

Migrating Voice to the Cloud: Realizing Greater Business Effectiveness and Outcomes



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In This InfoBrief

The data in this presentation is from IDC's survey of midmarket and enterprise companies fielded in July 2023 of 200 decision makers, sponsored by Lumen. Respondents weighed in on their experiences with migration to cloud voice communications.

Respondents included IT and line-of-business management with decision-making roles in unified communications and collaboration solutions across a variety of vertical industries. The businesses have headquarters in the United States and a minimum of 250 full-time employees.

The research provided insight into the goals and benefits of using cloud voice as well as insight into managed services and benefits attained along the migration journey.

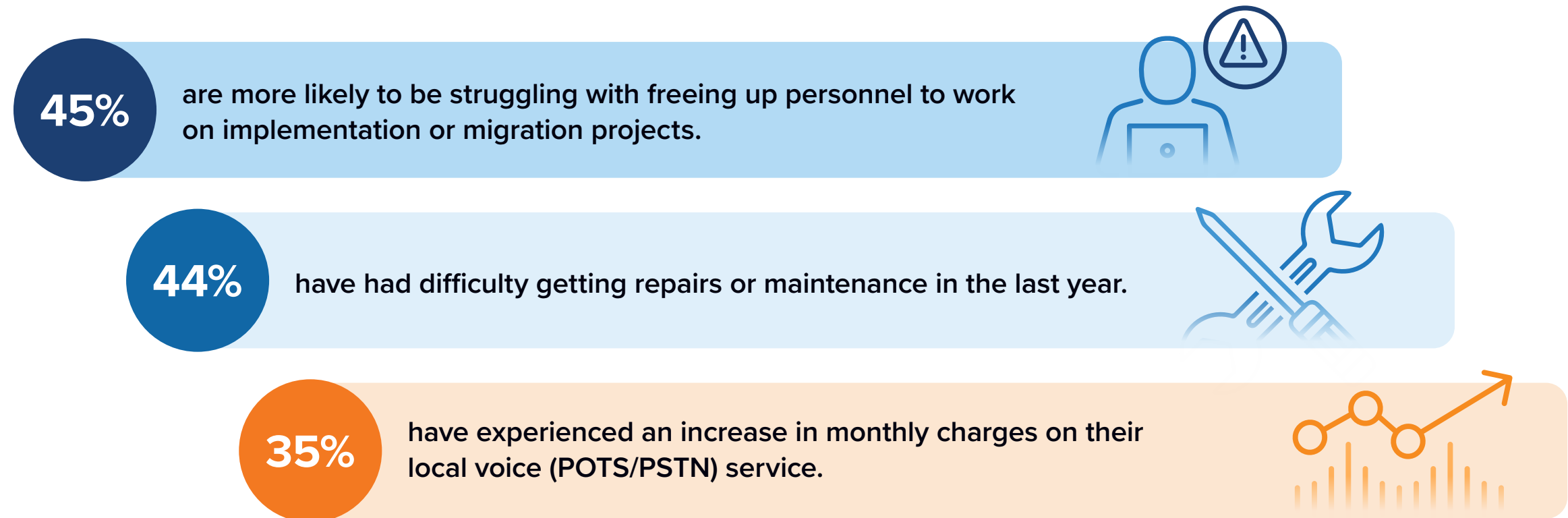


Executive Summary

- ✓ **Many businesses continue to struggle to stay competitive, responsive, and innovative with their cloud voice solutions, also referred to as cloud-based unified communications and collaboration (UC&C) solutions.**
- ✓ **During the pandemic, businesses grasped for piecemeal solutions. Today, companies fall somewhere along the continuum of having entirely legacy solutions, to a mix of legacy and cloud-based solutions, to a full medley of cloud-based solutions.**
- ✓ **All businesses want to reap the rewards of transitioning to cloud communications, such as business process efficiencies, business resiliency, employee productivity, and better customer experiences.**
- ✓ **Customers are experiencing boosted productivity, revenue growth, and other tangible benefits due to thoughtful transitions to cloud communications supported by managed services.**
- ✓ **Use of managed services drives additional benefits, and most cloud-based UC&C users go this route.**
- ✓ **Communications service providers are core providers of what matters most in the migration to cloud voice solutions.**

Legacy Communications Systems Present Resource, Maintenance, and Cost Challenges

Organizations using legacy voice (versus cloud voice communications) experience these challenges:



Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

Businesses Are on the Path to Cloud Voice Communications

59% of companies indicate cloud-based voice is part or all of their communications solution today, with the balance of companies planning to eventually use cloud-based voice.



Wherever a company is on its cloud migration journey, charting a path that helps it stay competitive, responsive, and innovative while navigating the skills and resource implications to the business is a big task.

91%

of businesses plan to spend the same or more on cloud-based UC&C solutions in the next two years.



