

# Real-World Benefits of Integrated Cloud Unified Communications and Collaboration

Q1 | 21



# Overview

Driven by a desire to optimize productivity among remote teams, the shift to cloud-based communications and collaboration is accelerating.

## Cloud-based services:

- Provide potential to reduce operating costs
- Increase speed of deployment of rapidly emerging AI-based features to improve agility
- Integrate disparate calling, meeting, and messaging features into a simplified user experience
- Improve the ability of organizations to enforce consistent security policies
- A single point for workflow integrations with other applications through leveraging of available APIs

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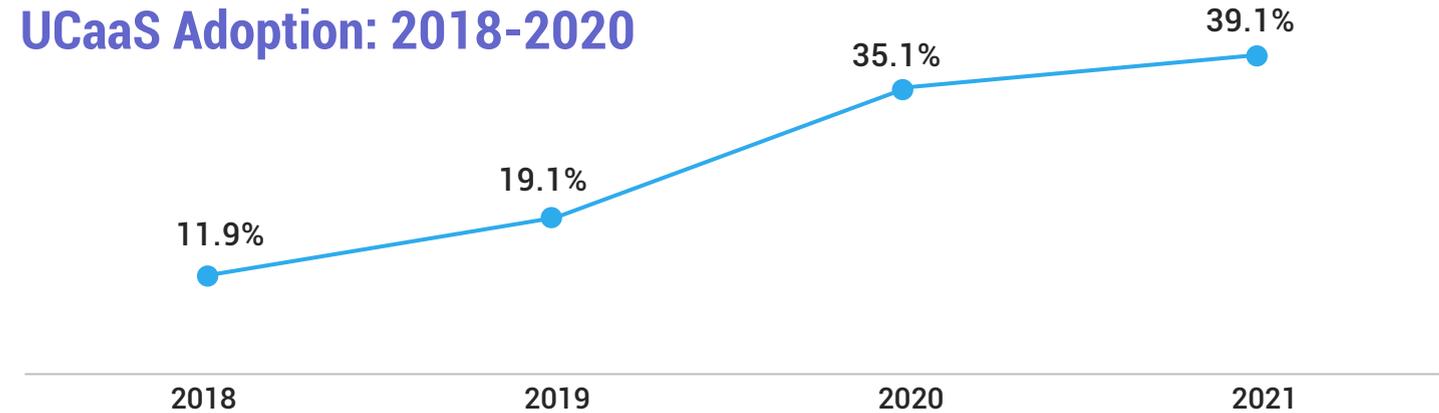
**Unfortunately, many organizations are still adopting cloud-based applications in a haphazard fashion, and thus are failing to realize the benefits of true integration, from user, management, and security perspectives. This eBook provides insight into the benefits of adopting an integrated approach that optimizes user experiences, and that minimizes total cost of ownership.**

# The Shift to Cloud

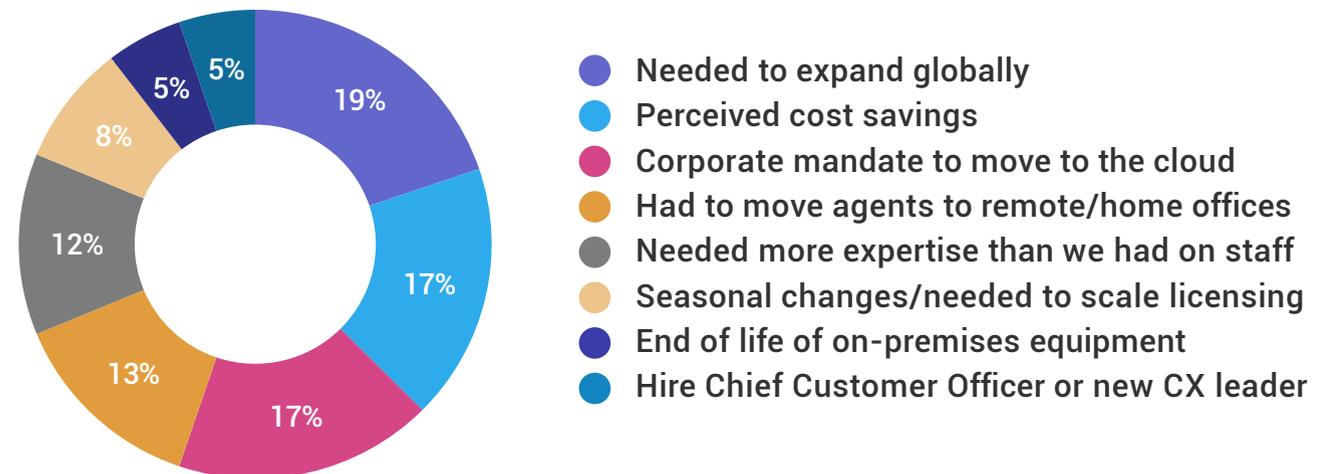
Adoption of cloud-based unified communications and contact center has rapidly grown in the last several years with adoption of Unified Communications-as-a-Service (UCaaS) more than doubling from 2018 to 2020. Contact Center-as-a-Platform (CCaaS) is also experiencing accelerating growth. According to Metrigy research:

- 33.4%** of organizations now use UCaaS as their primary calling platform
- 59.8%** have adopted CCaaS, either as a full replacement for on-premises contact center platforms, or in conjunction with them
- 65%** plan to increase their use of cloud-based services in 2021

## UCaaS Adoption: 2018-2020



## Primary Trigger to Move to Cloud



# The Many Benefits of Cloud

**Cloud-based services provide a number of benefits compared to on-premises platforms including:**

- Faster access to emerging employee and customer engagement technologies, especially those provided by artificial intelligence and machine learning
- The ability to integrate disparate calling, meeting, messaging, and contact center applications into a unified platform
- Reduced costs from eliminating on-premises platform management and from enabling remote deployment and management of devices
- The opportunity to leverage APIs to integrate workflows into communications and collaboration applications
- Improved support for remote workers by enabling access to applications via the Internet, without the need for backhauling data to the corporate network via a VPN

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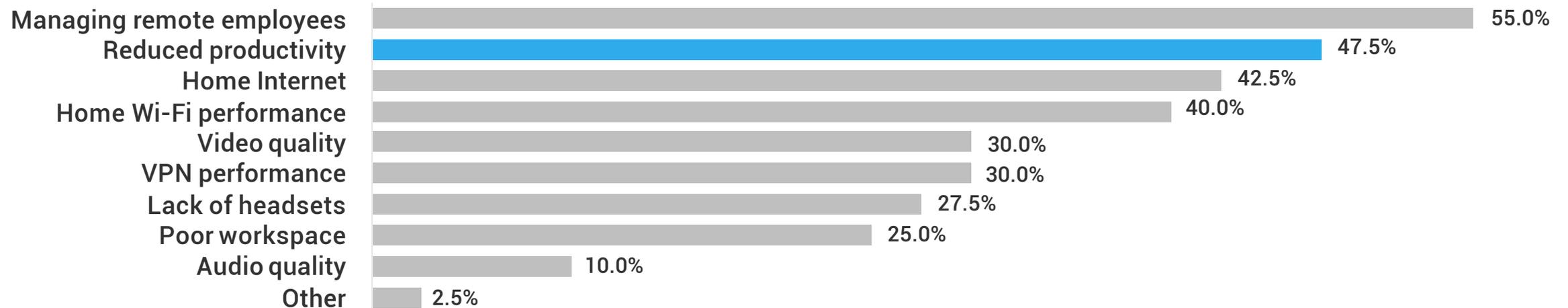
**Cloud service adoption also enables organizations to shift personnel from support into roles related to increasing feature adoption and enabling operational success.**

# Supporting the Hybrid Workplace

The shift to remote work will not reverse any time soon. Just 8% of companies plan a full return to the office when it is safe to do so; the rest will continue to support either full-time remote work, or a mix of in-office and remote work depending on employee preference. This shift has created a challenge for effectively managing remote employees to ensure they are both productive and engaged. Additional challenges include:

Delivering endpoints to ensure high quality voice and video, and to take advantage of emerging AI-powered features such as noise cancellation to improve meeting and call experiences

## Work-from-home Challenges



**47.5% cite reduced productivity as a work-from-home challenge**

# The State of UC Integration

As companies have often rushed to cloud, they have done so in a disjointed fashion that results in a myriad of different, separate applications that create usability and management challenges for employees and IT alike. Today,

