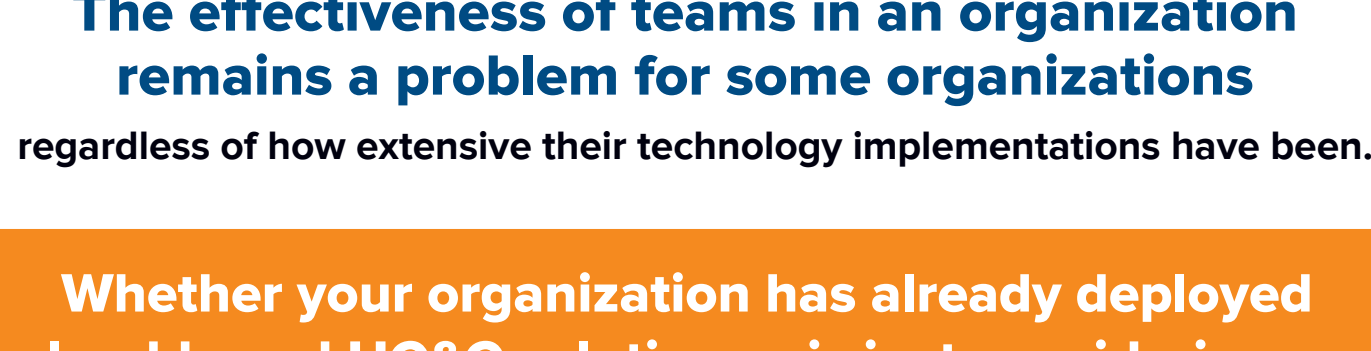




# The UC&C Approach Everyone Agrees On

Working from anywhere and everywhere is the reality for many.



The effectiveness of teams in an organization remains a problem for some organizations

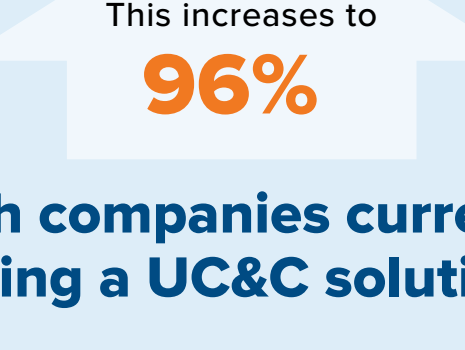
regardless of how extensive their technology implementations have been.

Whether your organization has already deployed a cloud-based UC&C solution or is just considering one, learn how to make it a success.

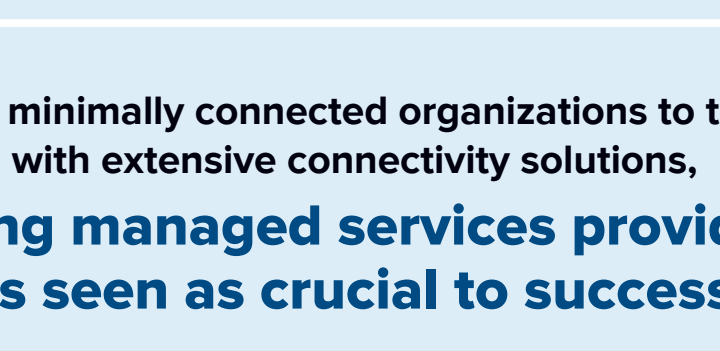
## Any Way You Look at It, Solution Management Matters

One thing IT and business leadership agree on is how interested they are in working with a managed services provider for their cloud-based UC&C solution:

**77%** of IT leadership say they are very or extremely interested



**74%** of line-of-business leadership say they are very or extremely interested

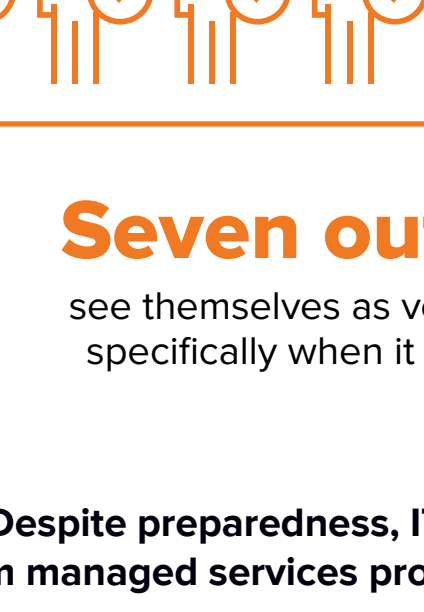


**Overall, three-quarters (76%)** of organizations are very or extremely interested in working with a managed services provider for their UC&C solution.

