Digital Transformation Drives the Move to Cloud

Introduction

Digital technologies are profoundly transforming the way businesses operate and create customer value. Mobility, cloud, Internet of Things (IoT), unified communications (UC) and collaboration, artificial intelligence (AI), advanced connectivity and other technologies are enabling operational efficiencies, greater employee productivity and competitive differentiation in all industries and business segments.

Frost & Sullivan customer surveys show there also exists a strong correlation between digital technology adoption and high revenue growth rates. However, the proliferation of advanced technologies is raising business communications and IT infrastructure costs and complexity, which creates challenges for IT/telecom staff. Routine management of increasingly sophisticated technology environments often prevents IT/telecom staff from focusing on important tasks—such as aligning technology investments with broader business objectives and optimizing key workflows. To achieve desired performance outcomes many businesses are moving their software workloads to the cloud to re-assign internal resources to more strategic projects, gain operational agility and become more responsive to evolving customer requirements.

A growing number of businesses are acknowledging the considerable benefits of cloud communications and are adopting hosted IP telephony and unified communications as a service (UCaaS) solutions. Deployment success requires careful evaluation of existing provider offerings to select the best fit for their specific needs. This Buyers' Guide offers detailed profiles of 22 leading North American hosted IP telephony and UCaaS providers to help businesses make smart investments in cloud communications solutions.
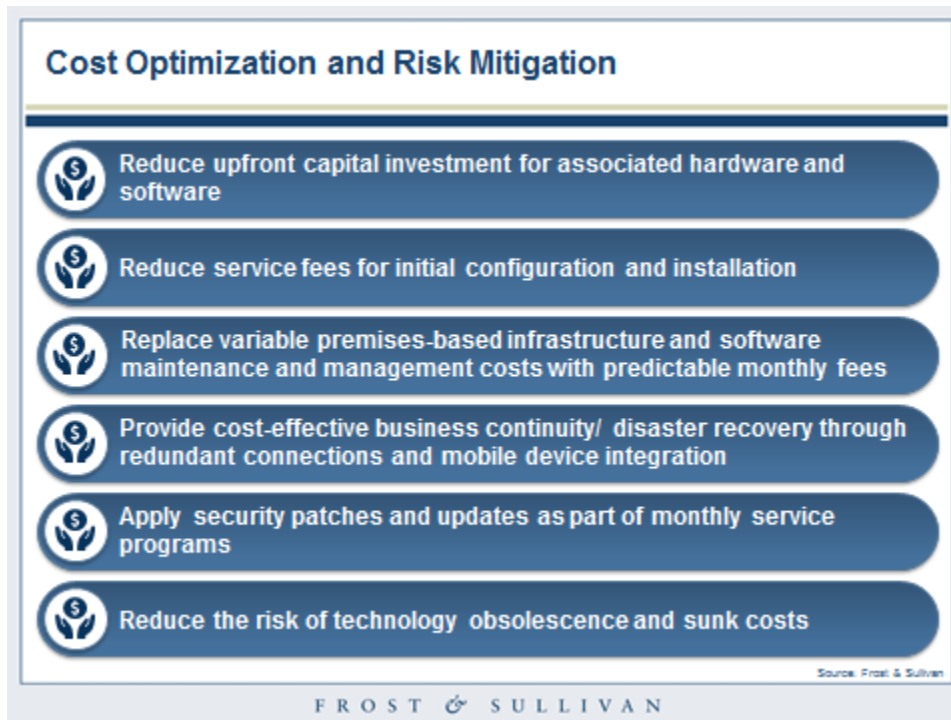
Compelling UCaaS Benefits

Frost & Sullivan research shows that most businesses choose cloud communications to gain greater flexibility at times of rapid growth or downsizing, as well as to access advanced features and capabilities. However, different businesses also face unique challenges and pursue varying objectives when moving their communications to the cloud. Business size and industry vertical often determine the priorities in a cloud migration strategy. Frost & Sullivan finds that UCaaS solutions offer most businesses a broad spectrum of benefits in three key areas, as follows:

