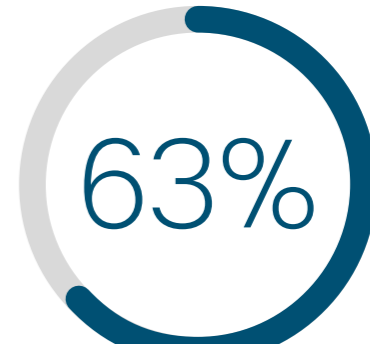


6800, 7800 and 8800 Series phones with multiplatform firmware are certified for use with BroadSoft, Asterisk, Centile, and Metaswitch cloud calling platforms

## You need IP phones that deliver the video support and smartphone integration you require



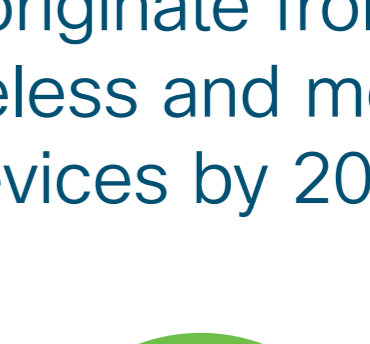
72% of the U.S. workforce will be mobile by 2025<sup>5</sup>



63% of all IP traffic will originate from wireless and mobile devices by 2021<sup>6</sup>



66% increase in networked devices per capita 2016-2021<sup>6</sup>



3x use of enterprise video communications will grow business IP traffic threefold by 2021<sup>6</sup>

## Business happens with Cisco phones



85M+ Cisco IP phones shipped to date



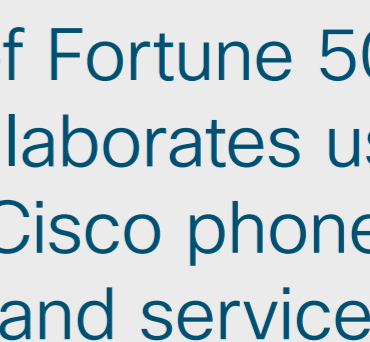
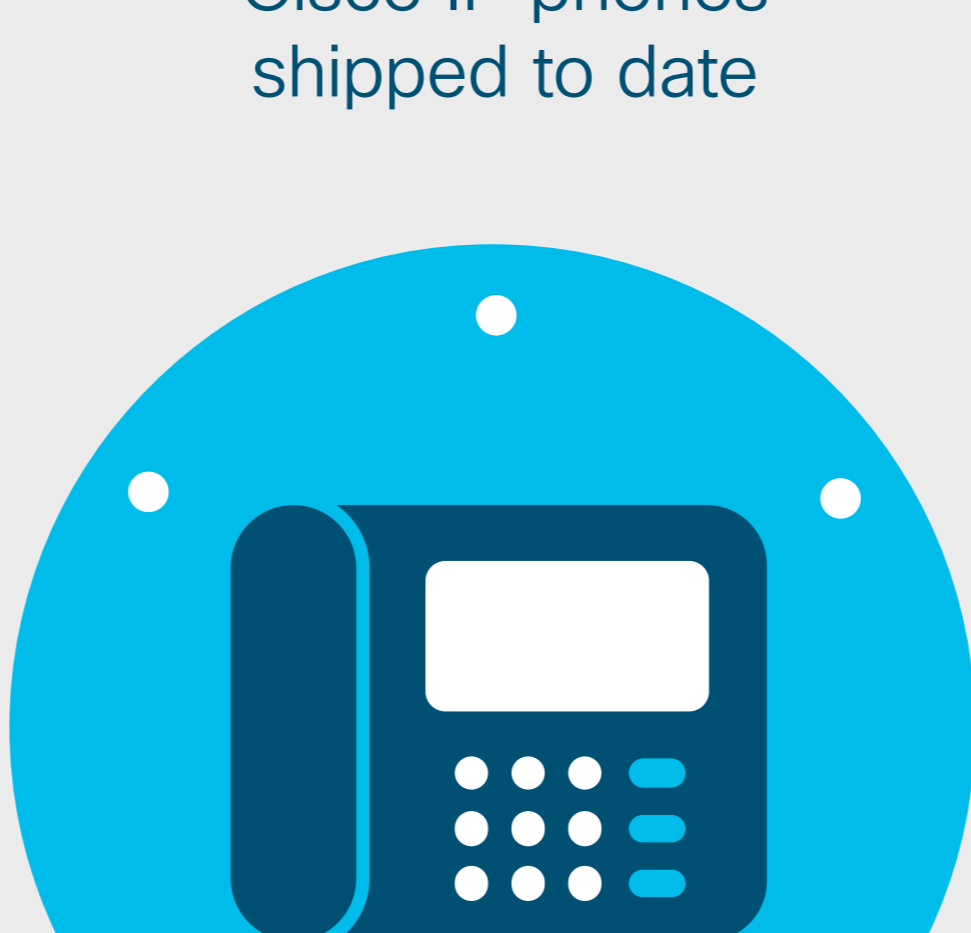
1998 Cisco ships its first IP phone



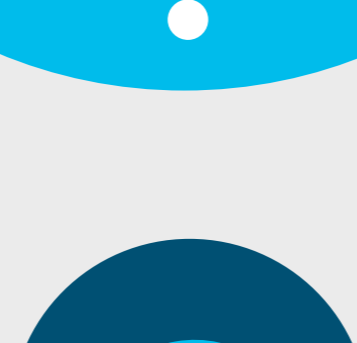
95% of Fortune 500 collaborates using Cisco phones and services



12+ multiplatform models for every person's needs, every office location, and every budget



Cisco 500 Series headsets integrate tightly with our IP phones to allow you to talk and work your way



Select Cisco IP Phone 8800 Series models support smartphone integrations with Intelligent Proximity for Mobile Voice



Business is changing, and it's happening on Cisco phones. Deliver reliable voice and video calling to your cloud-connected business.

Talk to your communications providers about Cisco IP phones with multiplatform firmware. Find out more at:

[cisco.com/go/mpp](http://cisco.com/go/mpp)

1. National Statistics Council, Ovum, Interaction Associates  
2. OCW Digital Business Report: Customer Experience, July 2017  
3. BroadSoft Cloud Collaboration Survey 2017  
4. Synergy Research Cloud & On-Premise IP PBX Market Share Report, June 2017  
5. U.S. Mobile Worker Forecast, 2015-2020, IDC  
6. Cisco Visual Networking Index