

Powering clients to a future shaped by growth

A Frost & Sullivan White Paper

An Integrated, Extensible Cloud Platform Delivers Maximum Value



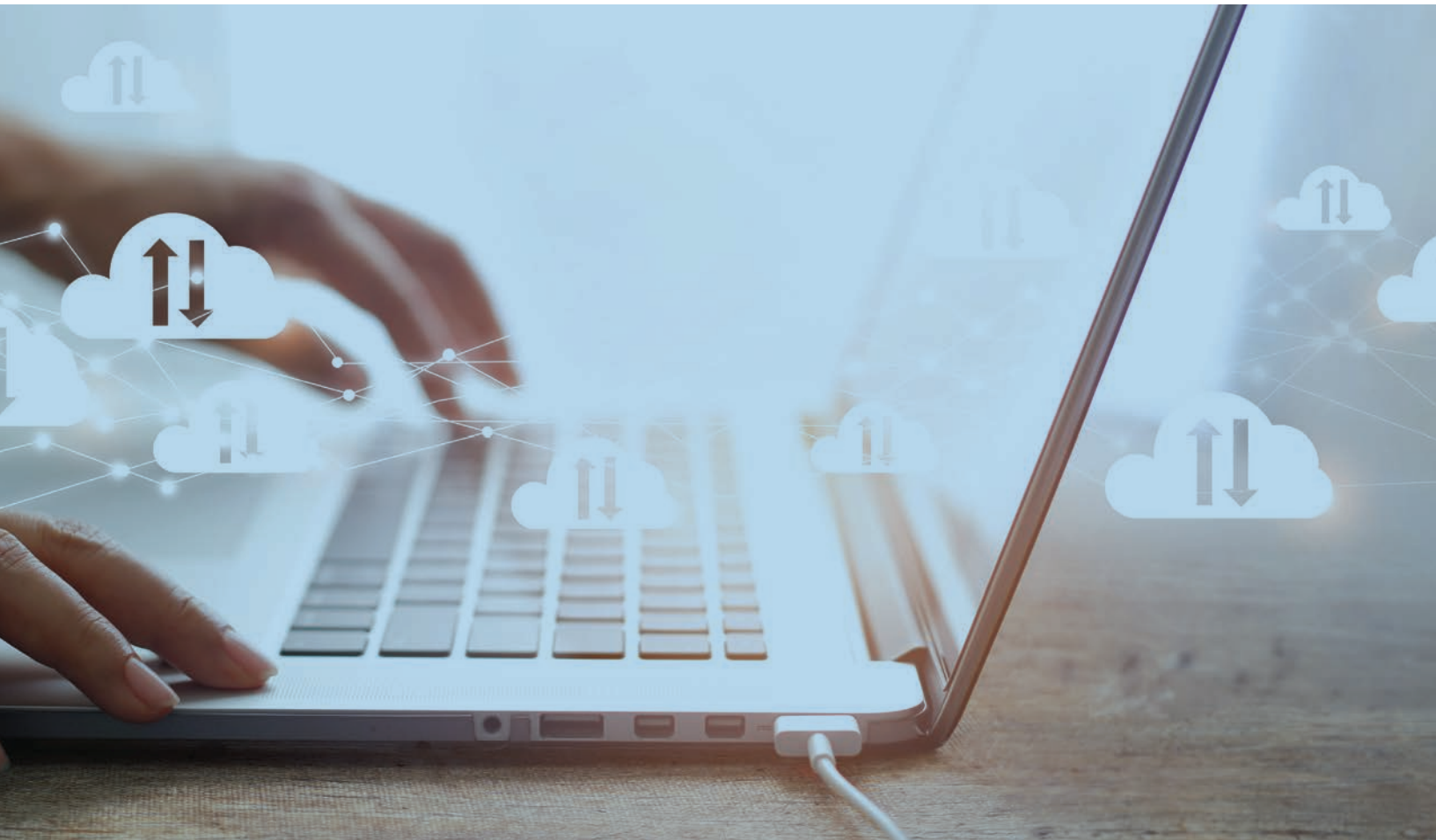
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Introduction

Today, most businesses acknowledge the need to adopt cloud services to become more agile and resilient; yet, cloud deployments are often poorly conceived and unsustainable. In the past, many businesses adopted cloud services with little regard to broader transformation goals or long-term objectives. More recently, the pandemic forced many organizations into panic mode, which led to rushed technology investments that fail to meet important security, reliability and scalability requirements. Such dated or rushed cloud services deployments typically lack the extensive feature sets or integration capabilities to meet rapidly evolving employee, customer and business needs.

The most effective approach going forward is to leverage integrated and extensible cloud services platforms that deliver excellent value today and are poised to quickly adapt to new business requirements in the future. It is critical for organizations pursuing holistic business transformation to also integrate advanced cloud communications and collaboration solutions with important workflows to more tangibly improve key performance metrics, such as employee productivity, operational efficiencies and customer satisfaction.



