



THE CFO IMPERATIVE:

Leveraging UCaaS to Drive Business Transformation, Optimize Spending, and Enable Productivity in the Age of Work-From-Home

This ebook provides insights into how CFOs can minimize costs, maximize productivity, and increase revenues by adopting cloud-based, integrated communications and collaboration technologies.



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CFO CHALLENGES AND OPPORTUNITIES IN THE "NEW NORMAL"

The COVID-19 pandemic has resulted in an unprecedented shift to work-from-home, a trend that isn't likely to reverse itself anytime soon.

The challenge for Chief Financial Officers and other enterprise leaders is to move past the "survival" phase of pandemic response and proactively plan for a future that allows remote workers to thrive, that minimizes operational costs, and that enables the organization to quickly leverage emerging technology to support digital transformation and address rapidly shifting business opportunities.

Unified Communications-as-a-Service (UCaaS) solutions that combine calling, video-enabled meetings, and team messaging-based contextual workspaces into a single platform provide the foundation for meeting these goals.

DIGITAL TRANSFORMATION DEFINED



THE STATE OF WFH

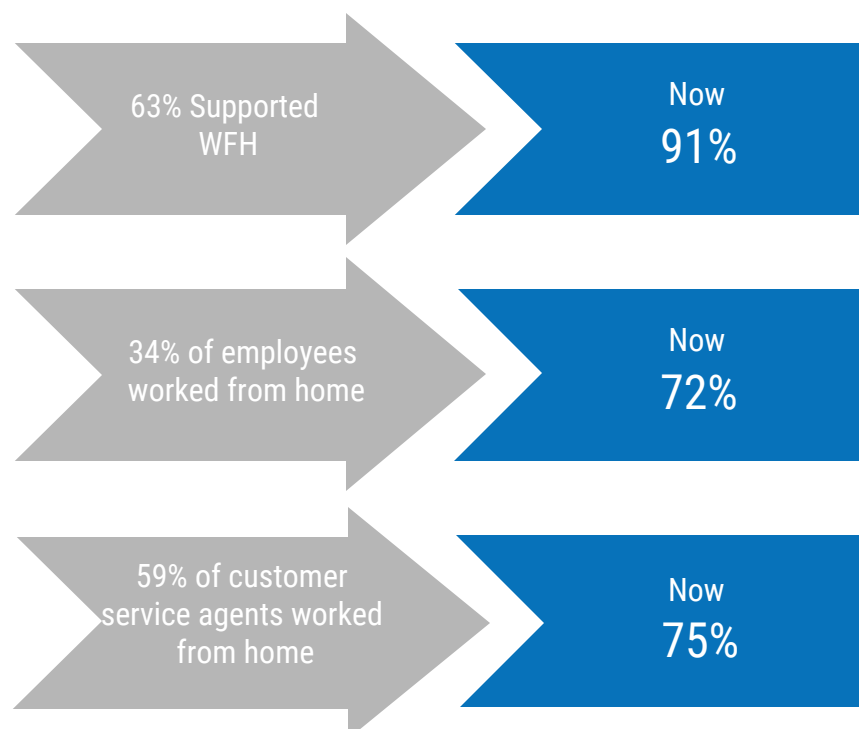
The shift to work-from-home is unprecedented.

Today, 91% of companies allow at least part of their employees to work from home, up from 63% prior to the pandemic. What's more, the percentage of employees working from home has more than doubled, from 34% before the pandemic to 72% now.

Just 8.2% of organizations say they plan to discontinue WFH once the pandemic ends. Almost 23% are already looking at potential real estate savings from eliminating unused office space.

The message for CFO's is clear: **WFH is here to stay**. The focus now must be on optimizing the WFH experience to optimize costs while equipping workers with modern collaboration and communications capabilities to maximize productivity and revenue generation opportunities.

