



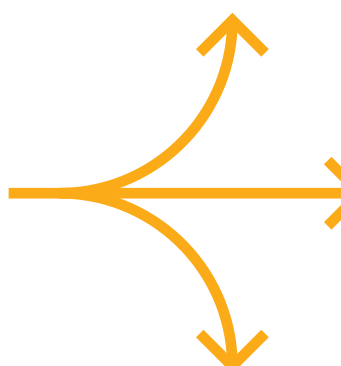
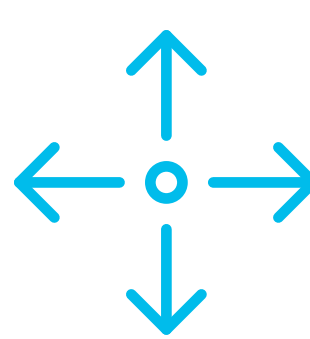
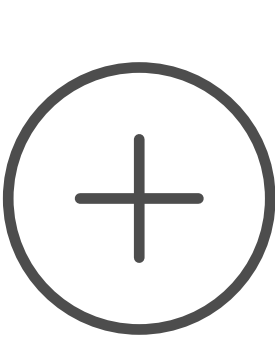
The case for calling on the cloud

See why IT leaders are upgrading to cloud-based communications.

Cloud-based unified communications systems are making it easier for IT leaders to improve agility, support digital transformation, and provide access to new and emerging features like video-enabled meetings, team collaboration, and contact center in the cloud.

Work smarter with **Webex Calling**.

What are the top motivations to move to the cloud?

 <p>Improved agility</p> <ul style="list-style-type: none"> • Increased flexibility and scalability • Decreased IT support • Faster deployment of new capabilities 	 <p>Reduced capital costs</p> <ul style="list-style-type: none"> • More predictable costs • Easier allocation of costs by department • More accurate budgeting 	 <p>Overall cost savings</p> <ul style="list-style-type: none"> • Reduced capital overlay for updates and capabilities • Lower maintenance and support costs • No more phone systems
 <p>Faster deployment of services</p> <ul style="list-style-type: none"> • Frequent service updates • No IT planning required • No disruption to end-user services 	 <p>Added features</p> <ul style="list-style-type: none"> • Access to latest features • Faster access to emerging technologies • Integration with major cloud apps 	 <p>Freed-up time for IT</p> <ul style="list-style-type: none"> • Reduced IT management • Greater end-user self-service • More time for strategic initiatives

What about security? Cloud offers some big advantages.

- Third-party audited professional security practices
- Strict regulatory compliance requirements
- 24/7/365 monitoring by professional staff
- Service-level agreement (SLA) protection for service and compliance certainty
- Security investments by cloud providers



What are your options for transitioning to cloud?



Public cloud

How it works:
Applications hosted over the Internet are served up by a third party. Multiple customers share a multitenant software platform using individual virtual instances.

Who it's good for:
Organizations that aren't invested in existing systems and want rapid access to affordable calling and collaboration hardware, software, and infrastructure.



Private cloud

How it works:
Providers create dedicated customer instances of a single-tenant platform. This may reside on-premises, in an offsite data center, or with a managed private cloud provider.

Who it's good for:
Large enterprises—like banks or hospitals—that have established on-premises systems and worry about loss of control over compliance or security.



Cloud hybrid

How it works:
Enterprise applications for calling, meeting, teams, and contact center are deployed in a mix of on-premises and cloud services.


Who it's good for:
Organizations trying to save money by using existing on-premises systems, apps, and processes but that want to leverage emerging applications through the cloud.

Ready to embrace the cloud? Get started with these simple steps:

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Carefully audit current utilization and costs.
- 

Start with cloud where it adds the greatest business agility.
- 

Calculate the business value of using new, innovative cloud services.
- 

Determine your best mix of cloud and on-premises.

Whether you choose to integrate cloud technology into your current infrastructure or opt for a complete upgrade to a fully collaborative cloud experience, we can help.

[Get smart about cloud migration](#)

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