

POWER THE FUTURE OF WORK WITH INTEGRATED CLOUD COLLABORATION SOLUTIONS

Growth Opportunities Accelerate for Communications Service Providers

FROST & SULLIVAN VISUAL WHITEPAPER

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Businesses Embrace Cloud Services to Become More Agile

Cloud Strategies Deliver Resilience and Greater Responsiveness

The ubiquitous rise in remote work and virtual customer engagement is accelerating digital transformation across industries and geographies.

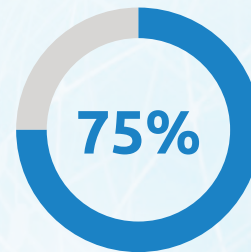
Organizations are rapidly adopting advanced technologies to enable greater business continuity and resilience.

It has become clear—there is no predictable “next normal.” The pandemic and its global economic impact have demonstrated the need for greater preparedness to withstand future adverse events.

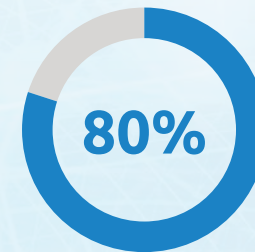
Business leaders also realize more clearly than ever that cloud services are essential to boost business agility.

CLOUD MIGRATION has become a **TOP PRIORITY** and a crucial element of business transformation strategies.

DECISION MAKER PERSPECTIVES

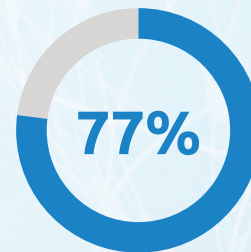


The cloud is the most critical part of our digital transformation strategy.

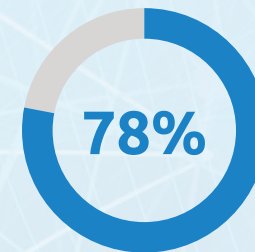


A cloud strategy is essential to remaining competitive in our industry.

Important Business Drivers in the Decision to Implement Cloud Solutions



Support my company's digital transformation initiatives.



Improve business continuity/disaster recovery.

Source: Frost & Sullivan.

Cloud Collaboration Adoption Accelerates

Use Cases Abound as Organizations Expand Initial Deployments

Cloud meeting, messaging, calling and customer-care solutions extend the lifeline that remote workers and customers need to stay connected under rapidly-shifting circumstances.

Frost & Sullivan data show that 76% of IT/telecom decision makers consider communications and collaboration solutions a high or medium investment priority for the next two years.

Recent events have shaken up customer behaviors and expectations, fostering new and unique use cases for cloud collaboration and customer engagement solutions—such as virtual events, telehealth and distance learning. **The future will see the rise of entirely-virtual, digitally-powered organizations.**

CLOUD COLLABORATION ADOPTION IS RISING as businesses scale and extend existing investments to include more users and sites. Many are also adopting additional communications modalities to increase the value of deployed platforms.

COLLABORATION WORKLOADS BEING MOVED TO THE CLOUD BY 2022



80%
Customer Experience
Management



77%
Enterprise IP
Telephony



83%
Video
Conferencing



79%
Instant Messaging
and Presence

Percentages refer to proportion of IT/telecom decision makers whose organizations are moving respective workloads to the cloud. Source: Frost & Sullivan.

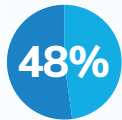
Cloud Communications and Collaboration Present Migration Challenges

Businesses Need Trusted Partners on their Journey to the Cloud

With pockets of cloud communications and collaboration solutions already deployed in nearly every organization, **businesses must adapt their communications and collaboration strategies to modernize their IT and telecom infrastructure.** Mission-critical cloud migration must be performed correctly. Experienced, trusted partners help businesses address key challenges.

