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KLOUD 7

# SHIFTING YOUR BUSINESS TO UCAAS

4 REASONS WHY YOU SHOULD BE TRANSITIONING TO  
THE CLOUD RIGHT NOW

## WHITEPAPER

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Kloud 7 is a business communications provider that has been operating for almost a decade now. From UCaaS, to Managed IT Services and everything in between, we provide the industry's leading software and hardware communications solutions alongside the best customer experience you could ever ask for.



# The shift towards remote-work and the growing UC industry

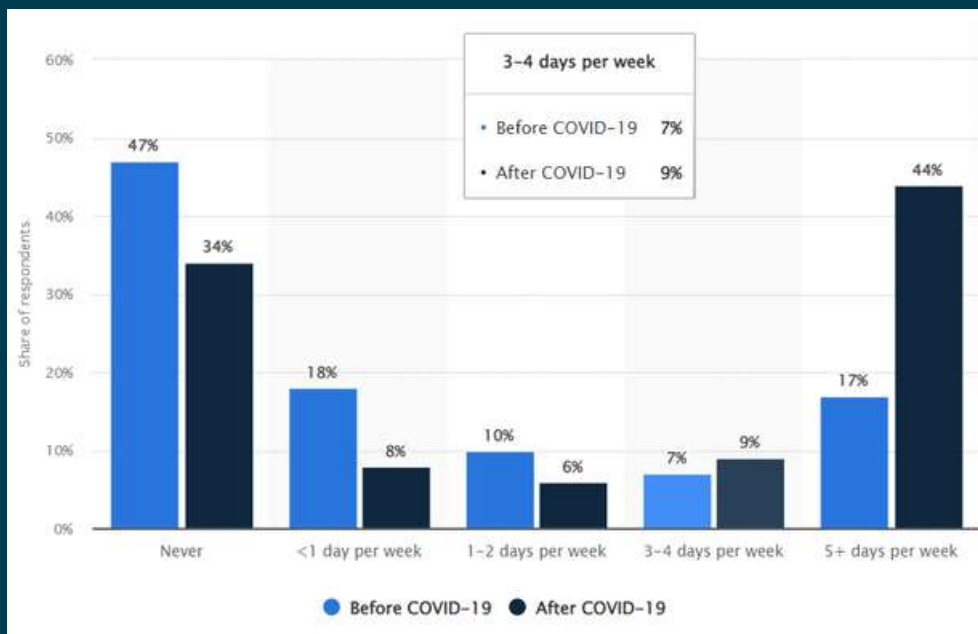
The magnitude of the corporate world's shift towards remote work during and after the COVID-19 pandemic has been nothing short of unprecedented. Here's how this translates into actual statistics:

- High-paying remote-work opportunities in the USA, as a percentage of total opportunities, have grown from 3.69% in Q4 of 2019 to 14.67% in Q3 of 2021 - a growth of more than 300%.<sup>1</sup>
- 47% of the US workforce had never worked remotely before the pandemic,<sup>2</sup> while at its peak, 69% of workers were working remotely.<sup>3</sup>

There's much more that represents this, and the reasons behind these developments are quite obvious, given the restrictions imposed across the globe.

A more critical question, however, is what were the tools and platforms that facilitated this transition, and what did businesses learn about the utility of these platforms?

The answer to the first part of the question is something we refer to as Unified Communications as a Service or UCaaS. As expected, the growth of the UCaaS market mirrored the growth within remote work in general: a 26.1% year-on-year growth for the year 2020, to be precise<sup>4</sup> and expected to be worth up to \$79.3 Billion by 2024.<sup>5</sup>



What may have been a consequence of a necessity at one point revealed so much to businesses across the globe about the utility of UC platforms that instead of reverting back to traditional workspaces, the transition picked up even more pace?



# So then, here's why you should be shifting your businesses to UCaaS:

01

## Streamline Communications through an All-in-One Platform

Business communications need to be precise, efficient, and quick to keep up with the pace that the world is moving on. Instead of having to go through the hassle of handling multiple applications on multiple pieces of equipment, UCaaS caters to all of your communication needs within a single platform, saving you from the hassle of dealing with numerous product providers.

The 'unified' part of UCaaS refers to the assembly of the following features:

- Instant messaging
- File sharing
- Cloud Calling
- Conference Calling



02

## Moving to the Cloud saves you money

Remove the costs of buying, installing, and maintaining an on-site PBX by subscribing to a per-user per-month payment plan with UCaaS. Not only does this save you valuable investment capital for your organization, but it's also a risk-free expenditure on your part - you don't have to worry about additional expenses and equipment upgrades that are bound to come with rapid development in the IT sector. According to ZK research, over a span of five years, UCaaS costs are up to 30-40% less than having an on-premise PBX.<sup>6</sup>