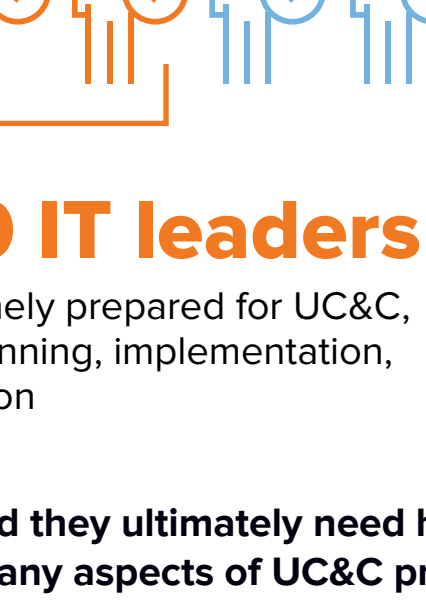
This increases to **96%**

with companies currently using a UC&C solution.

From minimally connected organizations to those with extensive connectivity solutions, using managed services providers is seen as crucial to success:



of organizations with minimally deployed connectivity solutions are very or extremely interested in using a managed services provider

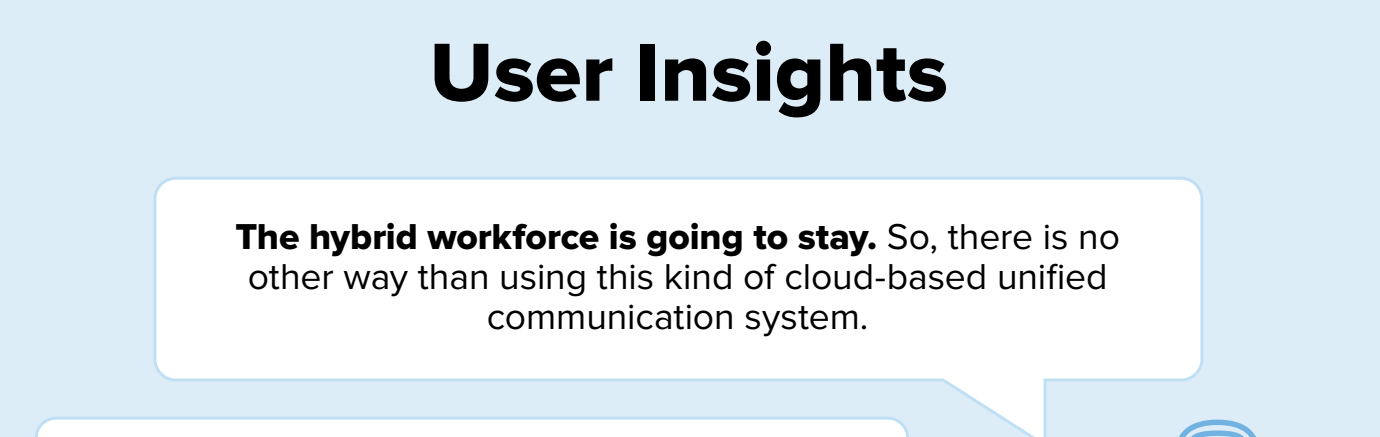


of organizations with extensive connectivity deployments across the organization are very or extremely interested in using a managed services provider

Source: Lumen Voice and UC&C Survey and In-Depth Interviews, IDC, February 2022

## It Isn't About Just One Need, It's About Many Needs

Bringing a UC&C solution into an organization's work environment is something IT is confident about:



**Seven out of 10 IT leaders** see themselves as very or extremely prepared for UC&C, specifically when it comes to planning, implementation, and operation