MORE REMOTE WORKERS NEED THE RIGHT COMMUNICATIONS TOOLS

Businesses are presently delivering:



Conferencing/meeting services to remote workers



Team collaboration solutions to remote workers



Business phone services to remote workers

CLOUD COMMUNICATIONS IS A TOP INVESTMENT PRIORITY

Businesses report that they plan to prioritize:



Communications and collaboration solutions

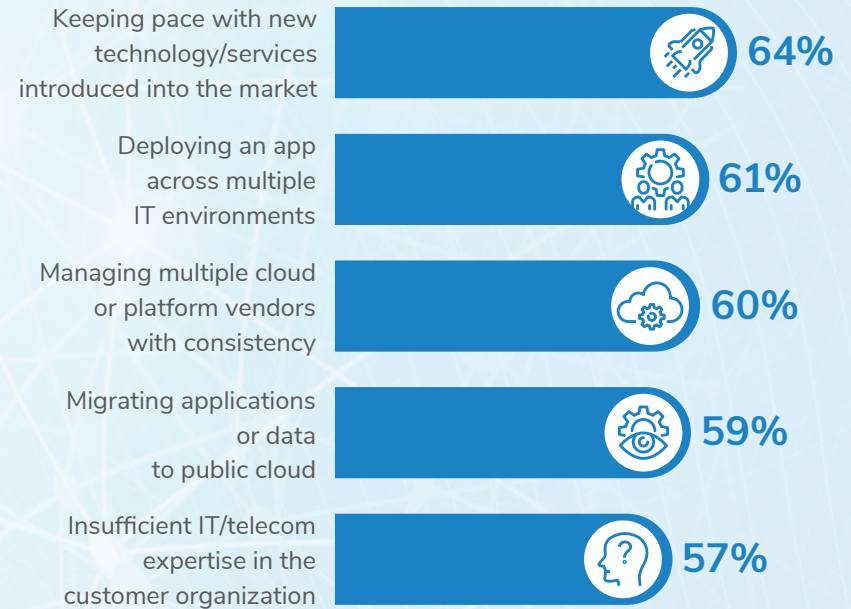


Cloud applications



Video conferencing

CHALLENGES WHEN IMPLEMENTING CLOUD TECHNOLOGIES



Percent of IT/telecom decision makers

Hybrid (mix of remote and on-site users) and fluid work styles will necessitate a **STRATEGIC, LONG-TERM APPROACH TO CLOUD COMMUNICATIONS AND COLLABORATION ADOPTION.**

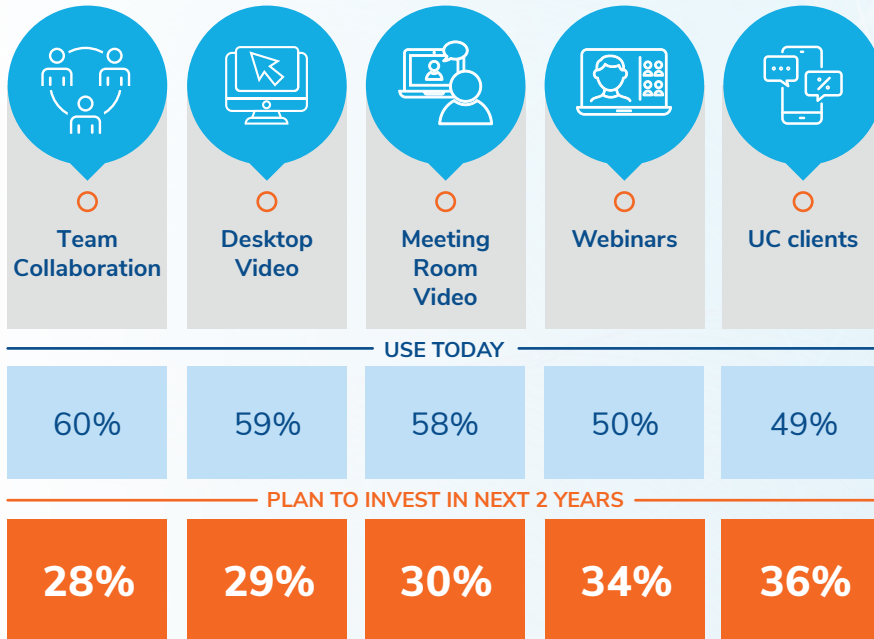
Significant Growth Opportunities Exist for Cloud Collaboration Providers

Land-and-expand Strategies Will Boost Customer Value and Accelerate Revenue Growth Rates