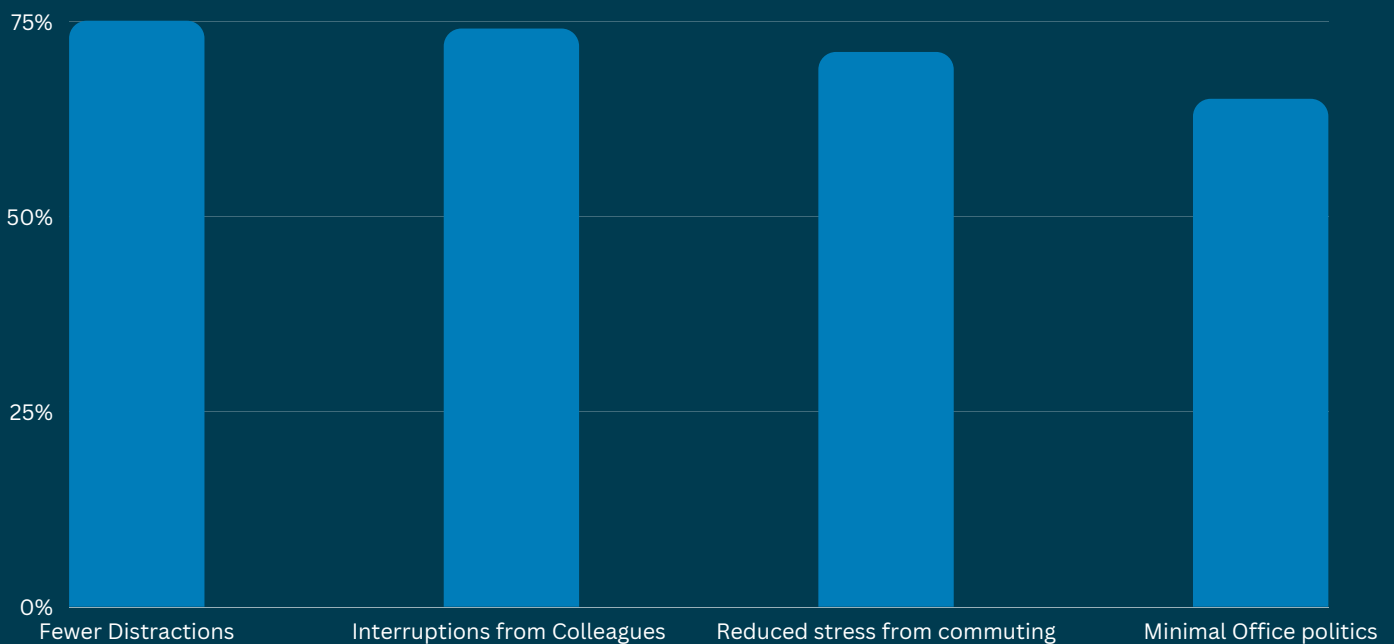




## 03

### Create a more productive workforce

There's another way you save costs with UCaaS: creating a more productive workforce through communication that is much more efficient. Since your employees aren't using multiple platforms for multiple purposes, that means they're getting the work done much faster. With UCaaS, you will stop looking at communication as a barrier to profitability but instead as the primary contributor.



## 04

### Improve your customer service experience

Better, more transparent communication does not only benefit an organization's internal operations but also determines how an organization looks to its customers and potential collaborators.

Companies across the globe are now undergoing a shift in their customer relations strategies by integrating their contact centers with their UCaaS platforms. By the end of 2020 alone, 60% of companies had made this shift already, according to Metrigy.<sup>2</sup>



# Making your decision

Whenever you need to make an important decision about your business that requires time and effort, it's essential to weigh out driving and restraining forces.



## Force-Field Analysis

### Forces for change

- Improved efficiency
- Improved productivity
- Greater inter-organizational coordination
- Seamless communications
- Cost-saving
- Dealing with a single provider instead of multiple vendors

### Forces against change

- Time spent during migration
- Loss of potential sales opportunities
- Training the workforce to use the platform

There is no denying that a shift to a unified communications platform should be an informed decision like any other organizational decision. However, a rudimentary comparison between the driving and restraining forces reveals that UC is the way to go for almost any organization in any growth stage.



- <sup>1</sup> <https://www.theladders.com/press/research-remote-work-now-accounts-for-nearly-15-of-all-high-paying-jobs>
- <sup>2</sup> <https://www.statista.com/statistics/1122987/change-in-remote-work-trends-after-covid-in-usa/>
- <sup>3</sup> <https://globalworkplaceanalytics.com/telecommuting-statistics>
- <sup>4</sup> <https://www.idc.com/getdoc.jsp?containerId=prUS47572421>
- <sup>5</sup> <https://www.transparencymarketresearch.com/ucaas-market.html>
- <sup>6</sup> <https://www.vonage.com/resources/publications/move-communications-to-the-cloud/>
- <sup>7</sup> <https://metrigy.com/research/customer-experience-transformation-2022-23/>