Covid-19 Impact on WFH



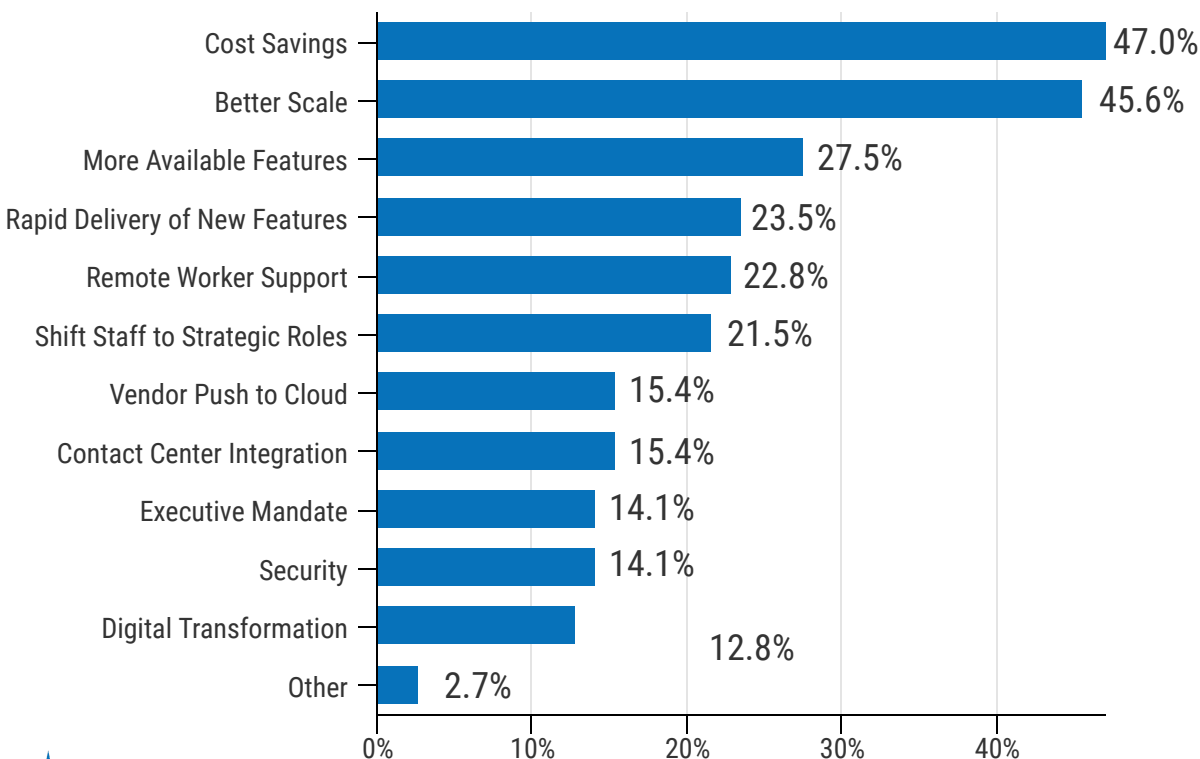
THE CLOUD IMPERATIVE

For the last several years, organizations have been increasingly shifting on-premises communications platforms to the cloud, embracing Unified Communications-as-a-Service to deliver integrated calling, team messaging, and video-enabled meetings. Today, more than 35% of organizations now use UCaaS, up from just 19.1% in 2019.

The shift to cloud has been primarily driven by a desire to reduce operating costs, more effectively scale services up or down depending on need, and to obtain access to emerging features and capabilities, including AI-based collaboration tools.

The shift to cloud will accelerate, as 64.8% of organizations, including 77.8% of those with the highest measured ROI for their collaboration investments, say they are more likely to use cloud services to support WFH since the pandemic.

