



Cloud X.0:

Hosted VoIP for the Evolving Consumer

In an environment where cloud-based technology increasingly plays a role in businesses of all kinds, the way that IT and business users source and consume services is rapidly evolving. To address this evolution, we developed the concept of Cloud X.0 as the explanation and solution for hosted VoIP communications.

Cloud Evolution Driven by Workforce Changes

The 21st century saw a dramatic increase in the number and diversity of applications used by businesses, from CRM for sales organizations, to ERP for production scheduling and operations teams, and VoIP for the entire enterprise.

This acceleration of IT demand led to server rooms evolving into data centers, but the cost – of buying, maintaining, operating, and powering increasing numbers of servers – became prohibitive.

This demand increase led to the rapid adoption of virtualization, which not only drove up efficiency and thus drove down costs, but also paved the way for the model we call “Cloud 1.0,” which mostly solved a real estate problem by shifting workloads to cloud providers.

However, thanks to the development of consumer-focused tools like smartphones and tablet PCs, business users have come to expect the same simplicity and breadth of features from cloud phone system providers that consumer apps deliver.

This consumerization of IT means today’s hosted VoIP providers need to tailor technology to meet consumer-grade demands, perhaps more important now that a full one-third of the world’s population (and half of the US workforce) are millennials.

Adopting Mobile-first Strategies

Companies are also undergoing a major shift toward mobility—with 75 percent of the US workforce now mobile, and IDC predicting mobility reaches 37 percent of workers worldwide.

What does this mean? The Cloud 1.0 model focused on knowledge workers—who now comprise only 20 percent of the user population, and increasingly rely on collaboration to meet their needs.

The Evolving Consumer: Cloud X.0

For the 35 percent of IT users who are information workers, companies using early cloud approaches tried to shoehorn communications into existing business processes, producing abysmal results.

And the lion’s share of users are now service workers, a heavily mobile workforce that had to rely on mobility solutions that were tacked on rather than designed with mobility in mind.

Yesterday’s cloud communications systems weren’t architected to handle tomorrow’s challenges. The reality is that companies are changing.

- *Companies are becoming more ‘consumer-friendly’ by adopting better devices and moving from desktop to mobile*
- *Companies are supporting, if not embracing BYOD*
- *Companies are heavily relying on broadband to speed access for every user whether mobile or not*

It’s changing device and interface preferences that are changing the direction of enterprise IT, and now impacting the type of hosted VoIP offering that will meet their needs.



Expectations to Reality: Meeting Business Needs

What are the shortcomings of existing cloud communications approaches, and how does the Cloud X.0 approach address them?

Often, enterprises expecting unique, customized VoIP Phone Systems are dismayed to find their technology is made up of generalized offerings that don't really meet their needs.

In particular, the expectation that applications will be integrated into a single system for voice, text, and collaboration

often give way to a multiplicity of tools – often incompatible – that are required to meet the changing needs of individuals and teams.

As noted earlier, VoIP phone system vendors often approach mobility as an afterthought – or fail to provide it at all – forcing users back to their desks in order to collaborate and communicate both internally and externally.

It shouldn't be surprising, then, that a recent Spiceworks survey showed that nearly two-thirds of companies using a cloud communications system are not satisfied with their current system, even as cloud adoption surpasses 50 percent.

This is the reason we developed the Cloud X.0 approach. Adopting it means transitioning from an answer that was built to solve an antiquated problem into a tried-and-true, carrier-grade system that fits today's needs and tomorrow's demands. Cloud X.0 is not a product, but an experience that meets the cloud communication expectations of today which have never been met by preceding hosted VoIP offerings. What does this mean in practical terms?

- *A mobile-first environment, enabling anywhere-anytime communications not restricted to the office, letting users attend conferences, share video and screens and give presentations with ease.*
- *Ease of use, enabling set-up in minutes instead of days, and intuitive, consumer-like user interface that speeds adoption and reduces the learning curve regardless of device or location.*
- *Built-in functionality, offering single-pane access to every communications tool needed for every type of user from knowledge worker to information worker to service worker. Contact center workers and health care workers can work in one application with their tools at their fingertips.*

Although functionality is important, utility is what really matters. Here are some of the key benefits that Cloud X.0 strategy adopters achieve:

- *Reduction of trouble tickets by 40 percent thanks to ease-of-use improvements*
- *Near instantaneous onboarding of in-office as well as remote users—just download an app and log in*
- *Built-in disaster recovery and business continuity that eliminate worries about power failure, ISP hiccups or weather-related emergencies*
- *Increased worker productivity, thanks to work-from-anywhere flexibility for at-home or on-the-go employees*
- *Built-in analytics that management can use to track the progress of projects and people from anywhere*
- *Redundant lines of communications that mean you're never out of touch with business-critical systems*

Why Choose Mitel for Cloud X.0?

We call this experience Cloud X.0, because although advancements will always be made, there will always be a uniform expectation about functionality to meet business demands that will not change or diminish. Reliability and mobility will be even more important in five or fifty years than they are today, and the Cloud X.0 experience is designed to be at the very core of what it means to have hosted VoIP communications as part of your enterprise.



Contract Buyout

We're offering a unique opportunity to bring the Cloud X.0 experience to your business. For a limited time, we're offering to buy out your existing hosted VoIP phone contract and pay any early termination fees to break down any barriers you may have to getting cloud communications as they were meant to be.

To find out how we at Mitel can help your business bring Cloud X.0 to your communications environment—regardless of your current provider or environment.

Contact TIG at info@ask-tig.com or visit us on-line at www.ask-tig.com