- cost optimization and risk mitigation
- operational efficiency and agility
- enhanced customer value

Cost Optimization and Risk Mitigation

UCaaS total cost of ownership (TCO) varies across deployments based on customer size, existing infrastructure, solution functionality, performance requirements, number and location of sites, and other factors. However, UCaaS delivers significant cost benefits in majority of cases. Cost optimization coupled with reduced risks enables most businesses to realize a greater return on investment (ROI) when adopting hosted IP telephony and UCaaS. More specifically, businesses can reduce costs and avoid risks as follows:

Cost Optimization and Risk Mitigation

- Reduce upfront capital investment for associated hardware and software
- Reduce service fees for initial configuration and installation
- Replace variable premises-based infrastructure and software maintenance and management costs with predictable monthly fees
- Provide cost-effective business continuity/ disaster recovery through redundant connections and mobile device integration
- Apply security patches and updates as part of monthly service programs
- Reduce the risk of technology obsolescence and sunk costs

Source: Frost & Sullivan

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Operational Efficiency and Agility

By outsourcing communications management to an expert third party, businesses may more efficiently allocate internal resources to strategic projects and priority tasks. IT and telecom staff, in particular, can focus on more strategic projects to ensure faster and more targeted impact of technology investments on key performance indicators (KPIs). Businesses can realize efficiencies and improve agility in the following areas:

Operational Efficiency and Agility

- Enable flexible, rapid and economical capacity adjustments
- Eliminate the expense and hassle of integrating multiple, disparate technologies in a premises-based UC solution
- Free up internal resources for more strategic tasks
- Provide faster, more economical access to technology updates and new features
- Provide access to superior technology expertise
- Deliver telephony and UC features based on user needs independent of their physical location or underlying infrastructure
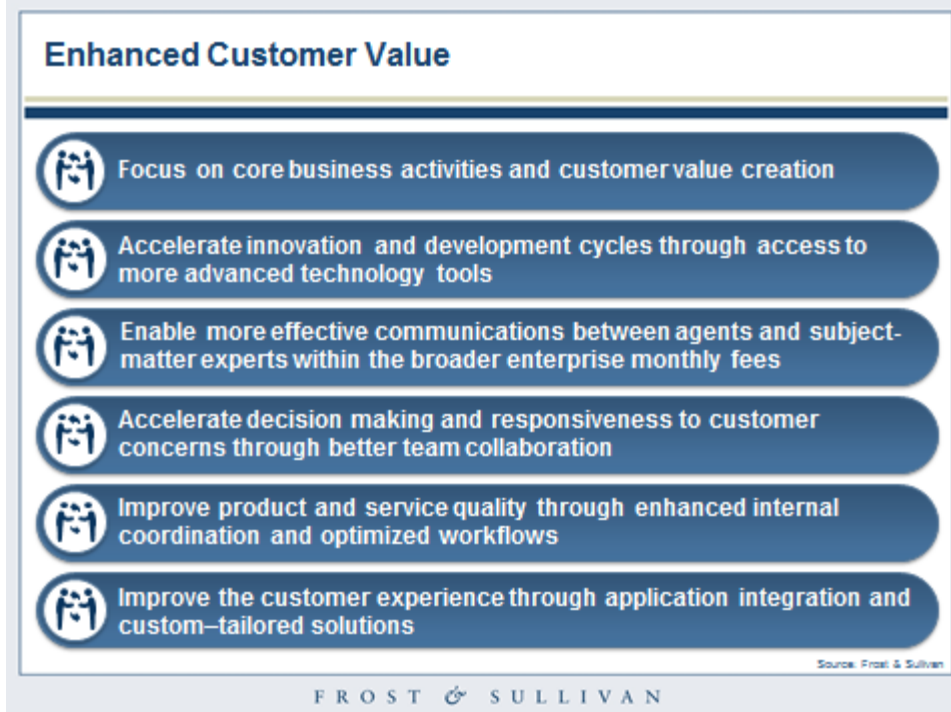
Source: Frost & Sullivan

