

**BROADSOFT SOLUTIONS BRIEF**

# BroadSoft Business Cloud TCO Calculator

Business leaders are accelerating their move to cloud communications for many important reasons – productivity gains, mobile performance, greater flexibility, better security, faster innovation.

But did you know that total cost of ownership was a leading factor? Here's why.

## Cloud Cost Savings

- » **40-50%** reduction in hardware and software costs
- » **40-50%** lower maintenance fees
- » **10-25%** savings with service bundles
- » **15-30%** savings from right-sizing
- » **50%** reduction in IT workload
- » **Free upgrades**

These are conservative savings estimates. Savings on hardware/software come from not having to buy any system software or servers and from the ability to choose to use laptops and smartphones in place of desk phones for all, or some portion of employees. Maintenance fee savings match savings on hardware/software, due to fees based on percentage of purchase price.

Buying a complete service bundle, including applications, network bandwidth and long distance service typically saves between 10-25% vs a la carte purchases of these services.

With cloud, you buy what you need now, right-size every month and stop paying for unused capacity in a PBX. Plus you gain the flexibility to scale up/down freely to support your seasonal business needs.

Most cloud businesses are able to cut in half the time their IT staff spends managing communications systems - no managing of upgrades, patches, system replacements, combined with the use of simpler, web-based administration tools.

**2021**

Cloud installed base expected to surpass on-premises users by 2021

**16.4%**

Cloud CAGR

**-7.4%**

On-Prem CAGR

## Cloud Performance Advantage

- » High availability / Full redundancy
- » Mobile workforce friendly
- » Device flexibility
- » Built-in cloud application integration
- » Always modern feature set
- » More strategic use of IT resources
- » Simplifies business expansion

Cloud performance advantages include high system security and availability, at no extra cost, through carrier-class services delivered from fully redundant, geographically distributed and redundant data centers. This means your systems equipment is never underwater, unexpectedly destroyed, or left without power.

The cloud gives users the freedom to work from anywhere on any authorized computer or mobile device. You and your employees are no longer slaves to a deskphone or office location.

Device flexibility means smartphones, laptops, tablets, and deskphones are all communications options for your workers, from any location.

The BroadSoft Business cloud applications come with a full set of APIs BroadSoft has used to pre-integrate the applications into more than 50 leading cloud business applications, like G Suite, Office 365, Salesforce, Box, and many others.

## Business Freedom

With the cloud, your systems always run the latest software and always deliver the most modern features and functionality.

Because your IT staff is spending less time managing equipment they can spend more time on strategic business projects that move your business forward. Maybe it will give you the freedom to focus more on your digital transformation initiatives, for example.

When you use cloud services, consider the freedom you gain to expand operations into a new location, new city, or even a new country, without the complexity of procuring and managing equipment in distant locations. You get to avoid all the integration challenges that would entail. With a cloud system, you simply add new phone numbers (if needed) and profiles for your new users, and new desk phones, if you like, and you're ready to go.

**Visit our website to try the BroadSoft Cloud TCO Calculator:** [https://www.broadsoft.com/why\\_move\\_communications\\_to\\_the\\_cloud](https://www.broadsoft.com/why_move_communications_to_the_cloud)

If you have any questions, please contact us at: **bsb-info@broadsoft.com.**



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