Cloud Adoption Drivers



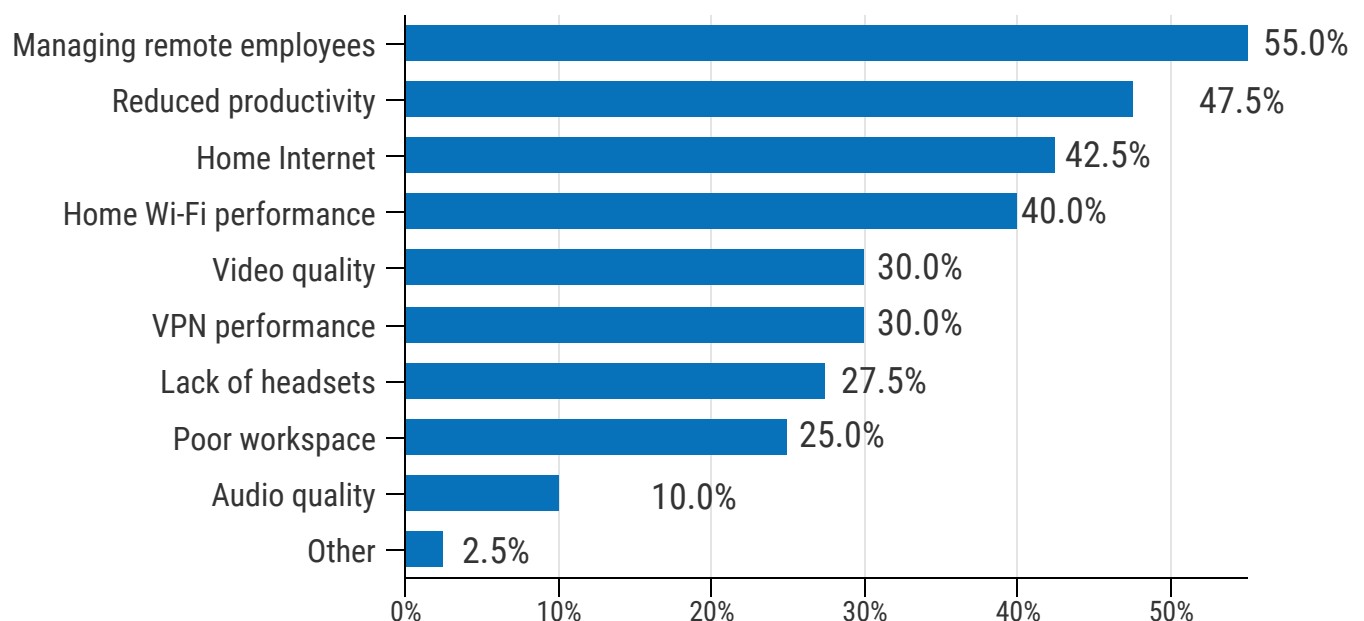


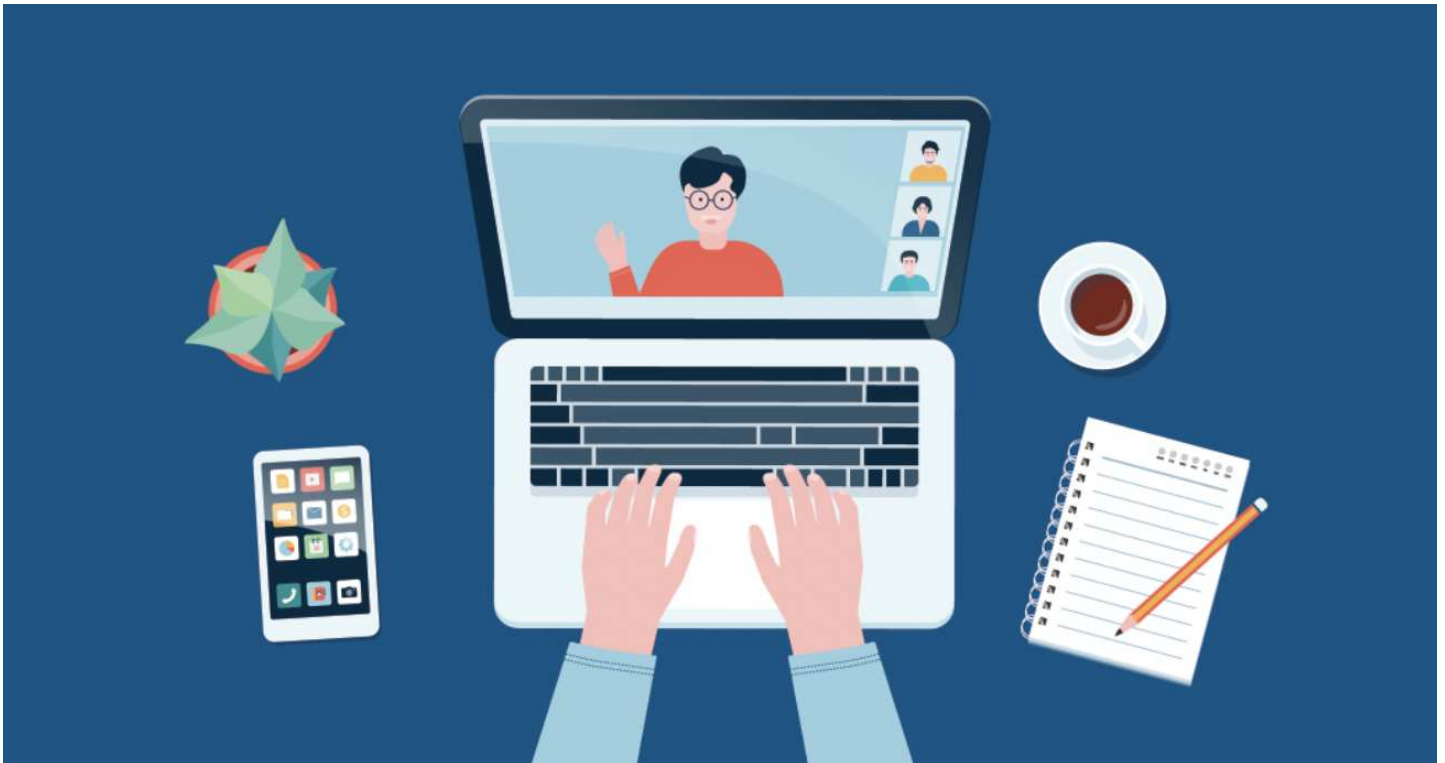
ENABLING REMOTE WORKER ENGAGEMENT

Effectively supporting a virtual, distributed, workforce means providing access to tools that allow teams to seamlessly communicate and collaborate, regardless of location. The biggest challenge that companies face is managing remote workers to ensure that they are connected and engaged.

Unified Communications-as-a-Service meets this need by providing robust and integrated capabilities including calling, video-enabled meetings, and team messaging, delivered via a resilient and scalable architecture.

Work-From-Home Challenges