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Enhanced Customer Value

For most businesses, technology investments deliver the greatest value when they boost customer satisfaction and loyalty. Advanced UCaaS solutions drive internal productivity and agility, which often result in better products and services, as well as faster and more reliable product and services delivery to customer. By deploying integrated cloud communications and contact center solutions, businesses can also greatly enhance the customer experience, improve customer retention rates and drive repeat business. Several factors impact customer value, as follows:

Enhanced Customer Value

- Focus on core business activities and customer value creation
- Accelerate innovation and development cycles through access to more advanced technology tools
- Enable more effective communications between agents and subject-matter experts within the broader enterprise monthly fees
- Accelerate decision making and responsiveness to customer concerns through better team collaboration
- Improve product and service quality through enhanced internal coordination and optimized workflows
- Improve the customer experience through application integration and custom–tailored solutions

Source: Frost & Sullivan

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Service Provider Selection Criteria

As businesses embark on their cloud migration journey, they must first inventory their existing technology assets and IT/telecom skill sets. Then they must identify critical pain points that can be addressed with advanced communications and collaboration tools and /or cloud delivery models. The next important step is to select a UCaaS solution and provider that best address specific business needs and better align with their key performance objectives. Businesses evaluating UCaaS providers must take into account the following selection criteria:

Features and Speed of Innovation

The majority of UCaaS solutions offer the essential capabilities most businesses require, including:

- cloud PBX and common business telephony features
- voicemail and unified messaging/voicemail to email
- telephony presence
- auto attendant
- audio conferencing
- mobility (simultaneous/sequential ring)

Frequently, UCaaS service bundles also include:

- instant messaging and online presence
- video calling

- basic ACD

However, fewer UCaaS solutions offer:

- online fax and traditional fax machine support

- multi-level auto attendant

- short messaging services (SMS)

- video conferencing

- web collaboration (screen share)

- robust and seamless experiences across desktops and mobiles

- persistent group chat and team spaces

- file sync and share

- voicemail transcription

- automatic call recording

- integrated multi-channel contact center

Solutions also vary in terms of support for popular telephony features such as:

- key system emulation

- call park, call forward

- wireless (e.g., DECT) phone support

- analog device support

- paging

- receptionist console

- boss/admin features

Business must invest in technology based on their long-term vision for their communications solution evolution. While certain features may not be critical today, they may become important in the future as company size, portfolio, vision and user demographics evolve. UCaaS technology roadmap and speed of innovation can determine a provider's ability to promptly address shifting customer needs. Providers employing agile software development methodologies and promoting entrepreneurial practices within their organizations are typically nimbler and better positioned to innovate more rapidly.

Service Quality and Reliability

The move to cloud communications should not entail increased risks or concerns related to service quality and reliability. Businesses must require their providers to offer financially-backed uptime SLAs of at least 99.99 percent, and also seek proof of service performance consistently meeting or exceeding this threshold. End-to-end SLAs guaranteeing service quality all the way from the user desktop to the provider network can deliver even greater value to businesses as they cover all the links in the service delivery chain.

In addition to requesting historical service records to receive evidence of desired performance levels (uptime, MOS, etc.), businesses must inquire about the following:

- service provider data center architectures (geo-redundancy, failover, traffic route optimization, etc.)

- quality monitoring tools

- additional (e.g., analog) line failover

- intelligent edge device (e.g., gateway, SBC) use for survivability and quality control

- preventive/proactive service monitoring and management tools

- other solution design specifics

Provider response times for minor and major issues, parts replacement policies and other processes and capabilities that ensure effective service management should be included in the request for proposal (RFP). Service provider peering arrangements with other carriers are also important as they can impact both service costs and availability.