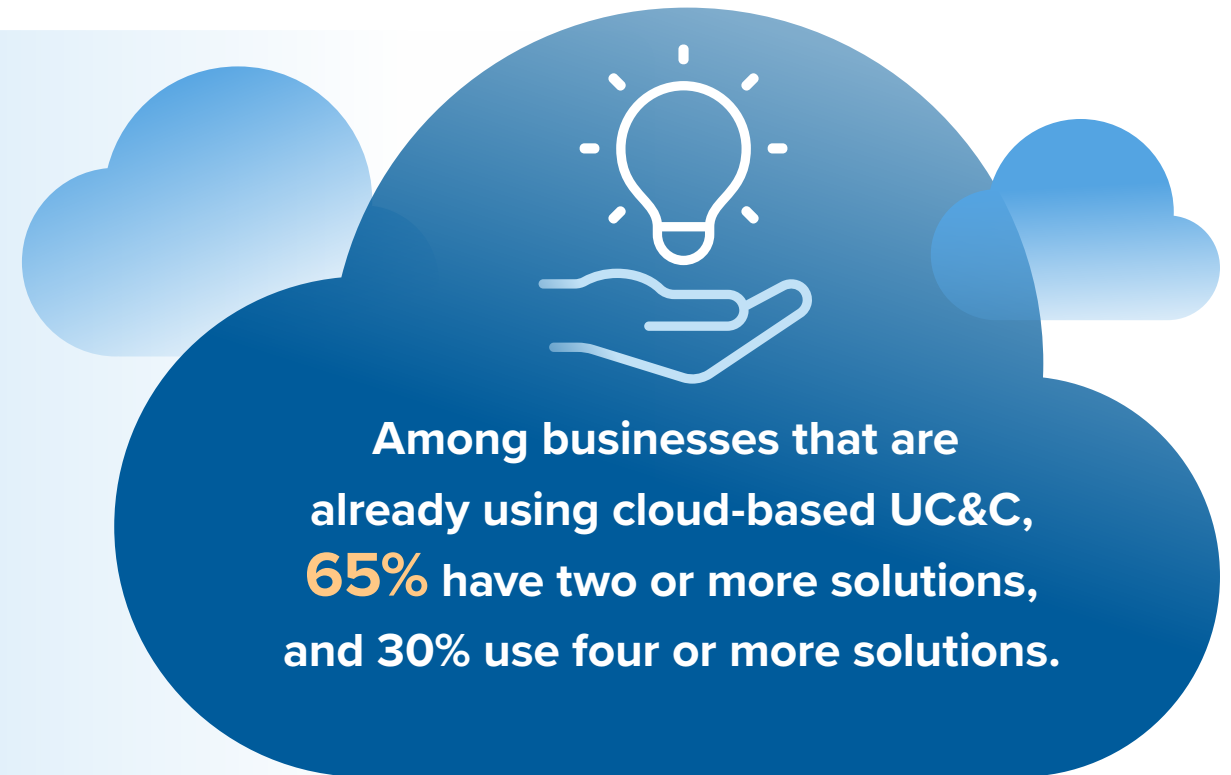
- ▶ **Up to one-third of businesses** feel unprepared or underprepared for the transition to cloud communications.
- ▶ **1 out of 3 of these businesses** need help with planning and solution design and technical resources and **1 out of 4** need help with the implementation, including handling of the network connectivity.

Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

Cloud Voice Communications Still Operate in Complex Environments

During the past few years, **the number and type of cloud-based communications and collaboration solutions has introduced complexities for IT departments**, business administration, and employee users.

Cloud voice solutions that address employee communication requirements increasingly **need to be integrated with collaboration software, contact center solutions, and customer-facing applications.**

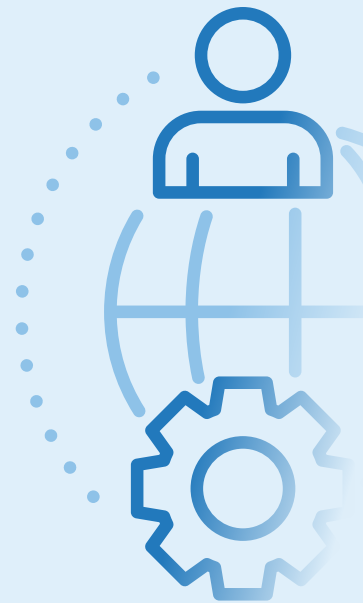


Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

Businesses Have Similar Unified Communications and Collaboration Goals

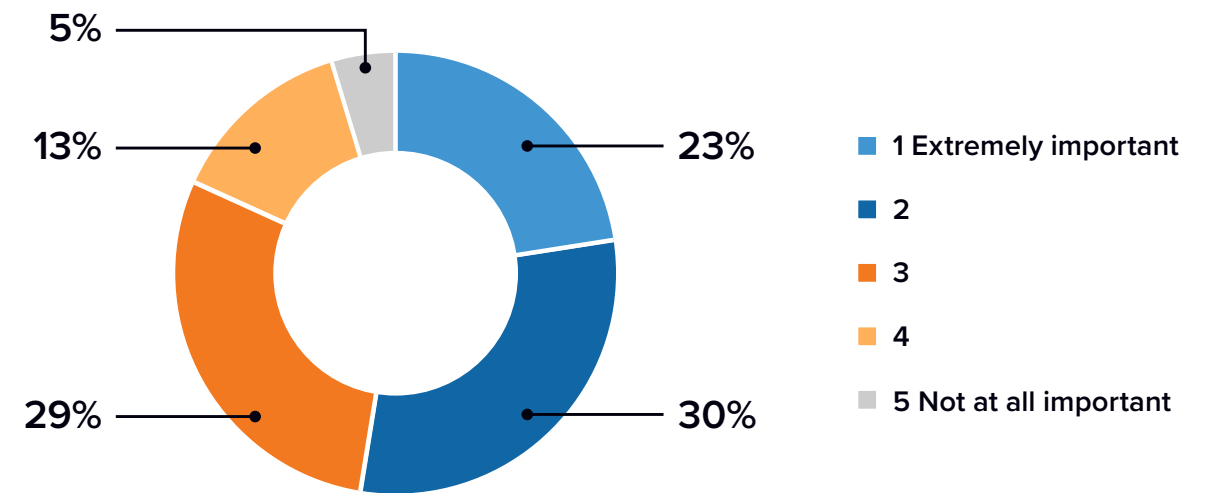
Businesses of all sizes primarily want their UC&C solutions to improve the efficiency of their business processes, business resiliency, and employee productivity.