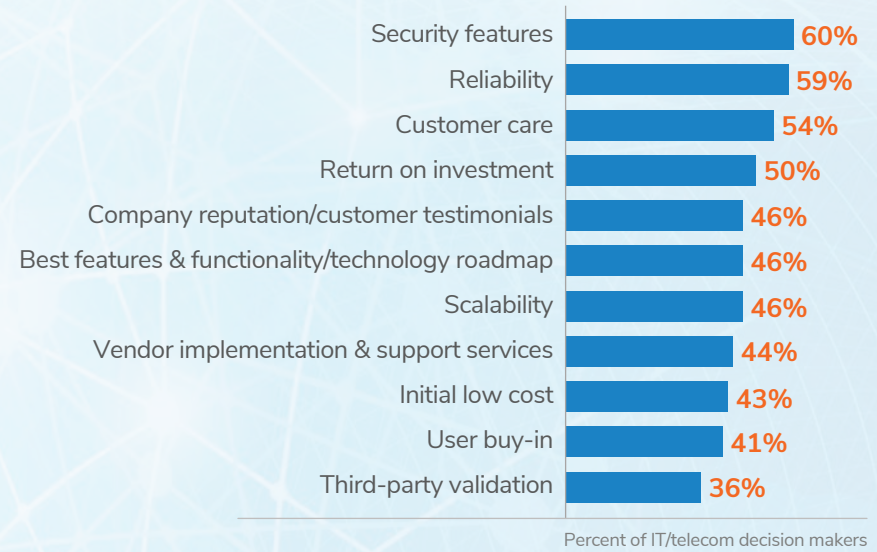
Frost & Sullivan customer data reveal that the vast majority of businesses will have implemented a broad array of advanced collaboration tools by 2022. However, only one-half of businesses presently deliver these tools to all employees within the organization.

There exist considerable opportunities to extend communications environments past cloud calling and to provide messaging, meetings and mobility tools to more businesses, as well as scale existing investments across the entire workforce within the organization.

OPPORTUNITIES FOR COLLABORATION SERVICES



MUST-HAVE CAPABILITIES FOR COMMUNICATIONS AND COLLABORATION INVESTMENTS OVER THE NEXT TWO YEARS



Providers with a strong track record in delivering real-time communications solutions are particularly well suited to address businesses' myriad communications and collaboration investment criteria.

Providers must deliver solutions that align with current business priorities, as well as **CREATE POSSIBILITIES TO ADDRESS FUTURE TECHNOLOGY REQUIREMENTS AND BUSINESS USE CASES.**

Communications Service Providers Offer a Winning Value Proposition

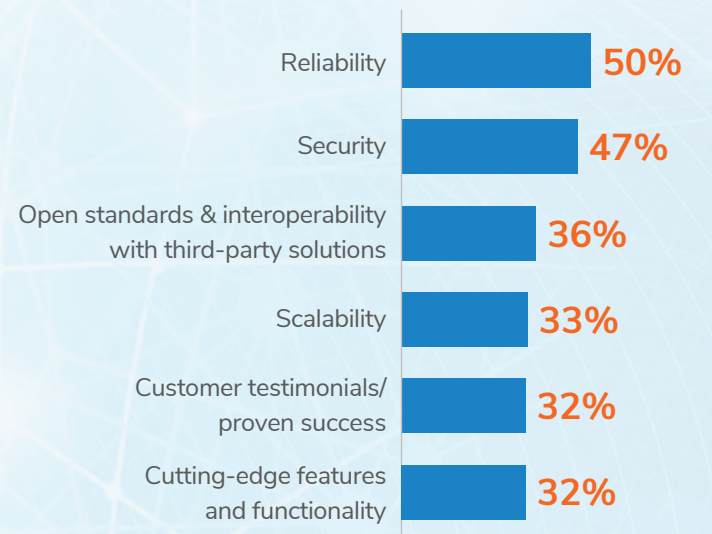
Comprehensive Solutions and Services Portfolios Deliver Compelling Benefits to Businesses

Established telecom providers are the primary channel for approximately one-half of businesses purchasing digital technologies. Capitalizing on their dominant share of the cloud calling market and strong position in cloud collaboration, providers must lead customers to the next level of their cloud migration journey.