Connectivity options also determine service quality and reliability. Businesses with more stringent requirements may need to deploy UCaaS over private networks using multi-protocol label switching (MPLS) or software-defined wide area network (SD WAN) technologies to guarantee better service performance. Those choosing the flexibility to bring their own Internet connections must ensure that the UCaaS providers have engineered solutions to monitor quality over public broadband networks.

Security and Industry Compliance

As businesses increasingly adopt digital technologies, security is becoming a top concern for IT management. Multiple variables may impact UCaaS solution security, including the service provider data center setup, the WAN connection between the customer site and the service provider network, the customer local area network LAN, as well as the users' endpoints. Businesses must inquire about the methods their service provider is using to ensure greater security—e.g., encryption technologies, fraud protection, data center policies, MPLS connections, etc.

Businesses in more heavily regulated industries such as healthcare, retail, government and financial services must also inquire about solution compliance with key industry regulations such as HIPAA, FedRamp, and PCI. Better security protection and stricter compliance certifications can help businesses prevent disruption due to cyber attacks, fraud, compliance violations or other adverse events.

End-User Experience

The end-user experience ultimately determines the value of UCaaS investments. Effective use of advanced communications tools can impact user productivity and job satisfaction, as well as the company's return on UCaaS investments. Therefore, prior to deploying a new solution, businesses must carefully assess their users' technology capabilities and preferences before choosing software tools and devices that will deliver the greatest benefits. In addition to features and service quality, other solution characteristics also affect the user experience, as follows:

- ease of use

- personalization

- control over features and settings (e.g., via a convenient graphical user dashboard/portal, intuitive telephone feature menu)

- service independence of device and network (e.g., seamless mobile and desktop experience, bring your own device support)

In addition to solution design, other factors that help improve overall user perception and utilization of UCaaS tools include:

- proper training

- smooth and efficient onboarding

- self-help tools

- conveniently accessible helpdesk support

IT/Telecom Staff Experience

The benefits of usability and manageability extend to IT/telecom staff as well. They are ultimately responsible for purchasing, deploying, customizing, integrating and managing the new UCaaS solution. Their journey starts with the provider evaluation and solution purchase processes, whereby online information, live resources (via phone or web chat) and convenient ecommerce (e.g., online ordering) options can greatly enhance their experience. For most businesses this first phase in solution deployment is a combination of self-education and consultative discussions. Businesses with more complex requirements can also benefit from white-glove implementation and training services. Providers engaging with customers via diverse teams comprised of sales, engineering, project management and other staff can significantly improve deployment outcomes. Providers offering a choice between automated provisioning and custom solution design or a combination of both are likely to address a broader spectrum of customer UCaaS deployment preferences.

When moving communications to the cloud businesses are looking to outsource complexity, yet also wish to retain a high degree of control. Advanced admin portals with multiple permission levels and a unified view of all applications within the UCaaS stack can significantly ease the burden on IT/telecom staff and empower multiple stakeholders within the organization to manage features, users, devices and billing based on pre-set policies. Distributed organizations also require the ability to manage multiple sites as a single system and the ability of multiple IT/telecom admins to log in and perform tasks (e.g., updates) simultaneously.

Proper IT/telecom staff training, onboarding support and help desk services also represent critical elements in delivering a superior customer experience. Strong professional services can better assist IT/telecom staff with integration and custom application development and thus further enhance customer value.

Communications Integration with 3rd-Party Software

Ability to integrate with third-party communications or business software, e.g., Microsoft productivity suite, Google G Suite, email, customer relationship management (CRM), enterprise resource planning (ERP), human resources (HR), and vertical apps represents an increasingly important criterion in UCaaS provider and solution evaluations. Businesses acknowledge the value of integrating communications with other software to more tangibly impact key business processes and overall business agility. Both off-the-shelf and custom integrations can considerably boost the UCaaS solution ROI. Businesses that require such integrations today or envision the possibility of integrating different types of software in the future must partner with service providers that leverage

standards-based technologies and offer flexible APIs and/or Communications Platform-as-a-Service (CPaaS) capabilities. CPaaS can also enable businesses not yet ready to adopt full-fledged UCaaS solutions to embed communications features into a variety of customer-facing applications to improve customer interactions, drive sales and raise customer satisfaction.