Businesses need security, cost savings, managed services, and most of all, support and consultation at times of change.



Consolidation of UC&C Solutions

For half (53%) of businesses, consolidating the number of cloud-based UC&C providers is very or extremely important.



n = 120, Base = respondents using a cloud-based unified communications and collaboration (UC&C) solution;
Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

Cloud Voice Solutions Promote Effective, Efficient Business Capabilities



45%

of companies who use or have used legacy voice solutions are looking to cloud voice solutions to improve the efficiency of business processes.



37%

want to scale voice, messaging, and collaboration services as business needs change.



36%

want a greater ability to improve customer satisfaction and customer experience.



36%

want to improve employee productivity.



35%

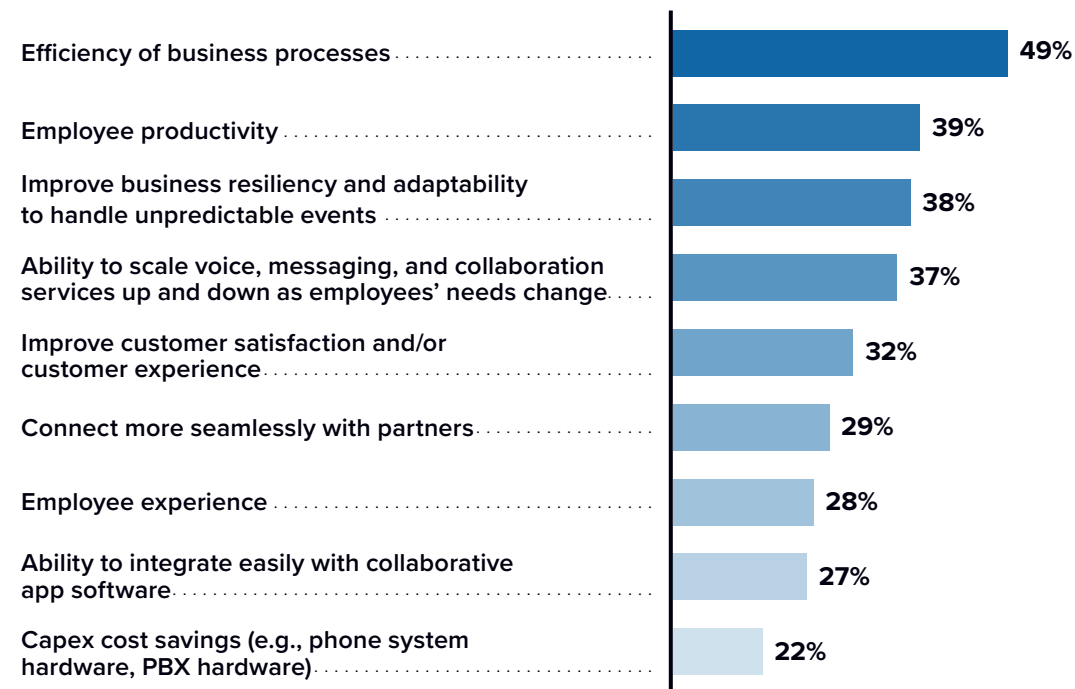
hope to improve business resiliency and adaptability to handle unpredictable events.

n = 174, Base = currently use local voice (POTS/PSTN) or used to use local voice (POTS/PSTN); Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