Key communication service provider differentiators include:

- ▶ **Extensive expertise** in cloud calling and real-time communications services
- ▶ **Considerable experience** delivering conferencing and collaboration services
- ▶ **Ability to integrate** cloud contact center solution offerings
- ▶ A **comprehensive portfolio** of adjacent technologies including wireless and wireline connectivity, MPLS, SD WAN, SIP trunking, security, cloud computing and more
- ▶ **Business continuity for existing customers:** ability to use current phone numbers, accounts, bills, customer portals and more
- ▶ **A range of end-user devices, networking and infrastructure solutions** (e.g., gateways, SBCs, SD WAN)
- ▶ **Powerful monitoring, management, analytics and reporting** tools to provide a unified view across different services
- ▶ **Robust service quality, reliability and security** with financially-backed SLAs
- ▶ Proven **implementation, integration, lifecycle management and customer success** services
- ▶ **Experienced direct sales and channel partners** with deep knowledge of businesses' communications environments, challenges and objectives
- ▶ **Strong brand reputation**
- ▶ **Trusted, long-standing relationships** with businesses

KEY CLOUD COMMUNICATIONS PROVIDER SELECTION CRITERIA



Percent of IT/telecom decision makers

TELECOM OPERATORS OFTEN LEAD in terms of desired cloud communications provider capabilities.

Communications Service Providers Must Modernize their UCaaS Offerings to Deliver the Full Collaboration Stack Customers Expect

Businesses are Embracing Collaboration-centric Cloud Solutions

The year 2020 marked a **turning point** in end-user behavior and technology preferences. Cloud **video meeting and messaging tools** gained unprecedented awareness and adoption across varying user demographics and job roles.

To address increased demand for collaboration, providers must add advanced meeting and messaging capabilities to their cloud calling offerings to enable a **highly-collaborative work environment** within distributed organizations and teams.

Pure-play unified communications as a service (UCaaS) providers with less experience in cloud calling are focusing on meetings and messaging capabilities to outcompete telecom operators. To sustain growth in a fiercely-competitive industry, communications providers must strive to deliver a **comprehensive cloud collaboration solution stack**.

WELL-ROUNDED CLOUD COLLABORATION SERVICES

integrated with mission-critical business calling offerings will enable providers to gain a competitive edge in carpeted offices, as well as penetrate the untapped frontline worker base.

END-TO-END COLLABORATION SOLUTION STACK



Source: Frost & Sullivan.

Communications Service Providers Must Modernize their Market Approach

Flexibility is Crucial in the Digital Economy

To thrive amidst turmoil and get ahead of competitors, providers must employ the following growth levers:

- **Digital customer journey:** A digital experience will be critical among organizations seeking to promptly respond to constantly shifting employee and customer needs.
- **Deployment flexibility:** From connectivity and calling plans to feature bundles, endpoints and more, businesses demand flexibility from their providers to ensure cloud solutions more tightly fit their requirements.
- **Land and expand:** Providers must promptly address urgent customer needs but also enhance their adoption, usage and upsell programs.
- **One-stop shop:** Cloud services, devices, connectivity, management tools, SLAs and related services must be presented as one holistic 'solution as a service' to customers.

Selling through streamlined digital channels, with consultative support, is the new mantra.

Providers must deliver much-needed simplification to guide businesses seeking to build a strong, cloud collaboration foundation for a sustainable future of work.

SERVICE PROVIDERS MUST ENSURE THEIR CLOUD COMMUNICATIONS CAPABILITIES ARE SWIFTLY UPDATED AS MARKET CONDITIONS CHANGE. The market demands cloud speed for communications services innovation, provisioning and continued optimization.

More specifically, service providers can no longer go it alone in an increasingly competitive market—they must evolve how they leverage technology partners. Ever-shifting market dynamics place enormous **pressure on providers to innovate more rapidly in response to customer and competitive trends.**

Providers can capitalize on a hybrid approach that comprises the best of both worlds:

- Robust, proven call-control platforms that are managed and operated cost-effectively on provider networks and already integrated with back-end provider systems (OSS/BSS).
- Agile cloud collaboration services that are continually updated and enhanced by technology partners with strong focus on feature development, integrations, security and other critical capabilities.


This hybrid approach enables providers to fully dedicate their resources to network modernization, as well as customer acquisition, support and retention. Partnering with a leading global cloud solutions provider may also deliver: extended geographic reach, augmented marketing and sales resources and opportunities for co-innovation.

