

# Six Things SMBs Must Know About Collaboration

Cloud, Hybrid, And Premises-Based Deployments Spell The Future Of Collaboration

## Small and medium-size businesses (SMBs) are actively expanding use of unified communication (UC) technologies

- 19%** Have implemented unified communications
- 42%** Are expanding or upgrading their implementation
- 36%** Are planning to implement in the next 12 months



## SMBs with a mature approach to UC drive business goals:



Improving operational efficiency

**73%**



Growing revenue

**66%**



Addressing rising customers' expectations

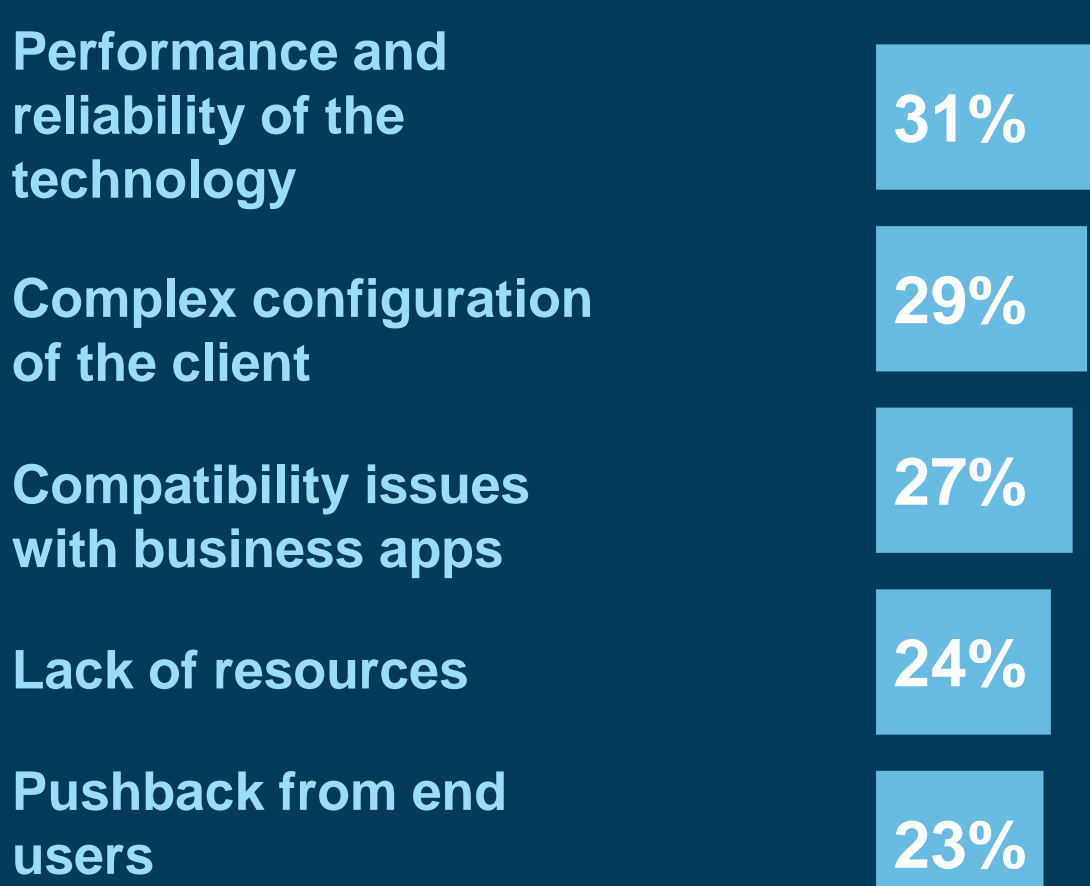
**68%**

## What's driving UC investments?



**59%** of organizations deploy UC on-premises or in a hybrid environment.

## Top 5 UC deployment challenges\*:



## Deployment models continue to shift



**35%** of current on-premises deployments will shift to cloud or hybrid.



**23%** of current cloud deployments will shift to hybrid configurations.



**17%** of current hybrid deployments will shift to the cloud.

### Methodology

In this study, Forrester conducted an online survey of 606 IT and business decision-makers in companies with 20 to 999 employees in North America, EMEA, APAC, and Brazil.

Base: 606 IT and business decision-makers at small and medium-size businesses within North America, EMEA, APAC, and Brazil

\*Base: 359 IT and business decision-makers with hybrid or on-premises UC deployments

Source: A study conducted by Forrester Consulting on behalf of Cisco, January 2016