Businesses With Cloud-Based Voice Are Seeing Progress on Key Outcomes

Benefits Sought

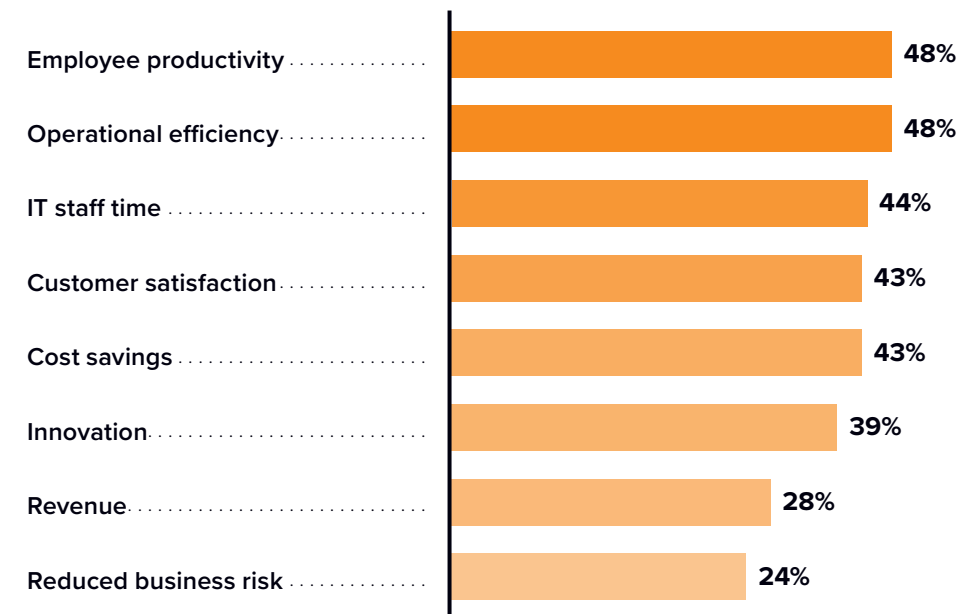
What are the primary benefits your organization hopes to achieve from using a cloud-based UC&C solution?



n = 203, Base = all respondents; Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

Benefits Achieved

Has your organization experienced any of the following benefits as a result of implementing a cloud-based UC&C solution?



n = 120, Base = respondents who indicated their organization has been using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

Cloud Communications and Collaboration Drive High Satisfaction



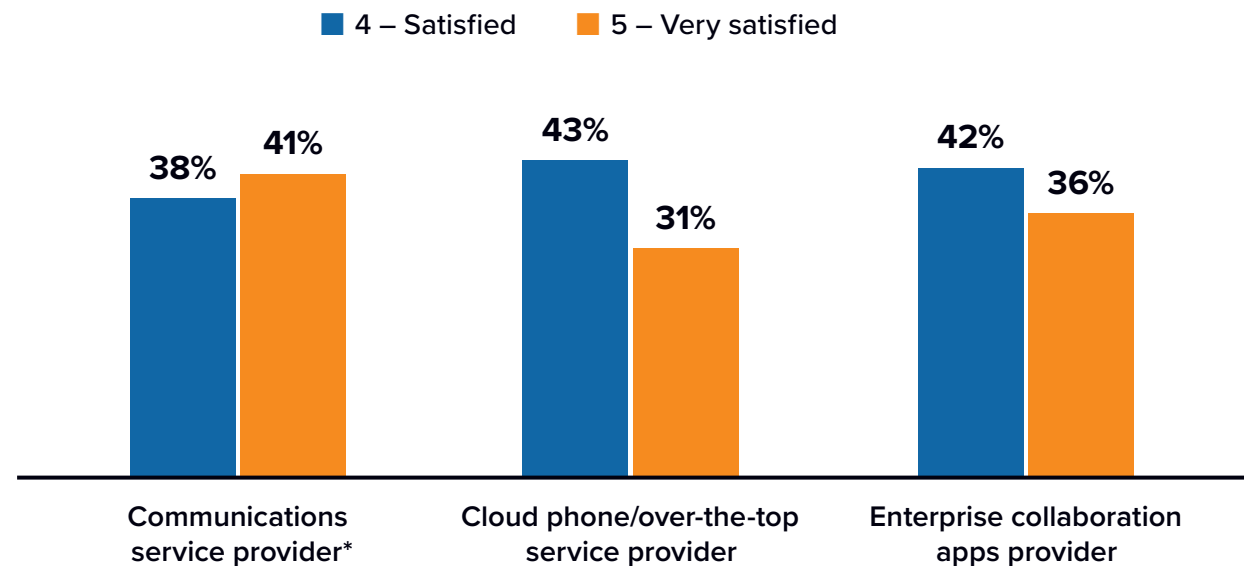
Satisfaction among current cloud-based UC&C users runs high, with 80% satisfied or very satisfied.

50% of businesses met their top goals for efficiency of business processes and employee productivity.

40% of businesses met their goals for improved customer satisfaction.

Businesses using communications service providers for cloud-based UC&C are more likely to say they are **very satisfied** compared to users of over-the-top (OTT) UCaaS service providers and enterprise collaboration app providers.

(Scale of 1–5)