More than  
**28%**

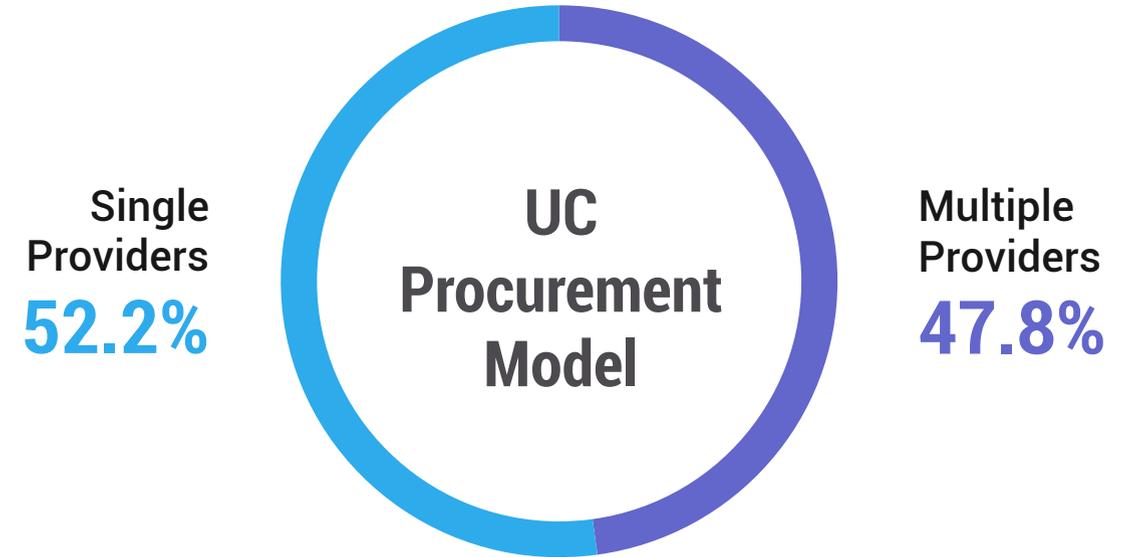
of organizations currently support multiple meeting applications, while nearly half have multiple calling and team collaboration platforms.

Just  
**44%**

have integrated their contact centers and unified communications platforms, meaning that agents may not be able to easily collaborate with others within their organization to solve customer problems or identify upsell opportunities.

Only  
**52.2%**

have adopted a single, integrated provider for Unified Communications including calling, meetings, and team messaging



**47.8% Use multiple UC providers, creating inefficiencies and usability challenges**

# Optimizing the Architecture

The ideal architecture is one in which applications and devices are fully integrated, enabling individuals to collaborate via voice, video, or messaging, through a single unified interface that extends to back-office, field workers, and customer service agents alike. Single-vendor, end-to-end approaches that integrate software and intelligent hardware offer several advantages compared with deployments with separate software and hardware vendors

## Single Vendor

- Integrated applications reduce task switching and improve productivity
- Reduced TCO from simplified deployment and management
- Enables end-to-end management security via single console

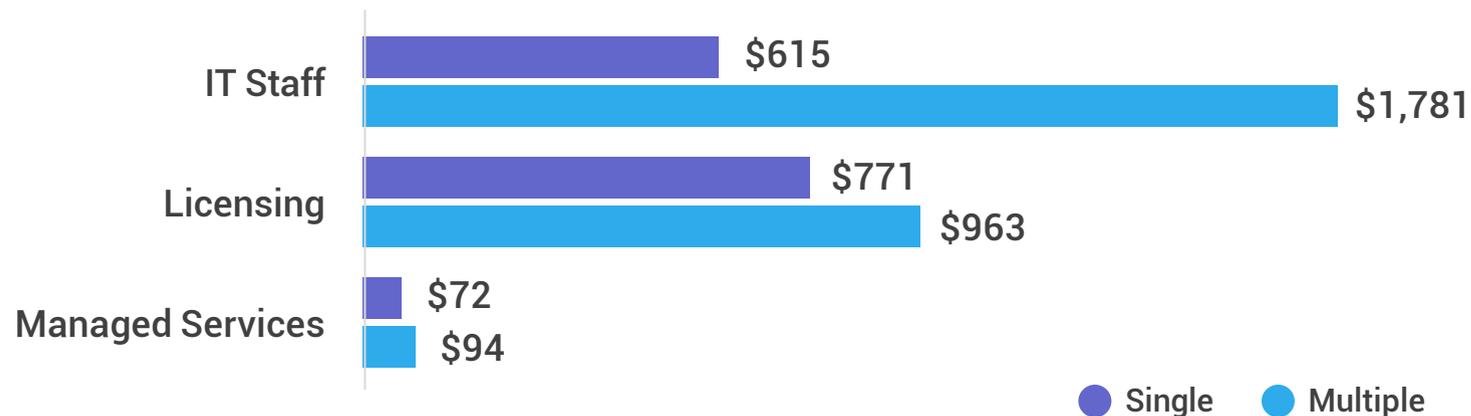
## Multiple Vendors

- Separate user experience, vendor relationships and training
- More challenging to enforce security policies
- More costly and difficult to implement, use, and manage

