## Study Conducted by Forrester Consulting on Behalf of Cisco

## CISCO UNIFIED COMMUNICATIONS

Cut costs. Maximize productivity. Improve flexibility.

Over 80% of Unified Communications buyers are realizing the results they expected.

80% of Unified Communications buyers are realizing the results they expected.

Improved team collaboration	58%	33%
Significantly faster problem resolution	57%	26%
Improved external customer experience, satisfaction	59%	25%
Improved business relationship with partners and suppliers	56%	25%
Significantly shortened cycle for decision-making	58%	23%
Improved project management	65%	22%
reased usage and improved user experience with social media	52%	22%

Met Expectations

Exceeded Expectations

Base: 506 enterprise network and telecom decision-makers in North America and Europe Source: Forrsights Networks And Telecommunications Survey, Q1 2013, Forrester Research, Inc.

Unified Communications
Manager gives buyers the
flexibility of on-premises,
cloud-based, and hybrid
solutions.

Hybrid (both on-premises and hosted)

57% 57%

Hosted only

70/

11%

7%

On-premises only

32%

25%

My current deployed model

My preferred future deployment model

Base: 150 global UC decision-makers at enterprises Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2013

Maintaining the latest version of a Unified Communications platform means more efficiency, more features, and more automation with less TCO.

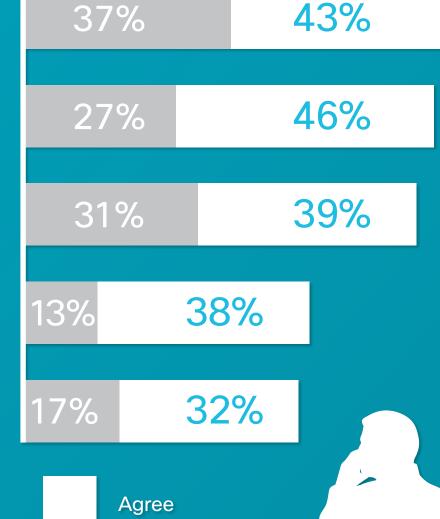
I can utilize all the latest features and capabilities

My solution is more reliable

I'm easily able to take advantage of hybrid and cloud solutions

There's a single holistic management paradigm/architecture for endpoints, apps, and services

My TCO is lower

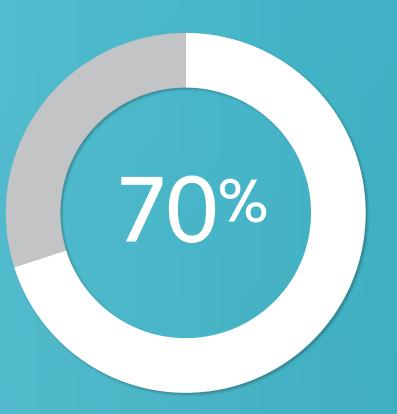


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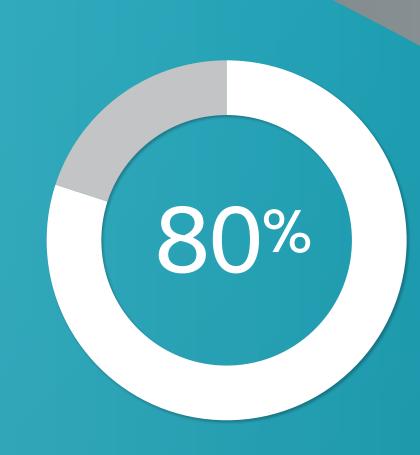
Base: 150 global UC decision-makers at enterprises.

Strongly Agree

Newer platforms provide the capability to deploy the latest functionalities



70% of respondents say moving to the latest version of Unified Communications will make easier to take advantage of cloud, on-premises and hybrid solutions.



80% have upgraded over the past five years to use features like federated presence, desktop video, and fixed-mobile convergence capabilities.

## LEARN MORE

Visit cisco.com/go/uc to learn more about the many advantages of maintaining the latest version of Cisco Unified Communications.