*Traditionally called telecom service providers

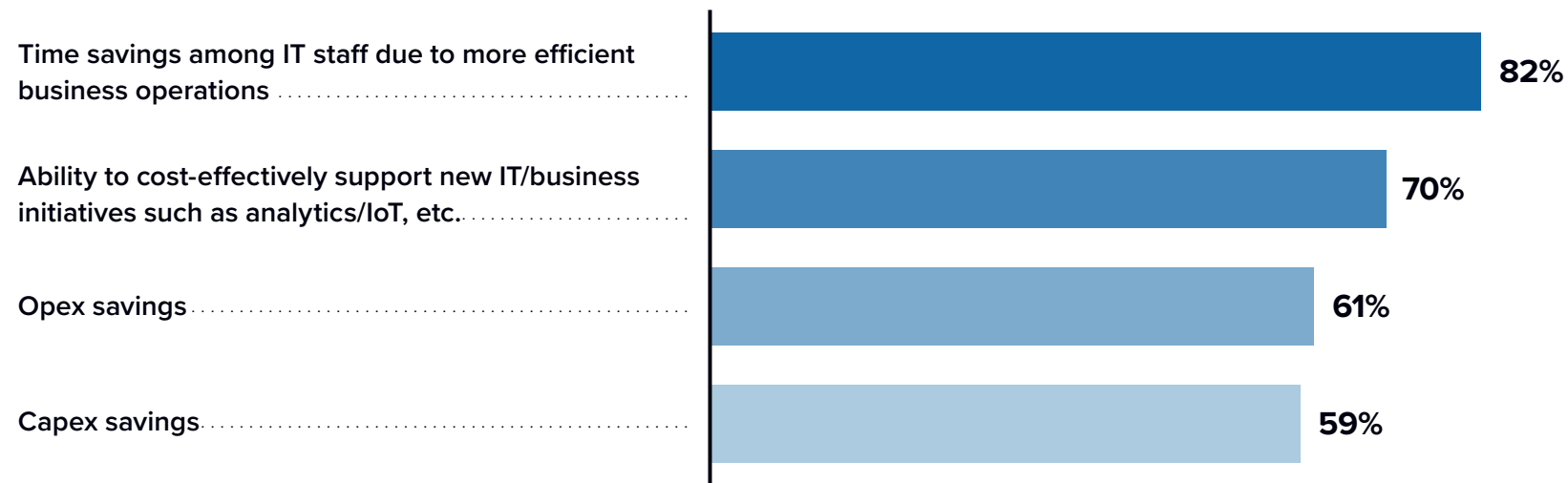
n = 120, Base = respondents using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

Cloud-Based UC&C Offers Cost Optimizations

Companies free up staff time and can better support new business initiatives.

For each of the following types of savings and cost optimizations, please indicate the degree of impact your organization has experienced from implementing a cloud-based UC&C solution.

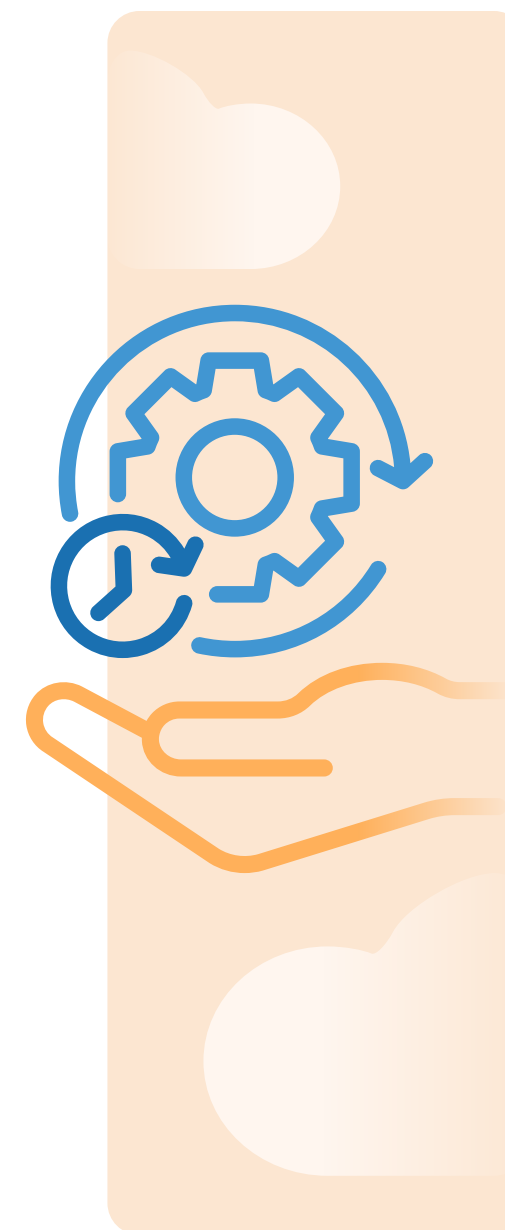
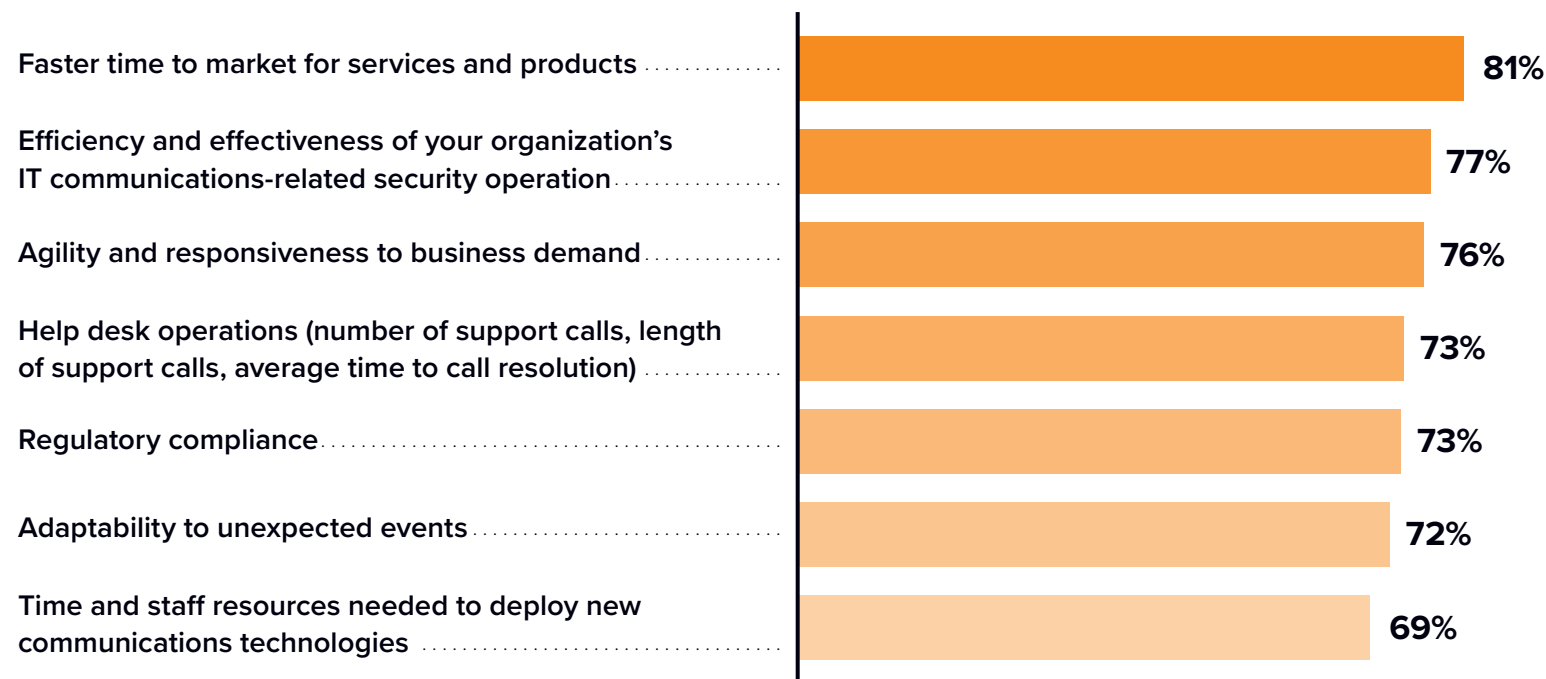
(Percentage of respondents rating 4 or 5 on a scale of 1 = Negligible to 5 = Significant impact)