Analytics and Reporting

To properly measure the outcomes of digital transformation initiatives, including cloud communications adoption, businesses increasingly leverage analytics and reporting tools offered either by their UCaaS providers or third-party vendors. Analytics provide valuable information to both IT/telecom decision makers and service providers about UCaaS applications, underlying networks, devices and user behavior. Reported metrics can enable businesses to more effectively leverage UCaaS to reduce costs, enhance network efficiency and employee productivity, and improve business outcomes. Analytics tools deliver helpful insights throughout the UCaaS lifecycle phases: assessment, planning, delivery/deployment, management, transformation and optimization.

Most providers offer basic analytics and reporting tools at no additional charge. Businesses looking to better correlate technology investments with actual business performance must inquire about their provider's ability to offer more advanced analytics and reporting tools. Intuitive graphical representations, customizable views and reports, sophisticated statistical analyses and predictive analytics can make a big difference in generating superior outcomes from UCaaS deployments.

Total Cost of Ownership (TCO)

TCO is an important consideration for all businesses investing in new technologies. It is necessary to look at costs holistically, rather than in isolation, since multiple cost variables can affect the solution TCO, as follows:

- installation
- onboarding
- training
- integration
- customization
- recurring monthly charges (user seats, telephony lines, per-minute charges, etc.)
- communications endpoints (personal and conferencing desktop phone, soft clients, video devices, etc.)
- Internet access services
- access lines

When comparing monthly fees across service providers, businesses must clarify which features are included in service bundles and which ones may need to be added a-la-carte (and hence entail additional charges). Frequently, bundles from different providers appear similar in both features and price, however there could be important differences in the cost of additional services—e.g., auto attendants, DIDs, toll-free numbers, audio minutes, and others. Businesses must to also inquire about potential volume discounts and discounts based on term commitments.

In addition to direct costs, there are multiple other factors that can negatively affect TCO and that may need to be taken into account, including:

- disruptive outages

- service quality issues

- limited customer support

Similarly, there could be some positive factors that may be difficult to measure, including:

- greater user productivity

- Improved workflows

- better customer engagement

Assessing UCaaS TCO can be a complex undertaking, but can help businesses make better choices and more sustainable investments.

Partner Ecosystem

Most providers continually enhance their UCaaS offerings and add other services (e.g., SIP trunking, MPLS, SD WAN, contact center, managed IT) to their portfolios to offer a convenient one-stop shop to their customers. However, no provider can deliver all the services that businesses may potentially require. Therefore, it is important for businesses to ensure that their UCaaS providers can leverage broad ecosystems of technology partners that can add valuable capabilities to a UCaaS portfolio, including analytics, call recording, advanced collaboration, contact center, networking, and others.

Reseller partnerships also add value in a UCaaS provider ecosystem. Resellers often possess differentiated skills in system integration, IT management, customer premises equipment (CPE) and other areas. Also, resellers typically have long-standing relationships with existing customers and can capitalize on their in-depth knowledge of the customers' infrastructure and business challenges to select and/or help custom-design solutions that best fit specific customer needs.

Provider Business Performance

Businesses must take providers' business performance into account when evaluating UCaaS solutions. Most businesses prefer to engage with providers for the long term to avoid switching costs and ensure greater user comfort with service features and experiences. Provider financial stability can be assessed in terms of revenue growth rates, profitability, and market share. However, other metrics such as customer satisfaction, customer churn rates, and net promoter scores (NPS) provide valuable information about overall provider competitiveness.