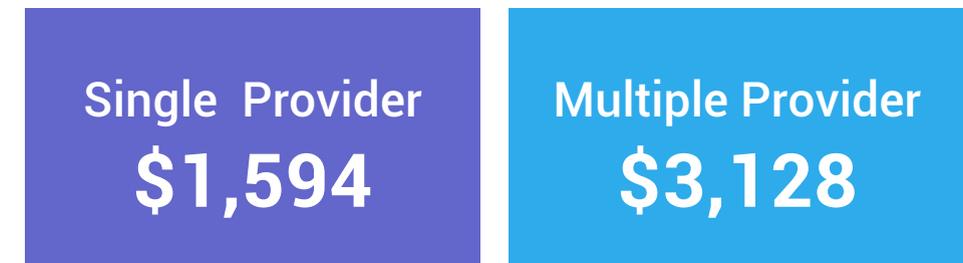
# Optimizing Total Cost of Ownership

Integrating calling, meetings, messaging, and contact center via a single-vendor strategy doesn't just benefit end-users. Metrigy's analysis of real-world operating costs of more than 560 end-user organizations found that a single-vendor approach results in 56% lower TCO compared to a multi-vendor strategy. Key areas of savings include staffing, licensing, and the cost of managed services.

## Single Provider vs Multiple Provider Costs



## Annual Operational Cost, Per License, for Unified Communications



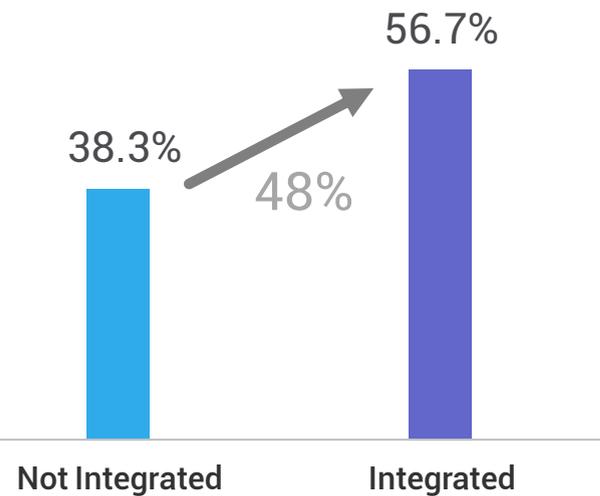
**Single-provider solutions deliver 56% lower TCO**

# Integrating the Contact Center

Integrating UCaaS with Contact Center-as-a-Service (CCaaS) provides additional measurable benefits including:

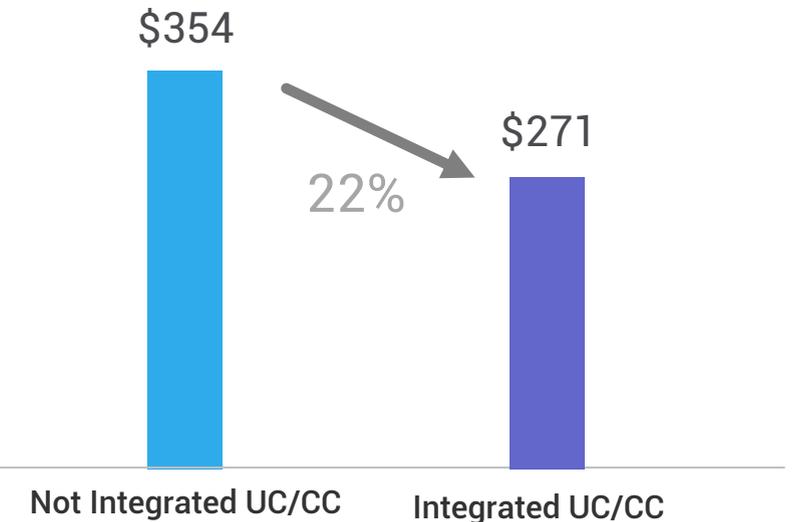
An increase in customer satisfaction ratings of **48%**