n = 120, Base = respondents who indicated their organization has been using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

Businesses See Faster Time to Market and Better Agility

For each of the following types of operational efficiencies, please indicate the degree of impact your organization has experienced from implementing a cloud-based UC&C solution.
 (Percentage of respondents rating 4 or 5 on a scale of 1 = Negligible to 5 = Significant impact)



n = 120, Base = respondents who indicated their organization has been using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

Cloud Communications Improve Productivity and Quality

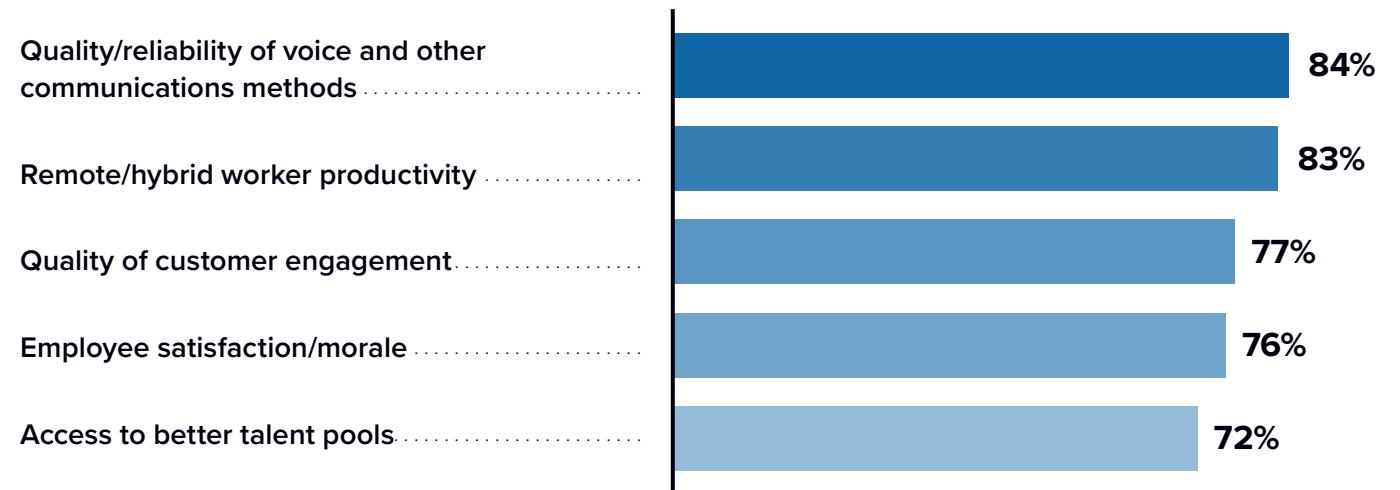


With more than half (55%) of businesses having used cloud-based UC&C for more than two years, the benefits are impressive for a changing and demanding workforce.

