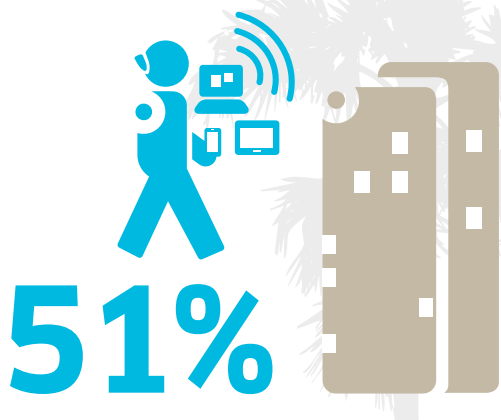


FIT TO WIN: UC&C GETS YOUR BUSINESS IN WINNING SHAPE

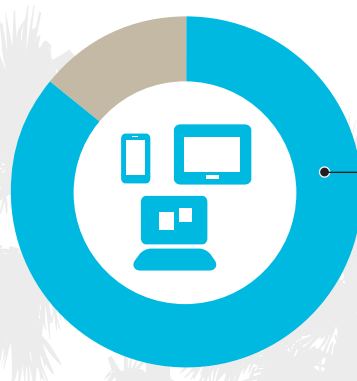
To compete in today's competitive world, businesses must be strong and lean. Just as a team of trainers, coaches, doctors and psychologists must all communicate and collaborate to create a world class athlete, organizations must also develop a thriving communication and collaboration environment to create a world class business.

See how new **Unified Communications and Collaboration (UC&C)** technologies can connect mobile workers and drive down IT costs to get your business in shape to win against the competition...

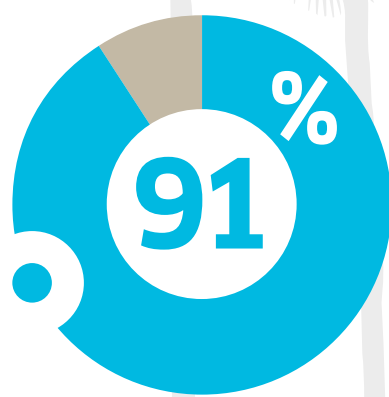
COMMUNICATIONS EVOLVED: ALWAYS ON, FOR AN ALWAYS AVAILABLE WORLD



of global information workers use a personal device or application at work. ¹

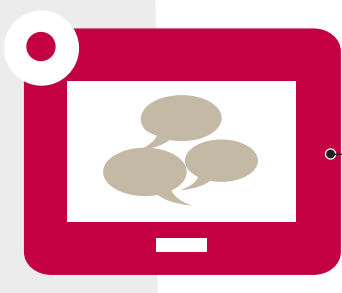


of Enterprises consider it extremely important or very important to have the ability to seamlessly connect to the network from anywhere on any device. ²



of Enterprises allow some employees to work remotely and larger Enterprises (94%) are more likely than smaller enterprises (84%). ³

BREAK THROUGH: UC&C CREATES A WINNING TEAM



54%

of information workers use tablets for video chat ⁴



Percentage of Enterprises who consider IP Telephony (75.9%) and Unified Communications (73.8%) to be critical and very important to their company growth. ⁵

2010

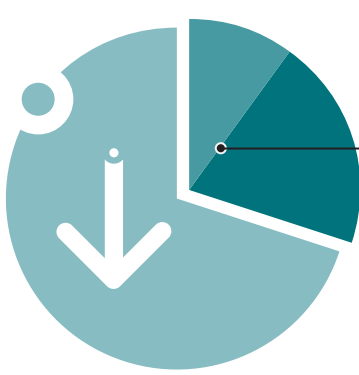
10%

2013

35%

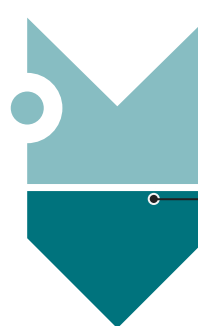
In 2010 10% of firms used the cloud as a deployment model for videoconferencing, by 2013 this increased to 35%. ⁶

WIN THE RACE: REDUCE COSTS AND INCREASE FLEXIBILITY WITH UC&C



Lowers communications bills by approximately ⁷

10%-20%



Reduces operations time by as much as ⁷

40%

THE MAIN DRIVERS FOR UC&C IN THE CLOUD: ⁸



49%

Cost predictability



55%

OPEX pricing



51%

Self-service provisioning



59%

Flexible ramping of users

ARE YOU BUILT FOR THE FUTURE?

Discover the UC&C-enabled solutions that make businesses more competitive and determine your own requirements.

[TAKE YOUR COLLABORATION DELTA ASSESSMENT NOW](#) →

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Enterprise



Sources:

- 1 Business Technographics Workforce Software Survey, Q4, 2013
- 2 Alcatel-Lucent Enterprise Primary Market Research, 2014
- 3 Alcatel-Lucent Enterprise Primary Market Research, 2012
- 4 Business Technographics Workforce Software Survey, Q4 2013
- 5 Alcatel-Lucent Enterprise Primary Market Research, 2014
- 6 Forrsights Networks and Telecommunications Survey, Q1 2013
- 7 Alcatel-Lucent, white paper, Aging Communications Systems: Risks and Opportunities
- 8 Orange Business Services, June 2013, Infographic: Unify Communications: Anywhere, Anytime Collaboration

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