

5 Things Every Business Should Know About Communications

Deliver the digital communications your employees and customers expect

Legacy communication systems pose risks. Not just security threats and system failures, but also the inability to support the digital communications your customers expect.

With new business models emerging and smart devices proliferating, contextual digital conversations must be your ultimate goal. Companies that can deliver personalized connected experiences will increase customer value, satisfaction and sales.

These 5 technology trends are helping early adopters transform and grow their business, while positioning IT to capitalize on new emerging technologies.

1

Great collaboration starts with Unified Communications



<25%

less than 25% of organizations have fully deployed UC across the organization¹.



62%

of organizations cite **improved employee collaboration** as the top UC business driver².

2x

collaboration is almost twice as important as the next UC business driver - "a more mobile workforce"².

2

Outdated IT systems will become your company's biggest Achilles' heel



83%

of network budget used to keep lights on³.



90%

of IT projects late or cancelled³.



4 Months

the average time required for IT to provision new services³.

3

Inadequate security is putting your network - and your business - at risk



90%

of all security incidents can be traced back to people⁴.



45%

believe mobile devices pose a security threat⁵.

23%

of those surveyed have had a security breach in past year⁴.

4

Cloud computing will play an integral part in your long-range vision



71%

expect the cloud to be part of the long-range vision for their business in two years⁶.



40%

believe the cloud will provide greater agility and faster deployment⁷.



56%

of IT leaders believe they need help moving to the cloud⁷.

5

Analytics and Business Management are key to creating a personalized digital experience



Only 3%

of organizations believe they excel using data to create personalized, connected experiences⁸.



72%

expect to see broad adoption of industry platforms that will **integrate data with digital partners within 2 years**⁹.



40%

are considering using sensors to gather intelligence and equip their workforce with more insights⁹.

Deliver a personalized connected experience

Stay current, keep it secure, collaborate, embrace the cloud, and personalize it – pretty much sums it up. It's not exhaustive but these '5 things' are key for successful enterprises, working to optimize their business and deliver an enhanced communication experiences.

POSITION YOUR BUSINESS TECHNOLOGY FOR GROWTH AND CUSTOMER VALUE →

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