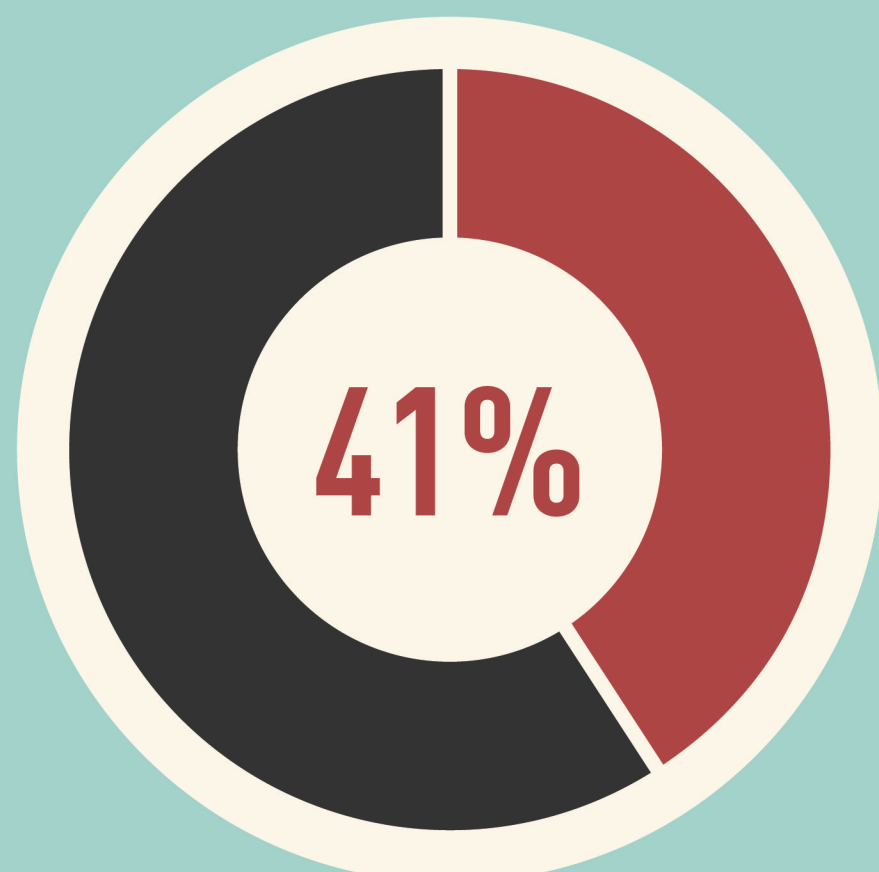




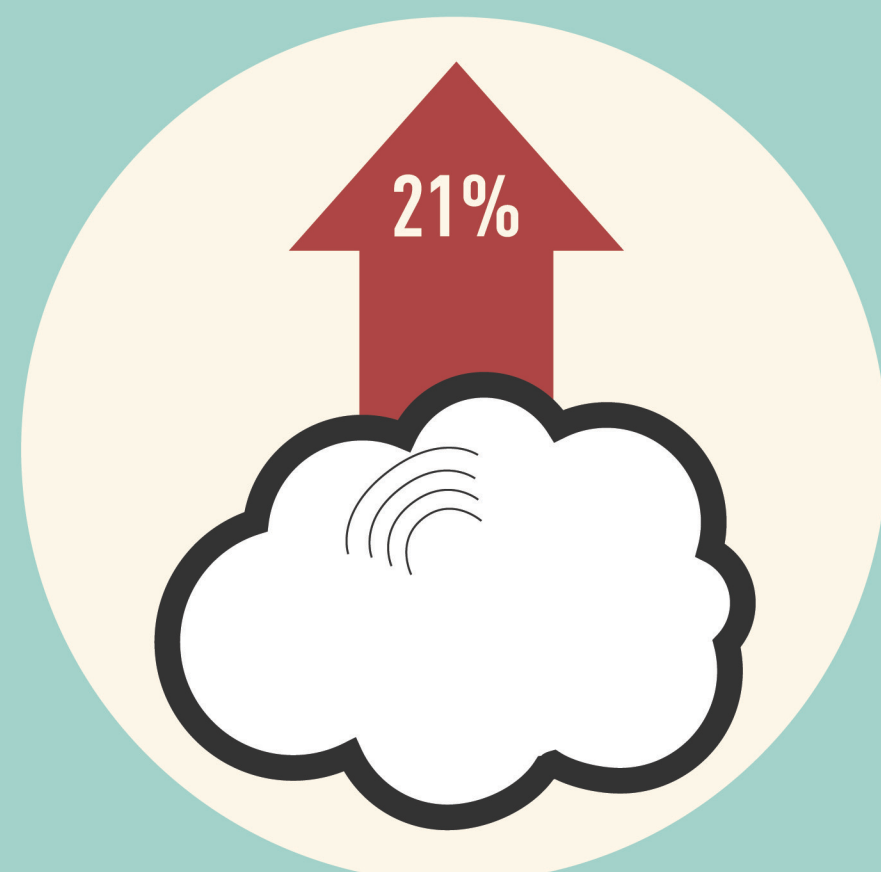
TAKING IT TO THE CLOUD

WITH MORE APPLICATIONS AND SERVICES MOVING TO THE CLOUD, BUSINESSES OF ALL SIZES ARE CONTEMPLATING THE POTENTIAL BENEFITS IT BRINGS? COMMUNICATIONS FROM THE CLOUD CAN PROVIDE MORE FLEXIBILITY, INCREASE OPERATIONAL EFFICIENCY, AND EVEN REDUCE OVERALL COSTS.

BY 2016



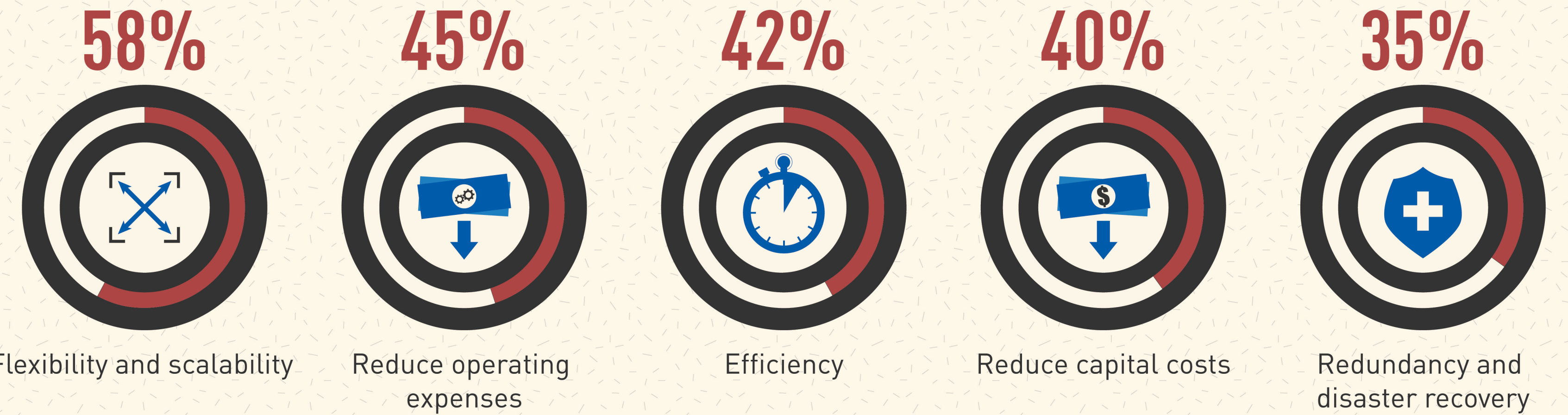
Of all enterprise communications users will be on virtual infrastructure.



Cloud communications will grow by over 21%, reaching \$8 billion in revenue.

TOP 5 FACTORS FOR IMPLEMENTING CLOUD SERVICES

FLEXIBILITY, SCALABILITY AND THE REDUCTION OF OPERATING EXPENSES ARE THE BIGGEST MOTIVATORS FOR CLOUD ADOPTION.



END USER BENEFITS OF CLOUD COMMUNICATIONS



POTENTIAL COST BENEFITS OF CLOUD SERVICES

Out of the companies already running cloud computing, 61% say they have lowered IT costs.

1 in 4 reported decrease in operational expenditure like staff, power, and maintenance costs.

Cloud services returned an average of 22% operational expenditure savings and 26% of capital expenditure savings.

THE CLOUD HAS OPENED THE FLOODGATES, ALLOWING BUSINESSES TO REINVENT HOW THEY PROVIDE IT SERVICES. WITH THE NUMBER OF AVAILABLE CLOUD SOLUTIONS, BUSINESSES SHOULD REVISIT THEIR COMMUNICATION STRATEGIES TO ENSURE THEY ARE DELIVERING A POWERFUL USER EXPERIENCE WHILE OPTIMIZING BUDGETS FOR THE LONG TERM.

SOURCES:
2011 IBM TECH TRENDS REPORT
DATACENTERKNOWLEDGE.COM
FORRESTER RESEARCH: COMMUNICATION AS A SERVICE

NECAM.COM/EMPOWERED

SURVEY RESULTS FROM IBM TECH TRENDS 2011: 4,000 IT PROFESSIONALS IN 93 COUNTRIES

