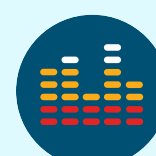




# Cloud calling comes in all shapes and sizes.

Find the perfect balance for your organization.

Cloud calling is the more secure, scalable way to serve your business communication needs. But that doesn't mean you have to completely abandon your existing Private Branch Exchange (PBX) infrastructure. See how you can integrate cloud features to create the perfect balance for your unified communications (UC) needs—whether on-premises, in the cloud, or a mix of both.



Work smarter with **Webex Calling**.

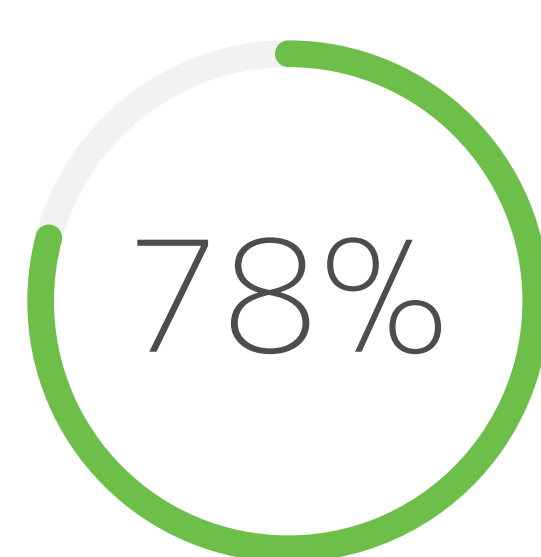
Unified communications is moving to the cloud.



80% of enterprises are considering moving to cloud UC.<sup>1</sup>

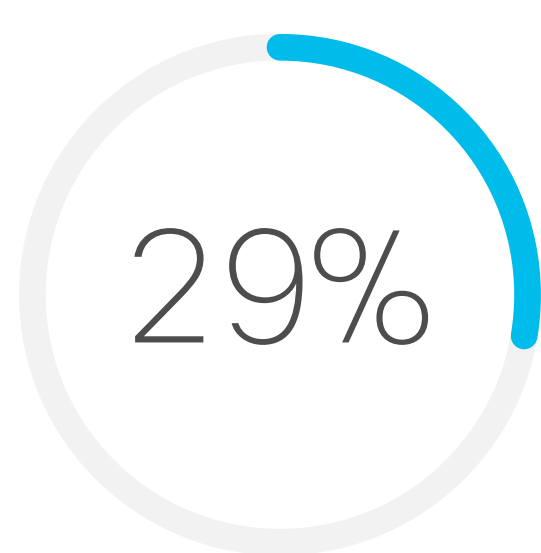


90% of IT leaders will not purchase new premises-based UC infrastructure.<sup>2</sup>

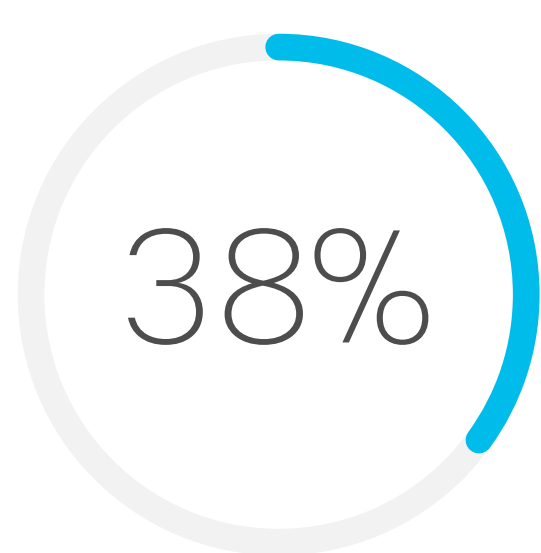


78% feel that the cloud addresses productivity improvement needs.<sup>1</sup>

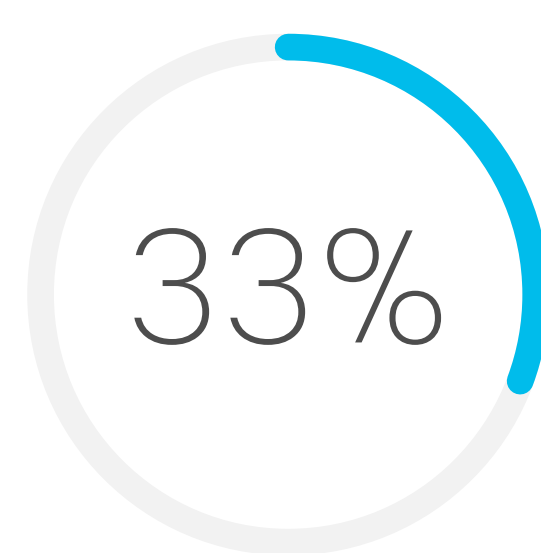
Early adopters have already started making the transition.



29% have fully adopted cloud-based platforms.<sup>3</sup>



38% use a mix of cloud and on-premises platforms.<sup>3</sup>



33% use on-premises platforms.<sup>3</sup>

What are the benefits of cloud?

**Always up to date**

Release cycles run in weeks, not years.

**Built for a mobile workforce**

Connect from anywhere, anytime.

**Avoids disruption**

Greater resilience and security than on-site.

**Fully integrated**

Works with cloud apps like G Suite and Office 365.

**Easy to maintain**

Reduces the burden on IT management.

**Proven secure**

Audited, professional security practices.



Cisco cloud calling offers distinct advantages.

- Secure calling with encryption and carrier-grade cloud infrastructure
- Global regulatory expertise and compliance across all markets served
- Easier control for IT through simple web portals
- Option to get the best of cloud services while leveraging existing investments, or go straight to the cloud and avoid major capital outlays

It's not an all-or-nothing solution. Find the balance that's right for you.



1 Evaluate your current system for costs and agility.



2 Consider your calling and collaboration needs today and in the future.



3 Find a partner that addresses your major concerns.



4 Decide which cloud-based services make sense now.



5 Plan how to integrate cloud-based apps into on-premises platforms.



6 Create a long-term plan for your organization.

Cisco Webex Calling not only enables you to upgrade your PBX network with a secure cloud solution, but also extends your capability to meet future collaboration needs.

Integrating cloud-based applications with your existing on-premises platforms requires the right approach. Read best practices for moving to the cloud from analyst firm Nemertes.

[Learn more](#)

1. BroadSoft Cloud Collaboration Survey, BroadSoft, 2017.  
2. "Magic Quadrant for Unified Communications as a Service, Worldwide," Gartner, Oct. 10, 2018.  
3. Best Practices for Moving to Cloud Collaboration at Your Own Pace, Nemertes, 2019.