**Customer Ratings of Enterprise**



**22%** reduction in monthly per-agent spending on licenses

**Contact Center Agent License Monthly Cost**

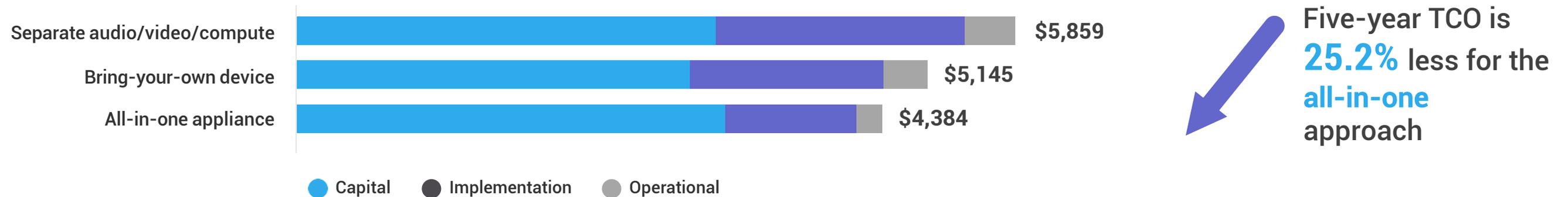


**In addition, 85.7% of those in the Metrigy success group (defined as those with the highest ROI for contact center investments) integrate contact center and UC, versus just 68% of those not in the success group**

# Integrating Collaboration Devices

Integrating intelligent devices into a single-vendor collaboration strategy provides for further quantifiable and user benefits. Integrated hardware provides for consistency of user experience and embedded access to emerging features including voice-controlled personal assistants and AI-powered improvements to voice and video quality. Metrigy's Visual Communications and Collaboration: 2020-21 global study of 525 organizations found that adopting Integrated hardware and software results in lower five-year TCO while also eliminating potential failure points.

## Five-Year Huddle Room Video Conference TCO



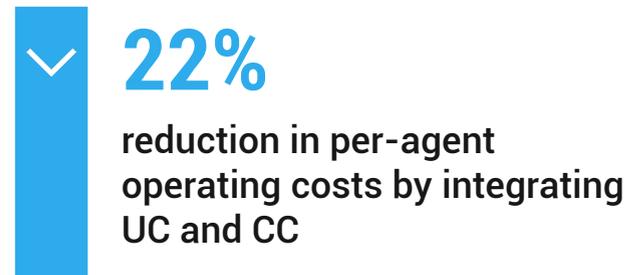
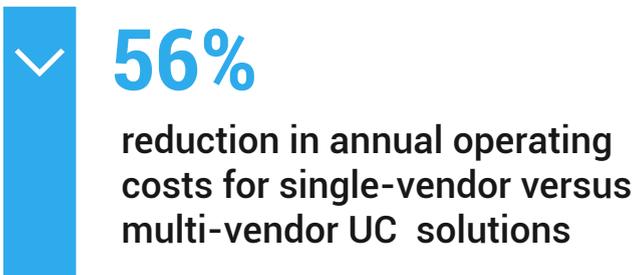
**Adopting all-in-one collaboration devices reduces 5-year TCO by 25.2% compared with using separate components**

# Conclusions and Recommendations

The shift to cloud-based communications and contact center is accelerating. Optimizing the adoption of UCaaS and CCaaS, from both employee and customer engagement perspectives, requires an integrated, end-to-end approach that leverages a single platform. Following this model not only provides productivity and management advantages, but also reduces total cost of ownership and improves customer-facing metrics.

## IT and business leaders should:

- Consider cloud-based solutions that deliver integrated experiences, optimal costs, and fast access to rapidly emerging AI-powered capabilities
- Focus on single-provider solutions that deliver integrated applications and endpoints to ensure manageability, security, performance, and ease of use
- Unify contact center and collaboration platforms to improve customer service and reduce operational costs



# Addendum: The Data

Metrigy's real-world TCO analysis is based on the following operational cost components:

- IT staff to support the application(s)
- Licensing

The participant profile for our annual Cost-Benefit Analysis: Workplace Collaboration and Contact Center had an average employee count of 6,819 and a mean annual revenue of \$3.9 billion. Participants represented 528 companies in North America, Western Europe, Japan, Singapore, and Australia, across 38 vertical industries.

## Additional costs considered, if applicable, include

- Equipment maintenance
- Managed services
- End-user training
- IT training
- Network costs specific to supporting the application(s)
- PSTN access costs
- Power for supporting applications servers and/or appliances

## Cost Breakdown - Single vs Multiple

	Maintenance	PSTN	Training	Managed Services	Power	WAN	Licensing	IT Staff	Total Opex
Multiple	\$62	\$37	\$74	\$94	\$56	\$61	\$963	\$1,781	\$3,128
Single	\$70	\$35	\$71	\$72	\$33	\$37	\$771	\$615	\$1,704