



# Digital transformation is calling and only Webex can answer



Start your digital transformation today with Webex Edge for Calling, **a simplified path to the cloud.**

Digital transformation is key to keeping pace with changing business and market needs.



**70%** of businesses are pursuing some form of **digital transformation**<sup>1</sup>

According to a recent Gallup report,<sup>2</sup> embracing digital transformation offers:



Better customer **engagement**




Higher **productivity**




Improved employee **retention**




**4X** more earnings per share<sup>2</sup>



**2X** higher customer satisfaction<sup>2</sup>



**25%** higher profitability<sup>2</sup>

Sounds great, yet C-suite leaders are struggling to make this transition.

Only **16%** of companies have seen expected gains from their investment<sup>1</sup>

**45%** say overly complex or rigid legacy IT infrastructures hold them back<sup>3</sup>

So how do you overcome this challenge?

You need a strategy that:



Webex

- ✓ Leverages cloud innovation
- ✓ Protects your strategic on-premises investments
- ✓ Promotes innovation without chaos

Business-critical communications are a natural place to start.

A modern cloud phone system immediately enhances your ability to respond to customers and market changes. So you can:



Focus on your business instead of managing IT infrastructure

Empower employees to increase productivity and improve customer service

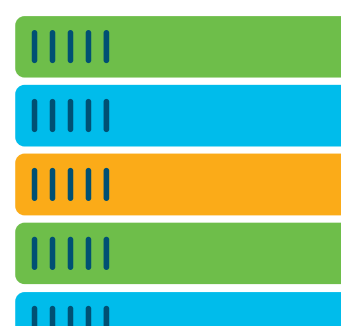
**70%** of mobile users leverage “click to call” to connect with businesses for real-time feedback<sup>4</sup>

**65%** customers and consumers of all ages prefer phone calls with a live person for speed and convenience<sup>4</sup>

Avoid “rip and replace” tactics.

Cisco Webex uses a cloud first, but not cloud only platform structure.

**Migrate to the cloud over time using a flexible architecture** that lets you connect your CUCM and third party PBXs like Avaya to the Webex cloud.



Connect, Centralize, and Unify



**Connect** by beginning the migration to the cloud with Webex Calling for branches and knowledge workers, with site-to-site calling across all Cisco calling platforms



**Centralize** across Cisco platforms and 3rd party PBXs to simplify management and lower costs while leveraging existing investments.



**Unify** and optimize the experience through a single client to deliver a set of consistent collaboration services across your enterprise including calling, meetings, messaging, team collaboration and contact center

Reap the rewards of digitally transforming your business today.

**American Blue Ribbon Holdings**

Consolidated over 200 locations, 2,000 users and multiple infrastructures and applications

Anticipates \$1.7M in cost savings within one year of using the service



[Learn how they did it](#)

Discover how Webex Calling can help you **digitally transform your business.**

[Read the whitepaper from ZK Research on Webex Edge for Calling](#)

1 McKinsey, “Unlocking success in digital transformations” October 2018 Survey

2 Gallup, Inc., “State of the American Workplace Report”

3 2018 Riverbed Digital Performance Survey

4 Google, “The role of click to call in the path to purchase,” 2013