Avoid Common Pitfalls to Ensure Sustainable Cloud Services Deployments

Unusual Circumstances Call for Unusual Measures; However, the Wrong Choice Carries a High Price

- ▶ **Stop-gap deployments:** Rushed, poorly designed cloud services implementations, including those driven by responses to the pandemic, are prone to deliver sub-par results. A more strategic and holistic approach to cloud migration is necessary to meet the key performance indicators (KPIs) you aim to achieve with digital transformation.
- ▶ **Cloud silos:** Application sprawl due to lack of coordination across point solution deployments increases costs, complexities and risks. Integrated cloud services help simplify solution upgrades, administration and billing, as well as deliver a better user experience.
- ▶ **Non-business-grade services:** Free and freemium services enable risk-free trials and can effectively fill capability gaps at times of dire need. However, limited feature sets, lack of robust customer support and unavailable service-level agreements (SLAs) can create liabilities and reduce long-term return on investment (ROI).
- ▶ **Monolithic, inflexible platforms:** “Walled-garden” solutions based on proprietary technologies with a limited set of application programming interfaces (APIs) can hamper interoperability with third-party software, services and devices. Integration of business tools provides the right context to accelerate informed decision-making and boost productivity.
- ▶ **Legacy user experiences:** Single-modality, voice-centric services no longer satisfy modern users who often prefer more engaging messaging and/or video-centric experiences. Plain-vanilla cloud private branch exchange (PBX) services also fail to harness the power of collaboration across different types of workers and job roles within the organization.
- ▶ **Sub-par service performance:** Special care is required to identify architectural shortcomings that affect service quality, reliability, security, compliance, scalability, extensibility and ease of use. It is important to request performance records and other data that prove robust service performance.
- ▶ **Tethered solutions:** Communications solutions dependent on wireline connections, desktop devices and premises-based infrastructure (e.g., session border controllers (SBCs)) are not well-suited for mobile or home-based workers. Mobile-ready solutions leveraging native mobile dialers, mobile apps or browser-based clients enable greater flexibility for the modern enterprise.
- ▶ **Legacy technologies:** First-generation cloud communications platforms—often based on re-engineered premises-based solutions—lead to a dead end on the technology roadmap. Newer microservices-based pure-cloud platforms better support the speed and breadth of innovation required by businesses seeking a competitive edge.

- ▶ **Limited provider capabilities:** Cloud communications providers lacking broad capabilities, and requisite industry experience, may be unable to fully support businesses that have sophisticated technology requirements related to customization, integration or hybrid environments.
- ▶ **Mismatch with business operations and culture:** Cloud solutions that are poorly matched to vertical workflows or organizational aspirations—e.g., sustainability goals—may fail to deliver the broader and deeper transformational impact sought by the business.



