

Power Up Your People Power Up Your Communications

Key trends in communications and collaboration that are impacting your business



Cloud adoption is exploding at businesses just like yours



Cloud-based Business Communication Licenses are forecast to increase by **89%** in the next 5 years¹

And so is the use of Unified Communications



73% use or plan to use UC within the next two years²

Because your business priorities are changing



Key priorities in the next three years²

- Improve business processes
- Lower TCO
- Provide access for mobile and remote employees
- Guarantee security of communications

And so are the needs of your people³

70%

rank integrated communications among their top needs

70%

use a combination of phone, PC and mobile

90%

rate quality as critical for meeting services

42.5%

The global mobile workforce is set to increase to 1.87 billion people or 42.5% of the global workforce by 2022⁴

You'll find the benefits to your business obvious



Benefits of Cloud

- Reduced your CAPEX and achieve a predictable monthly expense profile
- Remove the burden of daily management from your IT department
- Streamline security patches and upgrades for your business
- Enhance your business continuity



Benefits of Unified Communications

- Enhance your employee's productivity, in the office or on the go
- Simplify your people's communications experience
- Supports flexible work arrangements for telecommuters, road warriors or businesses impacted by weather events / disasters
- Improve the information flow and decision making at your business

Your competitors are now hosting key communications applications in the Cloud

Top Cloud Hosted Services⁵

1

Full PBX

2

Audio Conferencing

3

Video Conferencing

4

Online Meetings

And hybrid is the preferred deployment model

50%

Over **50%** of organizations are considering hybrid UC deployments

The Top Reason?
You can leverage your existing on-premises investments²

Choose a Proven Leader to Power Up Your Communications Choose Powered By Avaya IP Office™



- Avaya has been recognized as a Customers' Choice in 2018 Gartner Peer Insights for Unified Communications and was named by Gartner as a Leader in the 2018 Magic Quadrant for Unified Communications, Worldwide report.
- The Edison Awards, which honors the world's top innovation leaders, has named Avaya a Gold winner for the second year in a row (2018).
- The IDC has named Avaya as a leader in their MarketScape Worldwide Unified Communications and Collaboration Vendor Assessment for 2017.
- Avaya's Unified Communications application, Avaya Equinox, has received a Communications Solutions Product of the Year Award from TMC. (2017)
- Success to date: Avaya estimates that over 26 million people use IP Office every day, at over 653,000 businesses around the globe.

1. MZA Telecoms & IT Analysts: The World Hosted/Cloud Business Telephony Market, November 2018
 2. IDC: Market Analysis Perspective for Avaya: Worldwide Unified Communications and Collaboration, October 2017
 3. Wainhouse Research: Delivering a UC Experience: The Migration vs Integration Approach, June 2017
 4. 2017 Predictions: Mobile workforce to drive further enterprise change in 2017, By Richard Esposito, GM Mobility Services, IBM Global Technology Services January 5, 2017
 5. The SIP School: The SIP Survey, November 2017