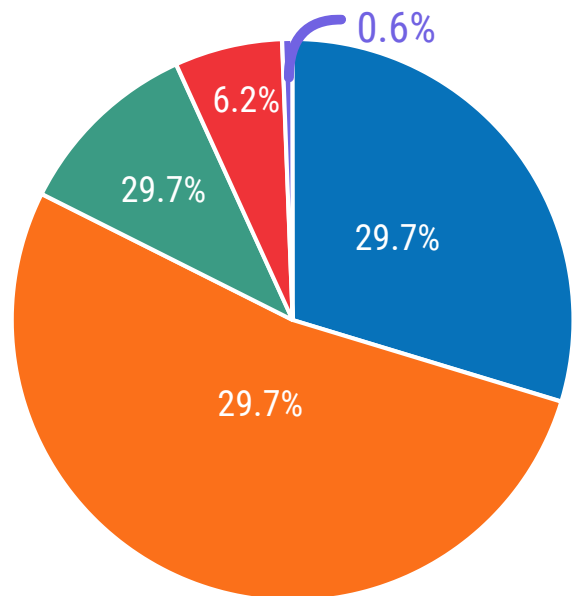


FOUNDATIONAL TECHNOLOGIES FOR SUCCESS

Remote workers require the ability to collaborate regardless of location. Since the shift to WFH:

- 91% of organizations use video conferencing
- 67% have adopted team messaging
- 39% see video as a critical business technology
- 60% use their collaboration platforms for team-building activities such as health and wellness training and virtual socialization
- 20% are leveraging video to deliver new revenue-generating services such as telehealth and distance learning

Video Culture



- All meetings use video
- Most meetings use video
- Seldom use video
- Low use, but increasing
- Other