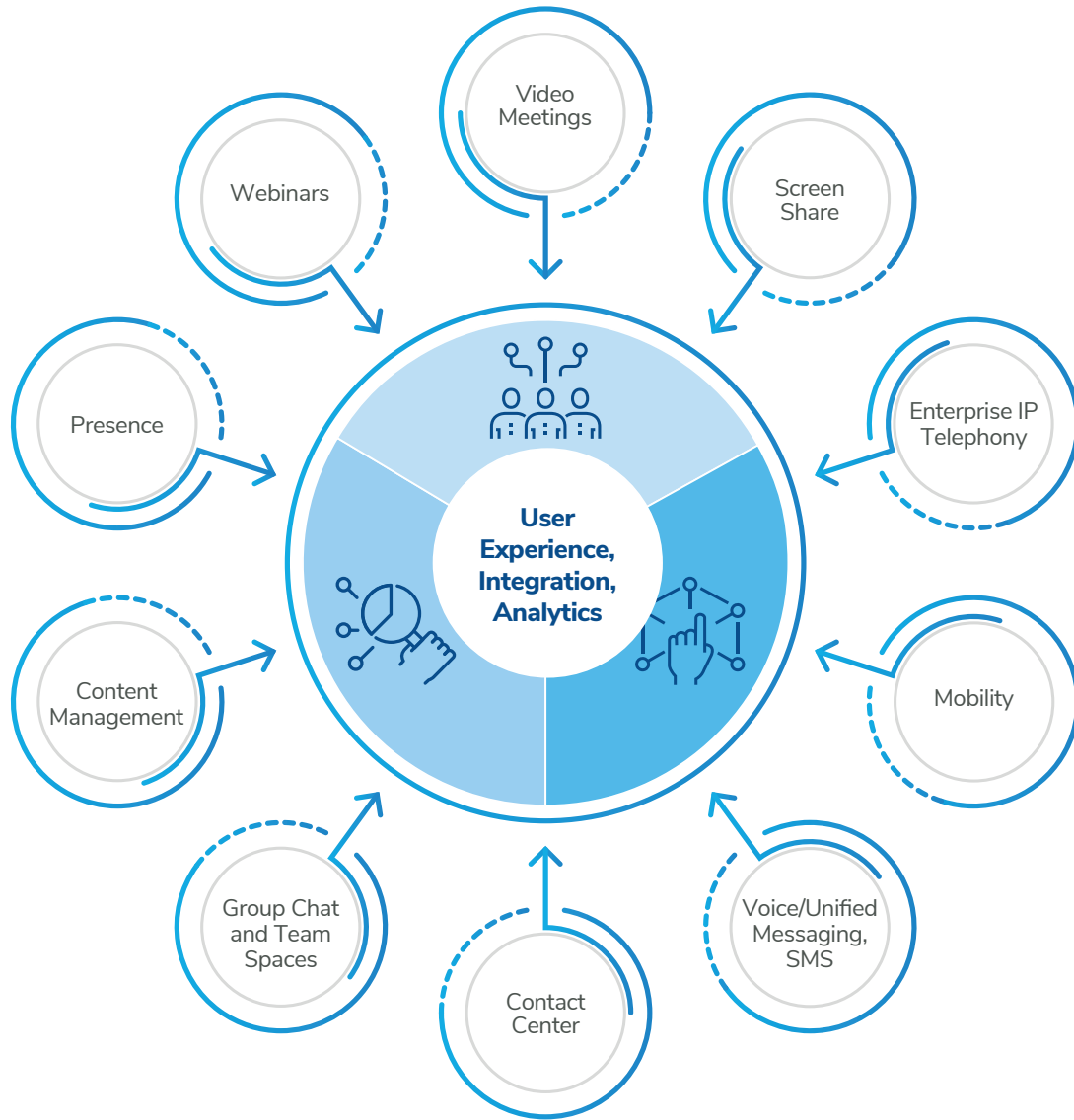
Bringing it All Together With an Integrated Cloud Services Platform

Disparate Cloud Services Investments Prevent Businesses from Optimizing ROI

An integrated cloud services platform enables businesses to achieve important objectives:

- ▶ **Address diverse user needs**—spanning office/mobile/hybrid professionals, frontline and field workers, and contact center agents—without the traditional complexity. Employers must possess a large arsenal of tools to address unique user needs. Each user type requires specific capabilities to complete their job tasks effectively.
- ▶ **Eliminate silos** to empower the entire organization. Aligning stakeholders accelerates decision-making, scales resources and improves business outcomes.
- ▶ **Enable better user experiences and operational efficiencies** on a future-proof foundation for continued services enhancements and optimization. The organization must be prepared to address current and future requirements.
- ▶ **Unify analytics, reporting and other solution administration tools** to deliver the insights required to identify inefficiencies and best practices in operations and workflows. A common platform across meeting, messaging, calling and customer experience (CX) capabilities provides a unified view and rich context to enable data-supported decision-making.

An Integrated Solutions Set Provides Considerable Benefits



APIs and Integrations Unlock the Full Potential of Advanced Cloud Communications and Collaboration

Microservices-based Solutions Provide the Building Blocks to Enable the Composable Enterprise

The truly transformative goal of cloud migration and communications upgrades is often overlooked. To respond to the ever-increasing demand for personalization and on-demand delivery of products and services, organizations must digitize their business models and scale technologies to adapt faster to dynamically changing market conditions.

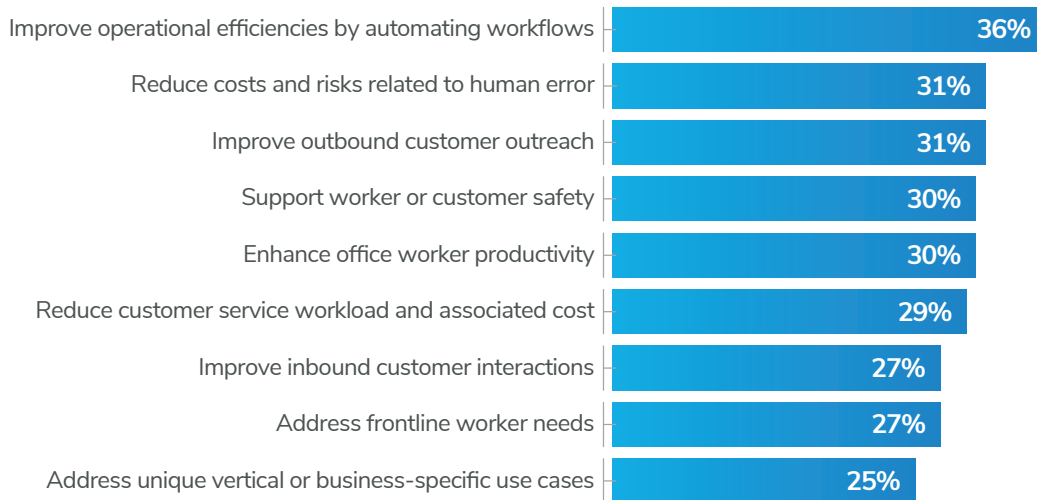
Becoming an agile competitor in the digital era requires modernizing business processes through the integration of software-based communications and collaboration tools with workflows.