8 out of 10 businesses reported a very significant or significant impact on remote/hybrid employee productivity and the quality/reliability of all communication types from using a cloud-based UC&C solution.

For each of the following types of employee and customer experience, please indicate the degree of impact your organization has experienced from implementing a cloud-based UC&C solution.

(Percentage of respondents rating 4 or 5 on a scale of 1 = Negligible to 5 = Significant impact)

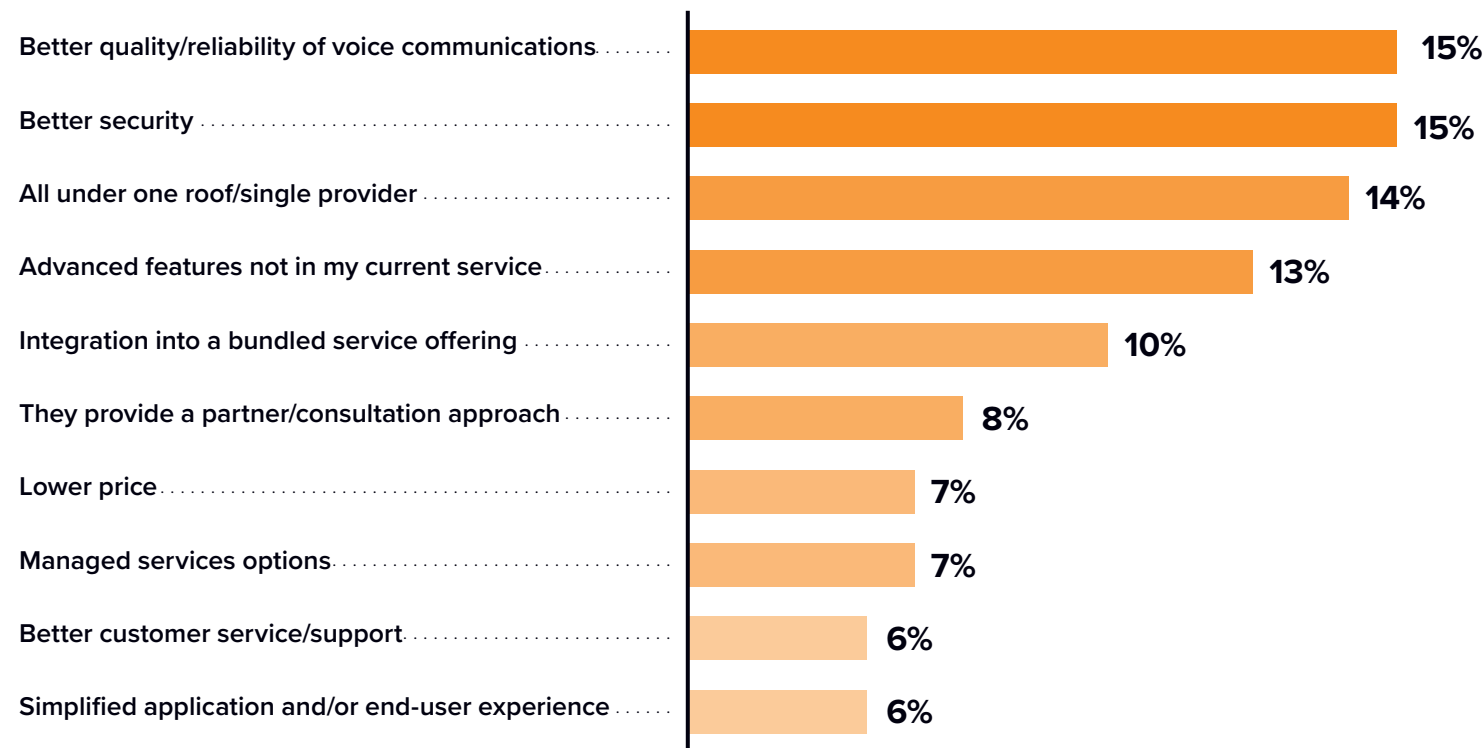


n = 120, Base = respondents who indicated their organization has been using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

The Best Providers Offer Security, Quality, and All the Services the Business Needs

If another provider approached you with a new or alternative cloud-based UC&C solution offer, what would be the most compelling reason to switch?

