Stack8
UNIFIED COMMUNICATIONS SOLUTIONS

Why Choose Cloud Unified Communications

Unified Communications is far more than just connectivity

In today's always-on, ever-connected world of business, business teams need to be connected to each other, to partners and, more importantly, to customers.

However, this is often easier said than done. After all, with so many devices, so many personal preferences, and so many platforms and tools to choose from, selecting let alone implementing a ubiquitous Unified Communications (UC) solution can seem almost impossible. It's for this reason that companies must choose an appropriate Cloud-based Unified Communications Service—one that is able to connect with a multitude of diverse business applications, all while enabling seamless collaboration from virtually anywhere, all in real time.

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Why Cloud Unified Communications

The modern business world is now literally built by empowering people and organizations through holistic Unified Communications: cloud-based services that empower everyone to easily navigate between communication channels and tools, all while experiencing advanced presence and routing capabilities to ensure always-on connectivity, regardless of process, preference, or place.

Furthermore, this same cloud-based infrastructure can also help extend desired communications functionality across all business units. For instance, it can help integrate everything from call center functionality to vastly streamlining call handling, and even incorporating social channels—through all messaging solutions.

New innovations are appearing in Cloud UC: Cloud-based technology gives businesses greater access to innovative tech solutions. Constellation research says that by 2025, the AI market will surpass $100 billion.

The challenges solved by Cloud UC

Analytics & Visibility

Business Intelligence (BI) is key to everything from making the right daily decisions to ensuring your strategic vision comes to fruition. That is why Cloud UC solutions place such a focus on analytics and visibility—the data provided is key to business success.

Here are just a few of the analytics that Cloud UC provides to help drive business:

✓ Identifying key trends across employees, teams, and customer behavior

✓ Creating customizable data from all communication channels in one easy to use tool

✓ Ensuring consistent call quality with integrated diagnostic reporting

In the coming years, 69% of companies plan on increasing their cloud business intelligence usage (BARC Research and Eckerson Group Study).

Team Messaging

Teams are highly diverse in their needs and communications habits. A Cloud-based UC Service enables the entirety of a business team to connect and collaborate, instantaneously—regardless of device type or location. And whether it's something as simple as sharing documents with an individual, sharing documents that sync to messaging apps—whatever the need, Cloud UC can create the process and the connectivity.

The workforce is more diverse than ever with different generations working together. The generation taking up the majority of the workforce, millennials, demands the flexibility and work/life balance that Unified-Communications-as-a-Service (UCaaS) brings with remote work opportunities (Deloitte).

Remote Workers

A lot has changed over the years—from the need to fly across the world, to the need to drive across town—now web conferencing can deliver the same in-person experience, reduce costs, and boost productivity. With web conferencing tools businesses can now host meetings with limitless participants, all in HD, all with integrations across existing communications channels.

As employees spend more time away from the office, **UC ensures they can access the right technology**. Harvard Business reports show that people working remotely are usually more productive and happier in their jobs (Harvard Business Review).

Unified-Communications-as-a-Service

UCaaS delivers synchronized business communications technologies on a single cloud-based platform. In fact, UCaaS leverages voice-over-internet-protocol (VoIP) and related internet protocol (IP) telephony technology to connect traditional business phone systems with instant messaging, video conferencing, and related web services. With that, UCaaS enables businesses to improve collaboration across teams to enable quick deployment and adaptability, and to reduce total cost of ownership (TCO).

UCaaS is now more popular than ever, with a **market growth rate of around 29%,** year over year (Synergy Research).

Evergreen Scalability

Businesses evolve and so must communications infrastructure. After all, what was adequate just a few years ago has no chance of keeping pace today. As an integral part of a Cloud-based UC Service, infrastructure will always remain evergreen, meaning that it is continuously upgraded while remaining highly scalable to address changing business requirements.

There are various advantages to communications in the cloud. However, **31% of companies are keen to use UCaaS** to shed technical debt from legacy systems and processes (Freshworks).

Simplified Management

The last thing an organization needs is complexity. That is why Cloud-based UC Services are purpose built to be simple to manage and fast to deploy. More so, users have full control over the entire unified communications system. This means that teams can customize personal interfaces and prioritize the tools they use most, all without IT assistance.

Evolve IP also discovered that UCaaS led to **improved productivity for 72% of respondents, better collaboration for 91%, and faster problem solving for 88%** (Evolve IP).

Increased ROI

On average, a good Cloud UC Service can cut phone costs by 50% or more. This is achieved by the communication system's ability to eliminate the high operating costs and continued capital expenses of old technology. Best of all, many companies appreciate the paradigm of having one vendor with one low monthly payment.

Today's businesses prefer a single-pane-of-glass landscape for all of their communication tools. **68% of Cloud UC buyers say that all-inclusive capabilities are crucial to their purchasing decisions** (Frost & Sullivan).

Seamless Integration

Regardless of team members, everyone should be able to connect to who and what they want at anytime. With Cloud UC, from remote workers to the consummate corporate traveller, to the people sitting across from one another—everyone can experience seamless access to phone services, conferencing capabilities, integrated mobile apps, analytics, and preferred Customer Relationship Management (CRM) tools—all with built-in time management bonuses like presence awareness and visual voicemail.

Evolve IP found that 15% of the time we spend communicating in the current landscape is wasted. **74% of business CFOs say that the cloud will have the most measurable impact on their company's transformation** (Evolve IP).

Business Continuity

Regardless of the cause, downtime can negatively impact any company. And whether it's a few hours, days, weeks, or more—any time not making money is time spent losing money. Cloud UC is the perfect solution to always-on communications, ensuring that team members and customers can connect anytime, from anywhere, regardless of the situation.

80% of respondents in a Frost and Sullivan White Paper said that increased uptime was a major benefit of the cloud. 80% also saw freeing up IT with hosted services as a significant advantage (Frost and Sullivan).

About Our Company

Since 2010, Stack8 has built its reputation as the true leader in the field of Unified Communications Solutions—the go-to partner for the world's largest companies. Specializing in comprehensive co-managed services, combined with highly unique software-based management tools focused on the entirety of the Unified Communications Stack, Stack8 has completely redefined the world of Unified Communications Solutions, making exceptional customer experience its number one goal.