

# How Midmarket Organizations Can Overcome Legacy Voice System Challenges

Delivering migration success by finding the right partner.



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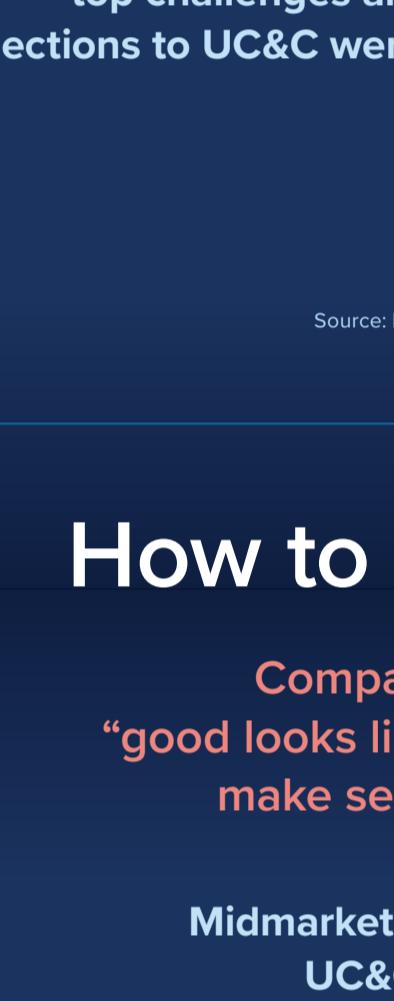
## Midmarket Organizations Face Cloud Migration Challenges

Companies struggle with rising costs and the inefficiencies of managing and using disparate communications and collaboration solutions.

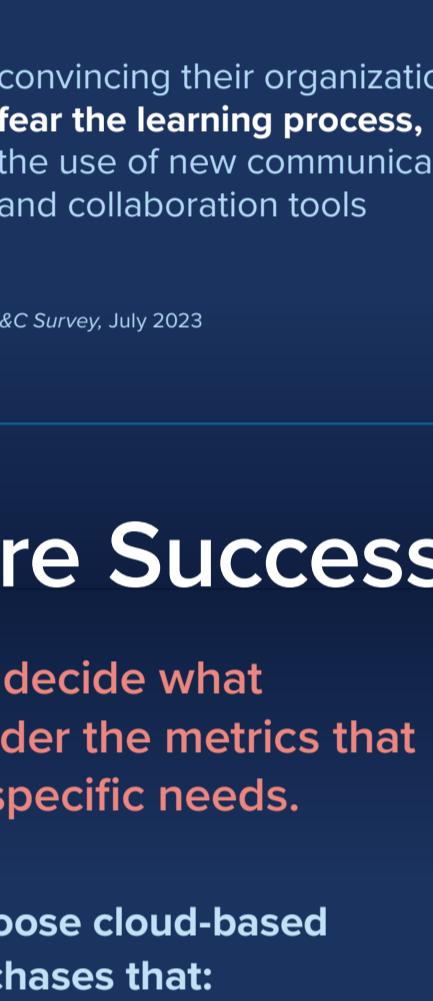


Challenges facing midmarket organizations run the gamut from **current legacy voice system pain points** to addressing the **sheer volume and varied set of cloud-based UC&C solutions** brought into the mix in organizations that are further along the migration path.

Among midmarket organizations:

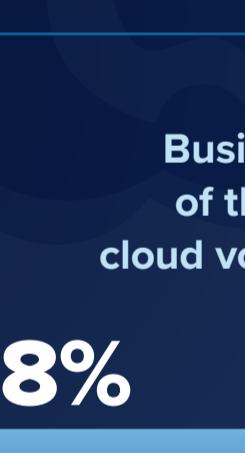


**55%** have migrated less than half of their legacy voice (POTS/PSTN) lines



**57%** have already started down the cloud-based UC&C migration path

The volume of solutions are difficult to manage, constraining the full benefits of cloud-based UC&C in a range of areas including cost savings, IT resourcing, and more.



**64%** have 3 or more solution providers.



**83%** think it is important to consolidate the number of communications and collaboration solutions they are currently using across their organization.

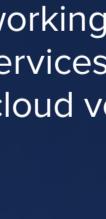
Source: IDC's Lumen Cloud-Based UC&C Survey, July 2023

## Top Challenges to Adopting Unified Communications and Collaboration Systems

As companies evaluate their migration process, understanding the challenges is key to being prepared for the journey.



finding the **right skills in IT** to make the cloud voice migration a success



finding a way to **stay competitive, responsive, and innovative**



convincing their organization **not to fear the learning process**, including the use of new communications and collaboration tools

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

## How to Measure Success

Companies need to decide what "good looks like" and consider the metrics that make sense for their specific needs.

Midmarket companies choose cloud-based UC&C solution purchases that:



help drive **cost savings**



incorporate **security** into the solution



include **managed services**

Midmarket companies use/will use a variety of metrics to measure the success of their cloud voice communications solution based on:

**47%**

**34%**

**30%**

Employee productivity

IT cost savings

Revenue growth

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

## The Benefits of Cloud Voice Migration

The benefits of migration exist for midmarket companies regardless of where they are on their journey.

Business and IT leadership agree that two of the top three positive impacts on their cloud voice migration journey are in the areas of:

**48%**

**48%**

**44%**

Operational efficiency

IT staff time savings

Employee productivity

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

n = 96. Base = Respondents indicated their organization has been using a cloud-based unified communications and collaboration (UC&C) solution

## The Key Pillars for a Successful Cloud Voice Migration

Midmarket companies are more satisfied with their cloud voice migration outcomes when they don't go it alone.

### PILLAR #1:

Use unified communications and collaboration managed services

### PILLAR #2:

Use a trusted partner who knows how to support cloud voice solutions and the networks they thrive on

**67%** of midmarket organizations are interested in working with a managed services provider on their cloud voice migration journey.



Network quality and reliability



Security



Business growth UC&C support



Support and consultation at times of scale in the business

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

## Message from the Sponsor

LUMEN®

Lumen's portfolio helps your company stay competitive as your voice and collaboration services evolve. Lumen helps you along the journey, helping ensure a smooth transition to the new cloud environment.

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

Lumen Next Generation Voice and UCC Services

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