

A simple equation that can change the future of your **business**

Communication methods evolve and organizations advance with innovation.

SMBs, like any other enterprise, are looking to adopt technologies that reduce costs,

increase customer satisfaction

and help them thrive and survive. So, what is the right equation when selecting communications and collaboration solutions?



Whether delivering mobility, increasing productivity or assuring business continuity, SMBs look for communications and collaboration solutions that are **SIMPLE, ROBUST and CONNECTED**.



1 Make it Simple

SMBs are often looking for **simple solutions** that require little training or ongoing maintenance and support.

-IDC Analyst Connection, *The Value of Hybrid Communication Solutions for SMBs*, Jan 2017

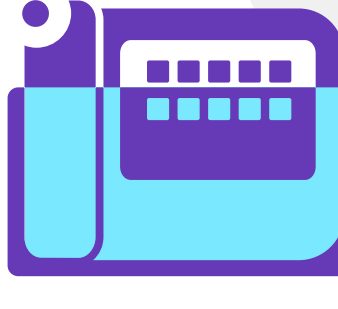


Ease of use

50%

of SMB respondents say ease of use and simplicity are key factors in their UC&C purchase decisions.

-Cloud services will drive UC&C spending, CIO, 2015



74%

of SMBs have deployed some VoIP within their organization with simplicity or ease-of-management and improved feature functionality also gaining importance.

-IDC Analyst Connection, *The Value of Hybrid Communication Solutions for SMBs*, Jan 2017

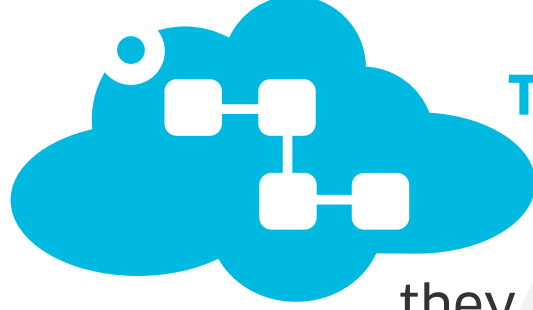


2 Make it Robust



of SMBs want solutions and services to **easily integrate** with existing infrastructure with great vendor support for deployment and maintenance.

-Cloud services will drive UC&C spending, CIO, 2015



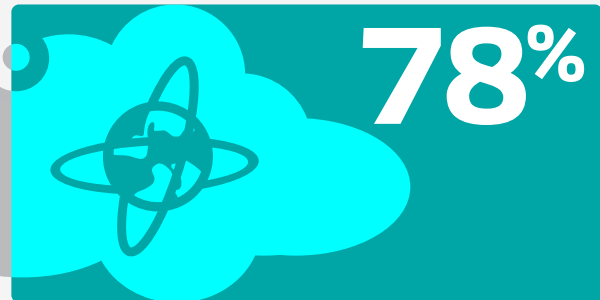
The cloud

lets users pay for what they consume and provides organizations the flexibility to scale up or down as growth and business requirements dictate.

-IDC Analyst Connection, *The Value of Hybrid Communication Solutions for SMBs*, Jan 2017



3 Make it Connected



of small businesses report that **the cloud** will be the center point of IT operations by 2020, **more than twice the current 37%**. It solves communications pains by decreasing operating costs, increasing customer satisfaction, and improving competitive advantage.

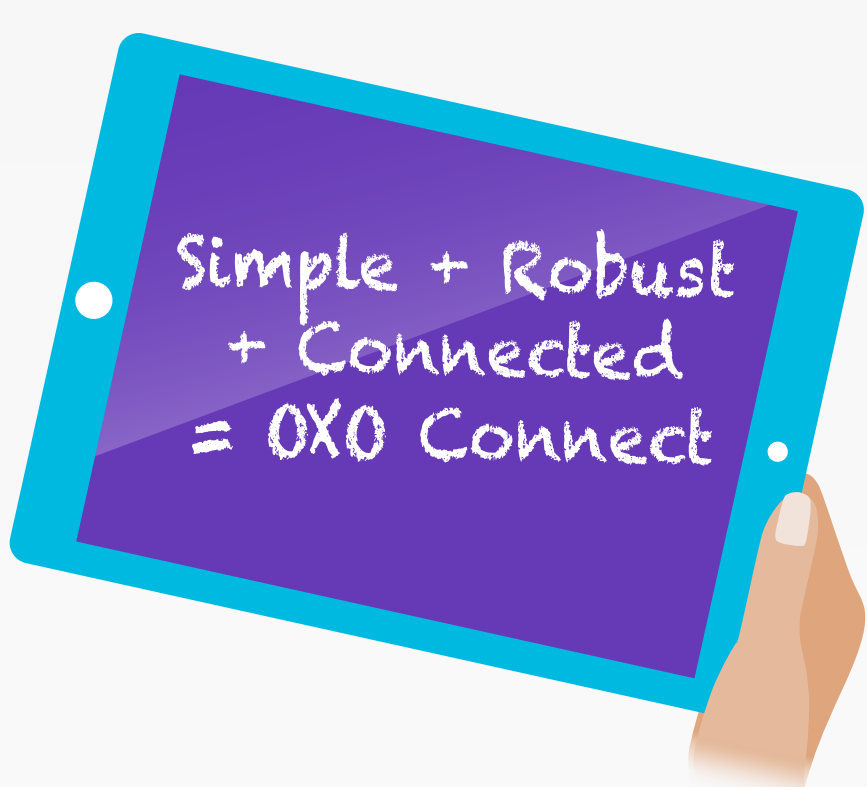
-Forbes Medium Business Cloud Computing Forecasts and Market Estimates, 2015



of businesses surveyed have deployed or plan to deploy a **hybrid solution** and that number will increase rapidly in the next several years.

-IDC Analyst Connection, *The Value of Hybrid Communication Solutions for SMBs*, Jan 2017

The right equation for **SMB Success**



Today's environment is extremely competitive requiring SMBs to be innovative, more productive and cost effective. Alcatel-Lucent OXO Connect increases SMBs' prosperity while improving customer satisfaction, increasing productivity and reducing costs. And it is ready for the cloud.

SIMPLE to use with affordable, future proof universal licenses



ROBUST feature set with industry tested telephony and stable applications



CONNECTED and ready for real time unified communications and cloud services

We make solutions for SMBs that are simple, robust and connected.

See how a single equation can change the future of your business

GET EXPERT INSIGHT INTO SMB GROWTH →

Alcatel-Lucent Enterprise