Conclusion

Choosing a hosted IP telephony and UCaaS provider is an important decision that must be based on a robust evaluation methodology. Businesses should compare providers on the above 10 selection criteria, as well as any highly specific requirements that may be relevant to their particular circumstances. Sustainable, long-term UCaaS investments deliver superior value and can greatly enhance broader digital

transformation initiatives. The following provider profiles offer detailed company and solution portfolio information to assist businesses in their strategic decision making.

Evolve IP

Core Offerings	Price Options	Key Features/ Capabilities	Phone Terminals	Key Performance Metrics
Cloud Phone System and Unified Communications	Prices vary based on features and deployment size. Feature bundles: • Common Area Station • Standard User • Premium User • UC User Approx. $25/user/ month on average (incl. local and domestic long-distance calling)	• Full PBX functionality • Business telephony features • Auto attendant • Voicemail, voicemail to email • Audio, web and video conferencing • Instant messaging and presence • Desktop and mobile UC soft clients • CRM Integration with more than 50+ applications	Polycom VVX and SoundPoint series Polycom SoundStation series Polycom Trio Mitel (Aastra) 600 series Spectralink IP DECT	106,358 installed hosted IP telephony and UCaaS users at the end of 2016 $47.8 million hosted IP telephony and UCaaS services revenue in 2016
Cloud Call Center Evolve Contact	N/A	• Advanced call routing • Queue callback, Scheduled callbacks • IVR • Omnichannel features: email, SMS, and web chat • Agent and supervisor tools • Reporting and business intelligence • Call recording, quality management, screen recording • Workforce optimization • Integration with third-party CRM software (e.g.,	Cisco 500 and 7900 series Yealink T40 series (new) Phone lease/rental option is available	

		Salesforce, Zoho)		

Company Background and Current Performance

Founded in 2006 and privately held by Great Hill Partners, Evolve IP ranks among the fastest-growing cloud communications services providers in North America. The provider currently serves 1,500 end user organizations and more than 350,000 users in multiple industries, including: healthcare, finance, veterinary, legal, insurance, construction, education, technology, travel, and retail. Evolve IP executive leadership, comprised of several company founders, fosters a highly entrepreneurial spirit within the organization, which drives rapid innovation and high growth rates. At the foundation of the company's market strategy is the Evolve IP OneCloud platform which supports diversified and integrated cloud computing and cloud communications solutions.

Evolve IP's broad set of cloud computing solutions includes: virtual desktops, virtual servers, virtual data centers, disaster recovery, colocation service, file sharing, Microsoft Exchange and Office 365. Its robust cloud communications portfolio includes: cloud phone systems, call centers and unified communications.

Evolve IP leverages third-party platforms from industry-leading vendors, such as BroadSoft, Cisco, Veem, VMware and Microsoft; partnerships with innovative technology developers such as Tenfold, Kakapo Systems and Zilkr; as well as internally developed and acquired technologies to deliver compelling and differentiated solutions to businesses. To stay competitive, the provider places a considerable emphasis on developing custom applications and integrations that address specific customer pain points.

With a strong focus on the mid-market, Evolve IP has differentiated from most competitors that originally targeted small businesses with fewer than 100 users and are now focusing on solutions tailored for large enterprises. The provider's comparatively more extensive cloud services portfolio, keen attention to industry-specific compliance, customized solutions to fit business needs, service quality, platform reliability, and more consultative approach have enabled it to successfully penetrate the mid-market customer segment.

To ensure high service availability, Evolve IP leverages several geo-redundant data centers located in Austin, TX; Chicago, IL, Las Vegas, NV; London, UK; Philadelphia, PA; and Sydney, AU. Its cloud architecture enables virtually limitless scalability, both in terms of businesses and users within each customer organization. Regulatory compliance certifications, such as FINRA, ITAR, HIPAA and PCI, give customers peace of mind when deploying Evolve IP cloud communications solutions. White-glove implementation and support services enable the provider

to boost customer satisfaction and return on UCaaS investments. In each deployment, Evolve IP provides onsite installation support, end-to-end project management services, as well as help desk services for end users. Customers can also engage Evolve IP to fully manage their communications solutions to augment or replace internal IT staff.

