



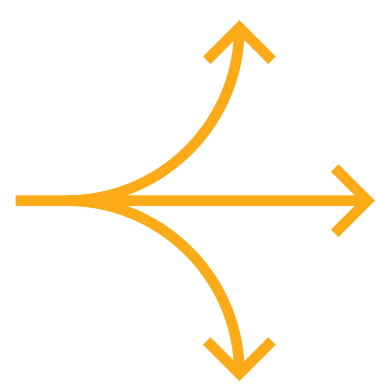
The case for calling on the cloud

See why IT leaders are upgrading to cloud-based communications.

Cloud-based unified communications systems are making it easier for IT leaders to improve agility, support digital transformation, and provide access to new and emerging features like video-enabled meetings, team collaboration, and contact center in the cloud.

Work smarter with **Webex Calling**.

What are the top motivations to move to the cloud?



Improved agility

- Increased flexibility and scalability
- Decreased IT support
- Faster deployment of new capabilities



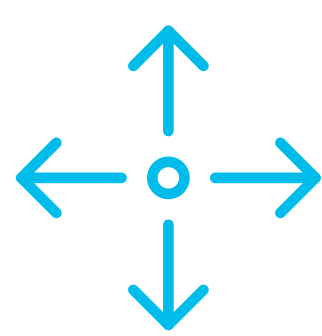
Reduced capital costs

- More predictable costs
- Easier allocation of costs by department
- More accurate budgeting



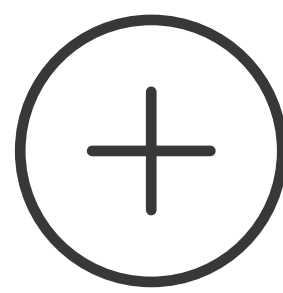
Overall cost savings

- Reduced capital overlay for updates and capabilities
- Lower maintenance and support costs
- No more phone systems



Faster deployment of services

- Frequent service updates
- No IT planning required
- No disruption to end-user services



Added features

- Access to latest features
- Faster access to emerging technologies
- Integration with major cloud apps



Freed-up time for IT

- Reduced IT management
- Greater end-user self-service
- More time for strategic initiatives

What about security? Cloud offers some big advantages.

- Third-party audited professional security practices
- Strict regulatory compliance requirements
- 24/7/365 monitoring by professional staff
- Service-level agreement (SLA) protection for service and compliance certainty
- Security investments by cloud providers



What are your options for transitioning to cloud?



Public cloud

How it works:

Applications hosted over the Internet are served up by a third party. Multiple customers share a multitenant software platform using individual virtual instances.

Who it's good for:

Organizations that aren't invested in existing systems and want rapid access to affordable calling and collaboration hardware, software, and infrastructure.



Private cloud

How it works:

Providers create dedicated customer instances of a single-tenant platform. This may reside on-premises, in an offsite data center, or with a managed private cloud provider.

Who it's good for:

Large enterprises—like banks or hospitals—that have established on-premises systems and worry about loss of control over compliance or security.



Cloud hybrid

How it works:

Enterprise applications for calling, meeting, teams, and contact center are deployed in a mix of on-premises and cloud services.

Who it's good for:

Organizations trying to save money by using existing on-premises systems, apps, and processes but that want to leverage emerging applications through the cloud.

Ready to embrace the cloud? Get started with these simple steps:

1

Carefully audit current utilization and costs.

2

Start with cloud where it adds the greatest business agility.

3

Calculate the business value of using new, innovative cloud services.

4

Determine your best mix of cloud and on-premises.