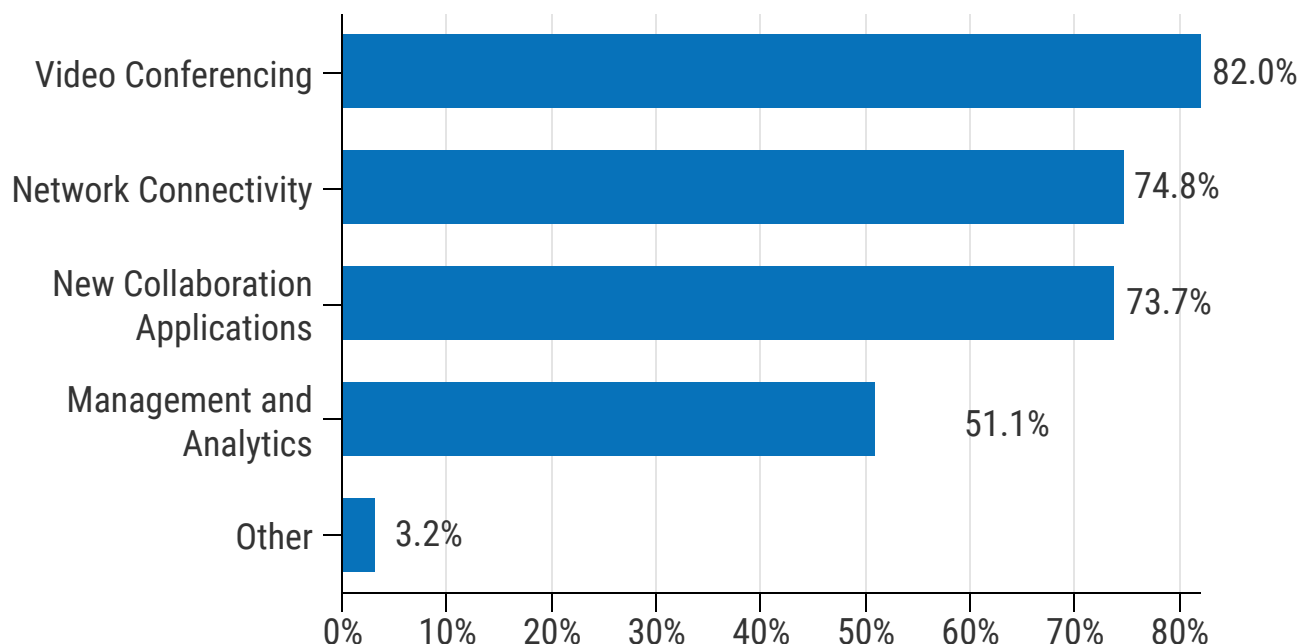


OPTIMIZING SPENDING

More than 70% of companies plan to increase IT spending in the next year to support WFH. Primary areas of investment include video conferencing, upgrading network capabilities (especially for home workers), and adding new collaboration capabilities including:

- Team messaging
- Ideation and co-creation
- Analytics and management capabilities that provide insight into how applications are being used, and the business value they provide

In what areas will IT spending increase due to COVID-19?



DETERMINING SUCCESS

CFOs and IT leaders have moved away from non-financial success metrics such as “does it work?” and “are people using the app?” to measuring the value that collaboration technology investments deliver to the organization. Primary metrics include:

- **Cost savings** from eliminating legacy platforms, reducing staffing costs, and taking advantage of cloud services that enable organizations to only pay for the services they need
- **Revenue gains** from transforming business to improve responsiveness as well as by leveraging emerging technologies to provide new services). For example, companies using video for customer and sales engagement often see higher sales close rates, increased upsell opportunities, and improved customer retention
- **Productivity improvements** from reducing the time it takes to carry out repeatable processes ranging from customer onboarding to employee training to software updates to product development

Among those measuring success, the majority see improvements in productivity from **adopting new unified communications and collaboration applications**.