Cisco Webex Spotlight: Industry-leading Collaboration Solution for Service Providers

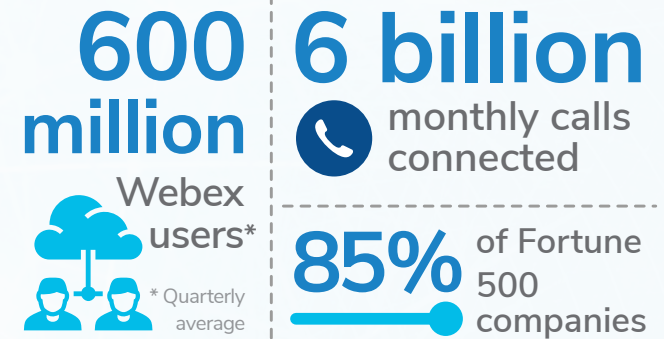
Cisco Webex Collaboration Grants Communications Service Providers a Competitive Edge

Cisco Webex addresses providers' need for a comprehensive collaboration solutions portfolio built on a **proven foundation and a visionary roadmap**. Cisco Webex cloud-based delivery to providers offers an effective and sustainable approach in the age of agility.

Cisco Webex collaboration offers the following benefits to service providers:

<p>Complete set of integrated calling, messaging, meeting and file/screen sharing services</p>	<p>Unified user experience (UX) for all communications and collaboration functions via the Webex app</p>	<p>Robust mobility via soft clients and native network integration for mobile operators</p>
<p>Industry-leading, high-performance, reliable call-control capabilities</p>	<p>Complete portfolio of integrated phone, video and conference room devices</p>	<p>Strong alignment with telecom operator core networking services</p>
<p>Extensive integrations with third-party business applications</p>	<p>Integration with provider-deployed BroadWorks and HCS call-control platforms</p>	<p>Rapid innovation leveraging AI, NLP and other advanced technologies</p>
<p>Strong built-in security capabilities</p>		<p>Integrated management and reporting tools</p>

CISCO WEBEX SUCCESS IN NUMBERS



Cisco Webex uniquely enables providers to **LEVERAGE CALL-CONTROL PLATFORMS ALREADY TIGHTLY INTEGRATED WITH PROVIDER NETWORKS** and benefit from the agility of cloud-based Webex collaboration services.

Partnering with Cisco for Success

Cisco Offers Unique Benefits to Communications Service Providers

With its **extensive solutions portfolio**, **industry-leading Webex collaboration suite** and **partner-centric approach**, Cisco is well positioned to power provider growth and competitive advantages in an increasingly competitive market.

Cisco offers providers unique opportunities to protect their existing cloud calling customer base and technology investments while capitalizing on upsell/cross-sell opportunities and tapping into new growth areas:

- ▶ Purchase and bundle for customers cloud services, networking, infrastructure, security, end-user and room devices and more from a single vendor partner
- ▶ Acquire, retain, upsell and conveniently migrate on-premises Cisco PBX customers to full UCaaS
- ▶ Enhance existing BroadWorks and HCS deployments with Webex collaboration services or migrate existing customers to the full Webex portfolio
- ▶ Capture emerging opportunities among newly-distributed organizations with the modern Webex collaboration suite



- ▶ Simplify quotes, orders, billing and support through Cisco's unique combination of cloud services, networking and end-point equipment
- ▶ Expand the addressable market by delivering contact center as a service (CCaaS) as part of the integrated Webex platform
- ▶ Complement and validate provider brands with Cisco co-branding programs
- ▶ Leverage Cisco's Webex brand recognition, network effect and global reach among customers and prospects
- ▶ Benefit from proven partner programs and support

Service Providers: Ride the Digitization Wave

Enable Businesses' Cloud Future



TRUSTED PARTNER

Become the partner of choice for businesses pursuing accelerated digital transformation and deliver transformative technology solutions that **enable greater business resilience and power growth**.

Leverage your strong expertise and dominant market share in real-time communications to **capitalize on the massive shift to cloud services**.



WINNING UCaaS PORTFOLIO AND STRATEGY

To maximize growth opportunities, **modernize UCaaS portfolios and market strategies**.

With cloud-calling services already deployed, it's time to **address new customer demands** for integrated messaging, video and contact center services on a single cloud platform.



GREATER AGILITY WITH CISCO WEBEX

Evaluate Cisco Webex as a compelling foundation to expand your footprint both within existing UCaaS accounts and among the broader addressable market. Take the opportunity to seamlessly and economically **enhance your UCaaS offerings with market-leading collaboration capabilities**.

Cloud-based Webex collaboration services have the power to provide **the agility you need to compete** in the highly-dynamic UCaaS market.



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