Extensible, microservices-based platforms with flexible APIs enable high organizational adaptability and business value in unique ways:

- ▶ Optimize operations
 - Automate repetitive and routine tasks
 - Accelerate decision-making through context
- ▶ Improve product and services quality
 - Power data-informed decisions
 - Improve process accuracy and consistency
- ▶ Drive growth
 - Create efficiencies that enable scale and expansion
 - Improve CX to boost customer acquisition and retention rates
- ▶ Create competitive advantages
 - Empower agility and innovation at speed
 - Power novel digital business models (digital product and services delivery)



Programmable Communications Deliver Considerable Benefits:

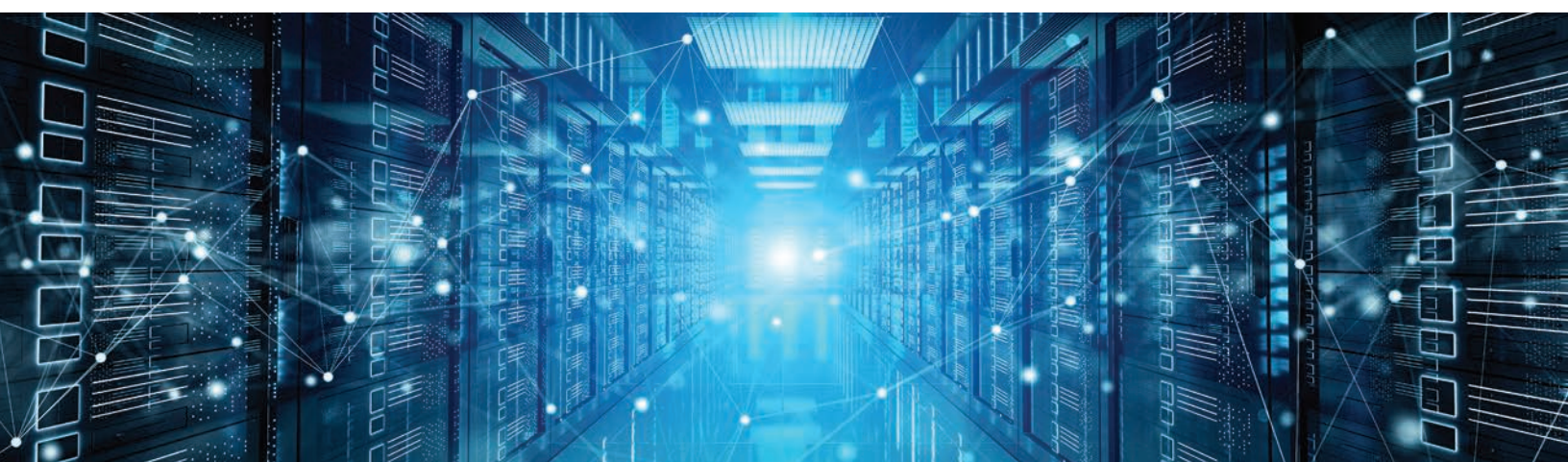


Businesses' Use of APIs is Growing

	Use Now and Plan to Use in the Future	Do Not Use Now but Plan to Use in the Future	Will be Using APIs in the Future
Email APIs	62%	28%	90%
Messaging (SMS/chat/social media) APIs	59%	28%	87%
Video APIs	58%	31%	89%
Voice APIs	54%	34%	88%
Two-factor authentication	53%	36%	89%
Provisioning/management APIs	48%	37%	85%
Chat Bot/AI APIs	46%	38%	84%

Key Takeaways

- ▶ Dated solutions, free/freemium services and technology silos can jeopardize the company's ability to leverage cloud communications to improve business performance.
- ▶ Modern, integrated cloud solutions enable organizations to effectively address diverse user needs—now and in the future—and maximize the value of cloud communications investments.
- ▶ Micro-services-based platforms with flexible APIs enable businesses to optimize key workflows and digitize entire business models by integrating communications and collaboration capabilities with the broader IT fabric.



F R O S T  S U L L I V A N

Growth is a journey. We are your guide.

For over six decades, Frost & Sullivan has provided actionable insights to corporations, governments and investors, resulting in a stream of innovative growth opportunities that allow them to maximize their economic potential, navigate emerging Mega Trends and shape a future based on sustainable growth.

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