Evolve IP has grown both organically and through acquisitions. Recent acquisition highlights include cloud services providers A.P.T. (2015), Xtium (2016), and Azzaron (2017), two European UCaaS providers (2017), a contact center software provider (2017), and identity authentication technology provider Clearlogin (2017). Certain acquisitions (e.g., contact center software provider, Clearlogin) have not only boosted Evolve IP's revenues, but have also significantly enhanced its technological capabilities. For example, the acquisition of Clearlogin enables Evolve IP to provide Identity-as-a-Service (IDaaS) for solutions on the Evolve IP OneCloud platform. This will improve customer value and satisfaction by allowing business IT admin staff to provision and monitor associate identities across multiple cloud services. The solution also provides reporting and analytics tools, multi-factor authentication, security policy access management, and cross-domain support for companies requiring multiple-directory integration.

Historically, Evolve IP has focused on the North American market. Through the recent European UCaaS provider acquisitions and new data centers in the UK and Australia, the provider has expanded internationally, which will allow it to tap into emerging UCaaS markets and better serve multi-national businesses. Evolve IP is looking to further extend its geographic footprint

Sales Model

Evolve IP markets and sells its cloud solutions both directly and indirectly, through partners. With about 140 resellers marketing its Cloud Phone System and Unified Communications solutions, the provider generates close to 70 percent of revenue through indirect sales. Partners include resellers, VARs, MSPs, IT services providers, and a large variety of agents. Partners bring considerable value to Evolve IP cloud communications deployments with their expertise in customer premises equipment, networking, integration services, and so on.

The provider's extensive cloud services portfolio can significantly boost partner capabilities and help diversify their revenue streams. Using Evolve IP's unified OneCloud platform, partners can quickly become one-stop shops for virtual servers, virtual desktops, cloud backup, hosted call centers, hosted phone systems and unified communications, disaster recovery, help desk, managed security, mobile device management and more. Its account management team, called Client Technology Advisors, assists partners with cross-selling into their customers to further drive co-operative revenue. Evolve IP's channel program also includes a private-label option, which allows partners to brand their services and thus leverage existing industry reputation and customer trust. Evolve marketing partners include IT consultants, real-estate agents and other companies that can earn residual commissions based on referrals.

Evolve IP supports its channel partners via a uniquely designed partner portal, extensive onsite and online training, designated sales advisors and client technology advisors, an extensive online knowledge base, co-marketing programs, and a variety of support tools including: TCO calculators, a Partner Playbook, and a Cloud Qualification Guide.

Portfolio Description and Analysis

Based on BroadSoft's most widely deployed multi-tenant hosted PBX platform, and internally developed softswitch and other home-grown and third-party technologies, Evolve IP Cloud Phone System and Unified Communications deliver a broad set of communications and collaboration capabilities for businesses. Evolve IP was recognized by BroadSoft at their 2017 Connections event as the Leading Innovator in the Private Sector for solutions designed on top of the backend BroadWorks platform. Based on its architecture Evolve IP provides four different feature bundles, as well as a-la-carte features.

The Common Area Station bundle includes only the most essential features (e.g., caller ID, group directory, N-way calling, and call forward). The Standard User bundle includes additional features, such as voicemail and unified messaging, and voice platform APIs. In addition to the Standard User bundle features, the Premium User bundle also includes call twinning, simultaneous ring, shared call appearances, remote office, call park, call pickup and more. The UC user bundle includes all Premium User features, as well as a choice of one or two (based on license price) of the following:

