

Powering clients to a future shaped by growth

A Frost & Sullivan White Paper

The New Way to Work Requires a Novel Approach to Technology Investments



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Introduction

Demographic, socio-economic and technological trends are changing profoundly the way businesses operate and deliver customer value. Evolving work styles are placing considerable pressure on businesses to find new ways to empower the highly distributed workforce.

To thrive in a highly dynamic competitive environment businesses are adopting digital technologies and evolving their business models. Digital transformation is at the heart of sustainable growth strategies in the era of business agility.

New technology consumption models are needed to enhance business continuity, boost productivity and effectively serve customers. To enable flexible communications and collaboration anywhere, anytime, on any network and connected device, businesses are adopting modern cloud solutions.



2020 Proved Cloud Services are the Way Forward

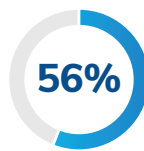
Cloud Communications and Collaboration Solutions Enable New Ways of Doing Business

The recent pandemic disrupted entire industries and highlighted a pressing need to boost business continuity programs. The new economic and social realities will forever change the way business is done.

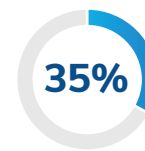
- ▶ **The abrupt and pervasive shift to remote work** has been detrimental to businesses that lack the tools to support flexible work modes. To stay relevant, forward-thinking businesses have started reimagining their business models and methods of customer engagement.



say the rise in remote work has had a very high/significant impact on their organization



say low employee morale and engagement have had a very high/significant impact on the organization



say allowing employees remote access to company data and applications and supporting remote workers' technologies represent key challenges for IT admin staff

- ▶ **Cloud services** have been a life-saver for businesses looking to provide access to communications and information resources to a vastly distributed workforce. Technology decision-makers understand better than ever that a robust cloud strategy is the necessary foundation of successful business transformation.



say a cloud strategy is essential to remain competitive in their industry

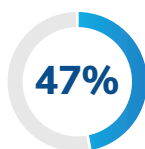


are adopting cloud services to improve business continuity/disaster recovery



report that either cloud-based applications or video conferencing will represent top investment areas post-pandemic

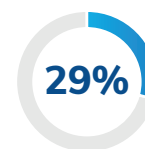
- ▶ **Effective communications** are an important pillar of business performance. Explosive growth in cloud meeting, messaging and calling services is a clear indicator of their strong ability to keep remote workers productive and power new ways to engage with customers.



provide conferencing/meeting services to remote workers



provide team collaboration spaces to remote workers



provide business phone services to remote workers

“ You have been disrupted; take charge to build your company’s digital future. ”

Yesterday’s Solutions Cannot Support the Future of Work

Resilience and Agility will Determine Success in the Digital Era

The recent pandemic has exacerbated trends that have been eroding the foundation of legacy business models for decades. Over time, globalization, evolving workforce demographics, shifting customer requirements and technology advancements have transformed value propositions and competitive factors in every industry.

- **Future organizations** will be distributed and decentralized with hybrid teams. Employees will demand flexible work arrangements for multiple reasons, including budget, convenience and work-life balance. Companies will be compelled to support remote and hybrid work models to attract and retain the best talent that may be located anywhere.

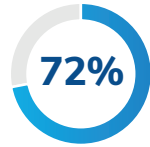
83% say **more than 1/4** of their workforce **will work remotely in the future.**



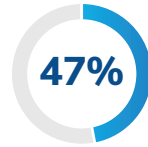
35% will **reduce real estate** to accommodate remote and hybrid work.



► **Digital technologies** enable workforce productivity and business process optimization. To withstand disruptive forces—whether natural disasters, competitive pressures or rapidly evolving customer requirements—businesses must adopt advanced technologies to become more resilient and agile.



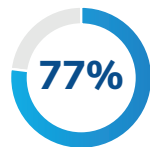
say technology investments are accelerating or remain unchanged



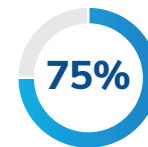
say digital channels or business resilience will represent top investment priorities in the next two years

► **Cloud migration** is an important enabler of business transformation and the future of work. The transformational power of cloud solutions lies in:

- Rapid and economical scalability.
- Fast and simplified deployment of new features and capabilities.
- Delivery of services based on dynamically changing user requirements rather than physical location or underlying network.
- Significantly reduced burden on IT staff with regard to service provisioning, maintenance, management and security.



say, “Cloud solutions support my company’s digital transformation initiatives”



say, “The cloud is the most critical part of our digital transformation strategy”

“ Cloud services will power the adaptive enterprise and the business models of the future. ”

Key Takeaways

- ▶ Hybrid work models will be at the foundation of the organization of the future. This will impact how employees connect with each other and with customers and partners.
- ▶ Profound business transformation will be needed to deliver ever-greater customer value and withstand competition in the era of digital sustainability.
- ▶ To ensure greater business agility and effectively connect increasingly distributed workforces businesses must adopt flexible cloud communications, collaboration and contact center solutions.



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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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