Improvements by Company Size (Employee)

	Savings	Revenue Gain	Productivity Improvement
Small (<250)	\$182,727	\$113,333	21%
Medium (250-2,500)	\$216,929	\$264,200	18%
Large (>2,500)	\$188,000	\$838,000	16%
AVERAGE	\$197,914	\$333,700	18%



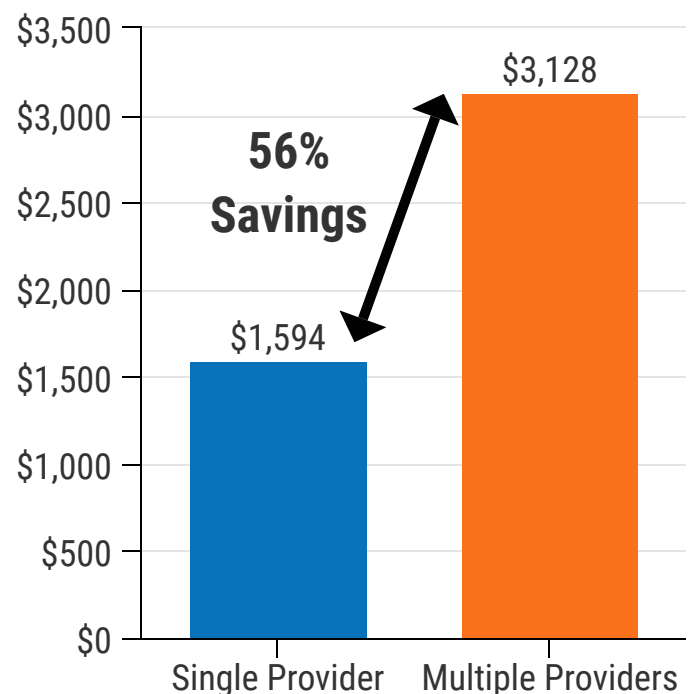


OPTIMIZING THE ARCHITECTURE

Beyond simply moving to cloud, business and IT leaders must determine the optimal vendor strategy. Potential approaches include using a single-vendor for integrated calling, messaging, and team messaging, or a multi-vendor strategy that requires obtaining, managing, and supporting separate vendors for each of the three core UC areas.

Adopting a single-vendor approach results in a **56% lower** TCO versus multi-vendor strategy. Savings come from reducing operational and licensing costs, and simplifying the end-user experience.

Annual Operational Costs, Per License, for Unified Communications

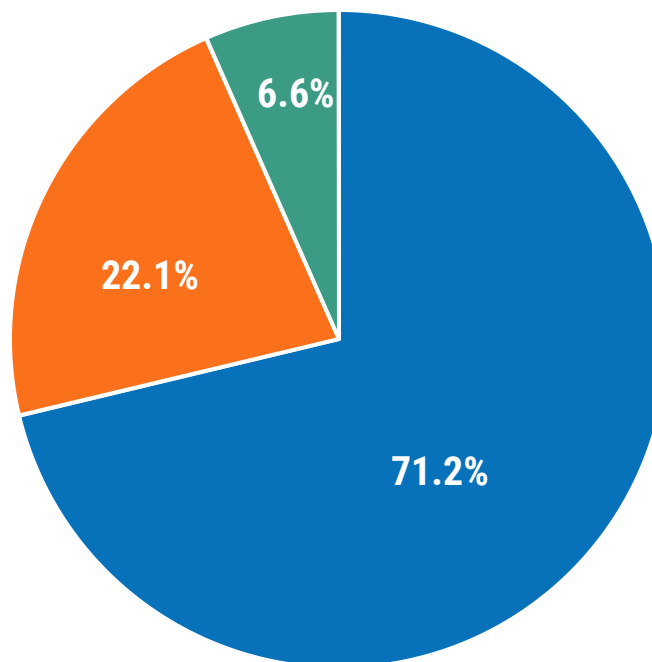




INTEGRATING UCAAS AND THE CONTACT CENTER

Integrating UCaaS with Contact Center-as-a-Service (CCaaS) provides additional measurable benefits including an increase in customer satisfaction ratings of 56.7%, a 19.7% reduction in operational costs, and a 23.4% reduction in monthly per-agent spending on licenses. Today, more than 71% of companies have integrated their UC and Contact Center platforms.

Contact Center / UC Integration



- Yes
- No
- Unsure



CONCLUSION AND RECOMMENDATIONS

Work-from-home is here to stay. CFOs must focus on both investing in optimizing the end-user experience to achieve maximum gains in productivity and potential revenue, while adopting a vendor and architecture strategy that achieves the lowest operational cost. The ideal solution is one that is cloud-based, that leverages integrated platform combining calling, video-enabled meetings, and team messaging, and that also allows for integration with a cloud-based contact center.