(Percentage of respondents rating 4 or 5 on a scale of 1 = Negligible to 5 = Significant impact)

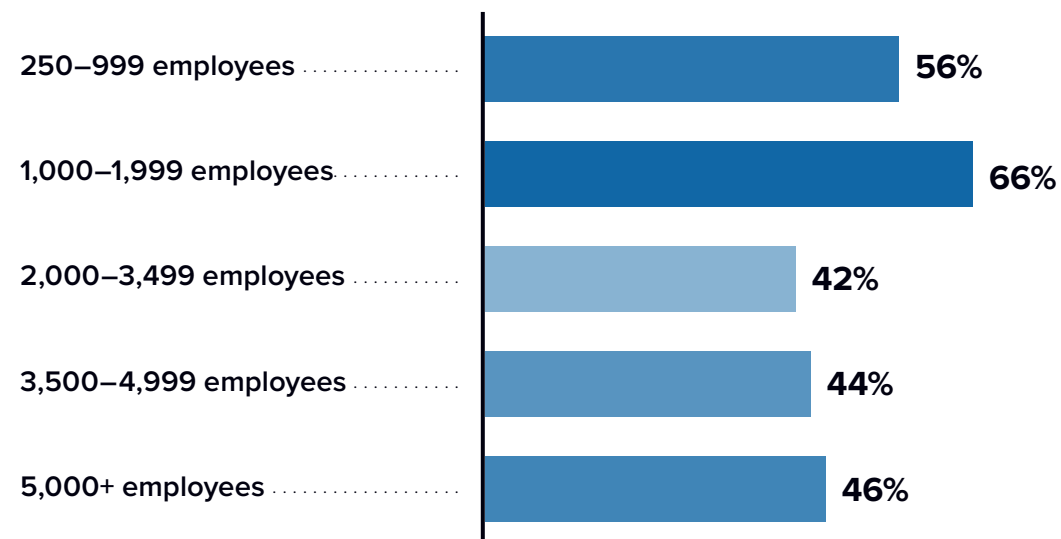


n = 120, Base = using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

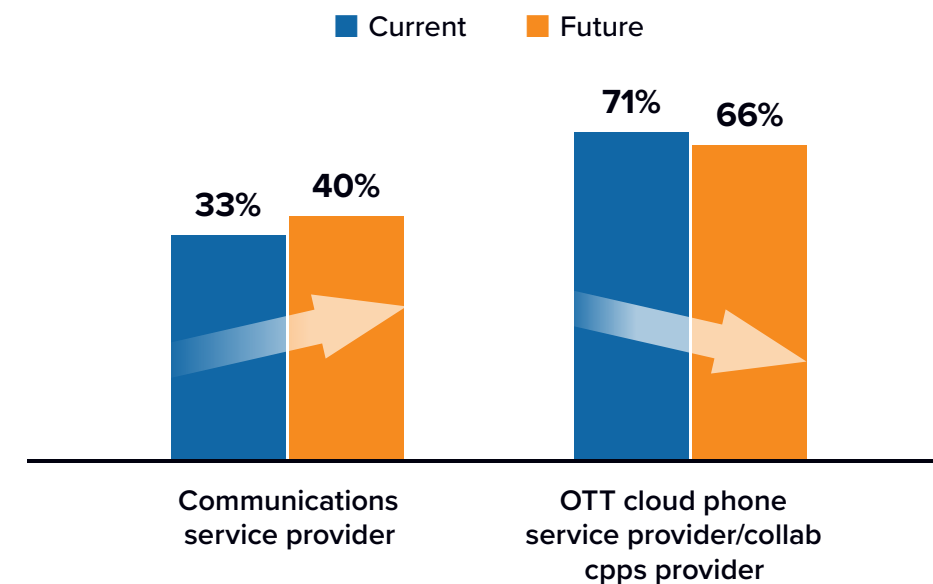
A Growing Interest in Using Managed Services for UC&C

The bigger your company, the more valuable it is to have a partner that can stitch the solutions together with deep network and communications services expertise.

Companies Using Cloud-Based UC&C Managed Services
(Percentage of respondents by company size)



Current vs. Future Use of Cloud-Based UC&C Providers
(Percentage of respondents using/plan to use)



n = 120, Base = respondents using a cloud-based unified communications and collaboration (UC&C) solution; Source: IDC's *Lumen Cloud-Based UC&C Survey*, July 2023

Key Takeaways

1

If you're new to cloud-based voice communications, look to a trusted provider to design and manage an integrated cloud-based UC&C solution.

**2**

If you're not new to the cloud voice migration journey, clearly identify a partner to help you optimize the complexities in your current solution, including integrating or reducing your extensive list of standalone solutions.

**3**

Evolve with cloud-based UC&C solutions. Generative AI and integrations with omni-channel communications solutions can bring enormous benefit to your business. The best cloud voice migration partners will lead your current and future voice solutions where they need to be.



About the IDC Analyst



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Denise Lund is a research vice president on IDC's worldwide telecom team. Her research focuses on advanced communications services including VoIP and unified communications as a service (UCaaS) as well as integrated unified communications and collaboration solutions (UC&C). In this position, she provides coverage of voice communications including fixed and legacy voice (local, long distance, and PRI ISDN) and IP voice (hosted VoIP with/without UC, SIP trunking, IP phone) as well as emerging migration and usage trends occurring in the voice market and the UC&C communications and collaboration market.

[More about Denise Lund](#)

Message from the Sponsor

LUMEN®

Lumen communications and collaboration solutions offer businesses the flexibility to adapt to a changing workplace. Lumen's portfolio helps your company stay competitive as your voice and collaboration services evolve. We are there at every point of the journey, helping ensure your digital transformation has a smooth transition to the new environment.

See how we partner together to provide innovative solutions for your UC&C needs



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