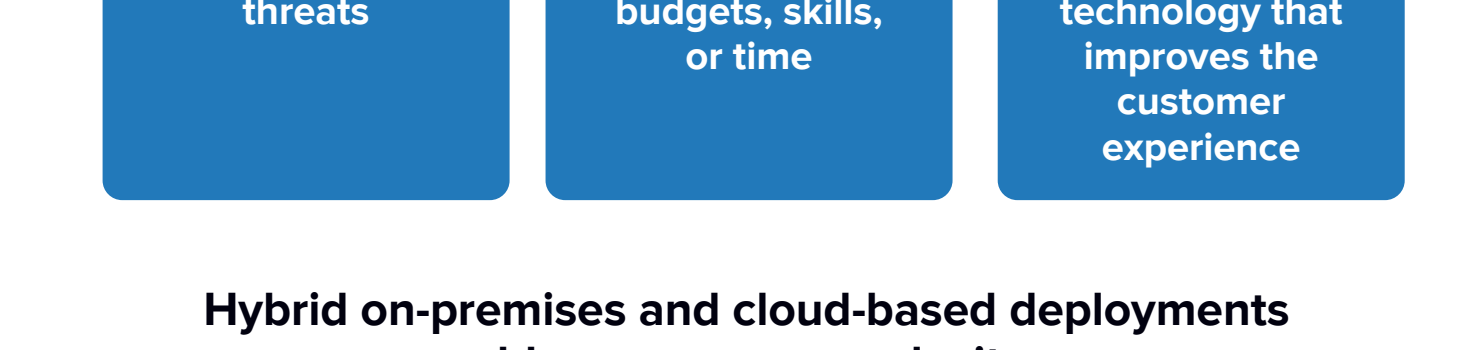
Despite preparedness, IT leaders find they ultimately need help from managed services providers for many aspects of UC&C projects.

Among the areas where IT leaders seek help:

- Level-one support
- Engineering support for reporting and audit requirements
- Call center
- Day-to-day change requests
- Other complexities of support and implementation

Source: Lumen Voice and UC&C Survey and In-Depth Interviews, IDC, February 2022

## UC&C Is Worth the Spend

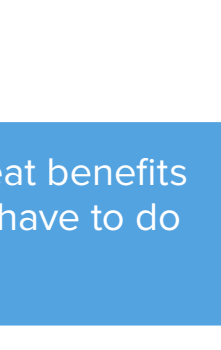


**8 out of 10 (84%) organizations** currently using a cloud-based UC&C solution plan to continue current cloud-based spending or increase it over the next 12 – 24 months.

### User Insights

The hybrid workforce is going to stay. So, there is no other way than using this kind of cloud-based unified communication system.

[UC&C] allows you to integrate and there is a significant operational efficiency.



The biggest benefit is that we have zero data disruption now.

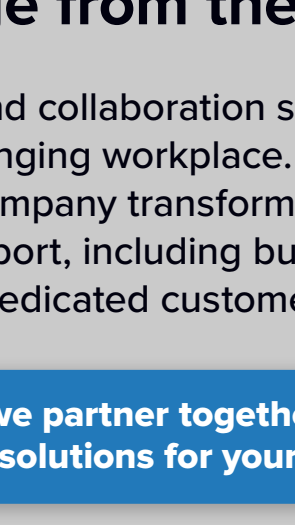


The scalability definitely is [something] I don't have to worry about.... you don't have to worry about size of the infrastructure to keep up with the company scaling.

Source: Lumen Voice and UC&C Survey and In-Depth Interviews, IDC, February 2022

## The Whole Picture

For many organizations, the ultimate benefits of cloud-based UC&C will be inextricably linked to managed services.



Managed services are seen as a top 10 must have solution among those that currently use cloud-based UC&C and those planning to use one.

The challenges that organizations face when it comes to communications and collaboration today are real:

- 28%**  
Security threats
- 26%**  
Constraints on IT budgets, skills, or time
- 25%**  
Implementing technology that improves the customer experience

Hybrid on-premises and cloud-based deployments add even more complexity:



of organizations are currently using/considering a hybrid approach to UC&C (leverages on-premises PBX and cloud-based UC&C solution)



**1 out of 5 organizations** see integration of business apps as mission critical to a UC&C purchase.

With chat features and new features, I'm expecting great benefits from that because [with] integrated solutions, we don't have to do point solutions.

VP, Information Security, Insurance Company

Source: Lumen Voice and UC&C Survey and In-Depth Interviews, IDC, February 2022

## Businesses See Room for Improvement



**Only 30%** of organizations using cloud-based UC&C solutions are very satisfied, leaving room for improvement.

Today's implementations stand to benefit from managed services:



of organizations can say they experienced significant benefit to the quality of customer engagement



can see how they now have the ability to support new IT/business initiatives (i.e., analytics, IoT, etc.)



can say they experienced significant benefit to remote/hybrid worker productivity

Source: Lumen Voice and UC&C Survey and In-Depth Interviews, IDC, February 2022

Don't settle for an unmanaged solution.

### Message from the Sponsor

Lumen communications and collaboration solutions offer businesses the flexibility to adapt to a changing workplace. Lumen Enablement Services for UC&C helps your company transform with reliable cloud-based solutions, end-to-end support, including but not limited to adoption and reporting along with dedicated customer success management.

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

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