- Evolve Office UC-One: instant messaging, online and phone presence, softphone for voice and video calling, web collaboration and mobility
- Lync/Skype for Business Connect: integration with Outlook, Internet Explorer, Firefox, and Lync/skype for Business
- Google Connect: enables Google Apps and Gmail users to integrate phone presence into Google Hangouts and click-to-dial from contacts and email
- Salesforce Connect: enables automated call logging into Activity History in Salesforce for contacts, leads, accounts, opportunities, and cases, and enables click-to-call
- Zendesk Connect: enables inbound caller ID lookup, automated call logging in tickets, click-to-call, access to call history
- CRM Connect: integrates with more than 20 CRM applications to provide a screen pop when looking up caller ID info in leading CRM platforms, and enables click-to-call, access to call settings, and enterprise phone presence

Evolve IP continually enhances its offerings to deliver greater customer value. Acknowledging growing customer need to embed communications and collaboration features into third-party business, productivity and communications software, the company enables additional integrations through flexible APIs, BroadSoft Hub, and Zilkr CPaaS. Evolve IP is also focusing on augmenting its contact center capabilities to deliver a multi-channel, contextually enhanced customer experience. Post-call surveys, automated call back, more consumable and customizable CRM integrations, and SMS messaging are some of the additional features on Evolve IP's roadmap. Additional Evolve IP focal areas include advanced collaboration tools and improvements in the IT admin experience via more integrated user identity management, analytics and more.

Strengths	Concerns
An extensive cloud services portfolio enables Evolve IP to deliver a one-stop shop experience to businesses.	Evolve IP provides inbound faxing only and at an additional cost.
Flexible feature bundles and a-la-carte options allow businesses to select the right features for each user.	Businesses with a strong preference for all-inclusive UCaaS bundles may find it less convenient to assemble multiple a-la-carte features.
Integrated cloud PBX/UC and contact center solutions deliver compelling value to businesses looking to outsource both communications and customer care capabilities from a single provider.	Evolve IP's international presence is still limited and recently acquired international businesses will require product, operational and cultural integration.
Geo-redundant data center infrastructure and keen focus on service security, reliability and industry compliance helps businesses avoid disruptive downtime and other service issues.	Evolve IP's ability to integrate cloud communications with premises-based solutions in a seamless hybrid architecture (common endpoints and interfaces, centralized management, etc.) is relatively limited.
A white-glove approach to services implementation ensures efficient customer boarding and better user experience.	Combining third-party and internally-developed technologies may potentially cause product roadmap synchronization challenges in the future.
Leverage of industry-leading technologies enables Evolve IP to deliver feature-rich, reliable and scalable cloud communications solutions.	
Integrated cloud services platform and advanced identity management tools enable Evolve IP to improve the IT admin experience and provide cost efficiencies to businesses.	
Strong focus on communications integration with business and productivity software helps boost user productivity and operational agility.	
A reseller channel allows customers to deploy Evolve IP solutions from a trusted partner of their choice.	

Ongoing international expansion will enable Evolve IP to better serve multi-national businesses in the future.	
Evolve IP's unique hybrid international offering allows it to serve customers in countries without having a local PSTN presence.	

Customer Recommendations

Best Fit

- Mid-market businesses looking for robust cloud PBX and unified communications offering flexible feature packaging and support integration with key third-party productivity and business software are likely to appreciate Evolve IP's solutions and white-glove implementation approach.
- Businesses looking to outsource integrated cloud communications and customer care capabilities from a single provider will most likely find Evolve IP solutions a good fit.
- Businesses with broad cloud services requirements can benefit from Evolve IP's ability to offer a one-stop shop for virtual desktop, virtual servers, virtual data center, disaster recovery as a service, cloud communications and more.

Caution

- Multi-national corporations may find Evolve IP presently unable to deliver fully harmonized services in multiple world regions.
- Businesses looking to harmonize terminals, interfaces and solution management across existing Avaya, Cisco or other premises-based solutions and new cloud deployments may find current vendors' cloud solutions a better fit for their hybrid environments.