

2020 UCaaS and CCaaS Market Trends Report

Security and Network are Top Demands

Unified communications (UC) and the contact center are often the first workloads companies move to the cloud. Adopting unified communications as a service (UCaaS) or contact center as a service (CCaaS) in the cloud has many benefits—but ensuring adequate security and acceptable network performance can prove challenging, according to a recent survey by IDG.

In this executive brief, we explore how companies are overcoming these issues, specifically looking at how IT decision-makers are opting for managed services and bundled solutions that meet a wider array of business needs.

Understanding security and network challenges

Organizations are moving UC and contact center software to the cloud, in part, to reduce operational overhead and improve performance. But before they can realize these benefits, organizations must address significant challenges that can be associated with UCaaS and CCaaS deployments: security and network performance.

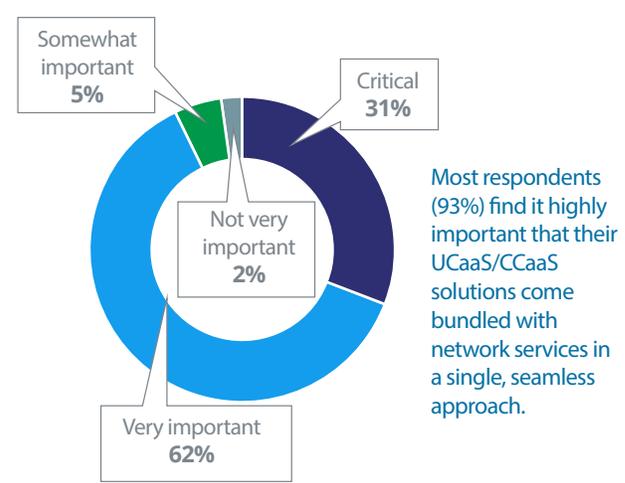
In the IDG survey, seven in 10 respondents (70%) reported finding data security challenging. That's no surprise, considering the nature of the data that users collect, generate, and store via UCaaS/CCaaS. This data is often sensitive or private client data.

Maintaining consistent service globally and managing network performance are also top concerns, as cited by 63% and 57% of the respondents, respectively. These matters reflect the nature of the solutions available on the market today. Both UCaaS and CCaaS are mission-critical. Poor service levels can directly impact daily business operations by reducing productivity and creating poor customer experience.

These concerns are also reflected throughout respondents' decision-making processes. When making UCaaS- and

CCaaS-related strategy decisions, respondents report, **data security** is their top criterion (44% ranked security as No. 1), followed by **network performance and reliability**, which underscores the importance of these issues.

Bundled Network Services Key to UCaaS/CCaaS Solutions

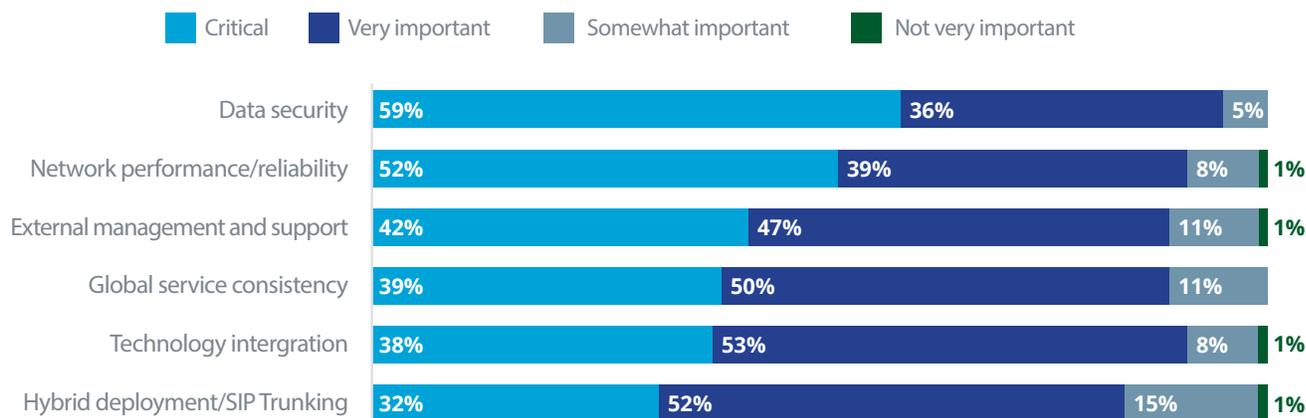


Source: IDG

The answer: bundled solutions from an MSP

When it comes to addressing these concerns, many organizations are opting for managed service providers and bundled solutions. Most of the respondents (93%) find it highly important that their UCaaS/CCaaS solutions come bundled with network services in a single, seamless approach. When considering network service to support UCaaS/CCaaS, 90% of the respondents rated a fully managed service with 24/7 monitoring as a highly

Data Security and Network Performance Critical to UCaaS/CCaaS Deployments



Source: IDG

important criterion. This offers assurance that the provider can proactively address problems before they can become performance issues. Similarly, 93% find it highly important (46% deeming it critical) that security features and services be bundled with their UCaaS/CCaaS solutions.

In addition, 90% of the respondents rated a software-defined network (SDN or SD-WAN) as a highly important criterion. More than half of the respondents' organizations (51%) currently use Session Initiation Protocol (SIP) trunking with their UCaaS/CCaaS solutions.

The benefits of a bundled solution

There are many reasons why more than half of the survey

respondents (51%) prefer a preintegrated UCaaS/CCaaS solution from a single provider. Such a solution can offer several benefits, including:

- Improved overall visibility
- Increased focus on security
- Greater security protection
- Easier implementation, management, and integration
- Reduction in the number of vendors to manage
- A single point of contact for network

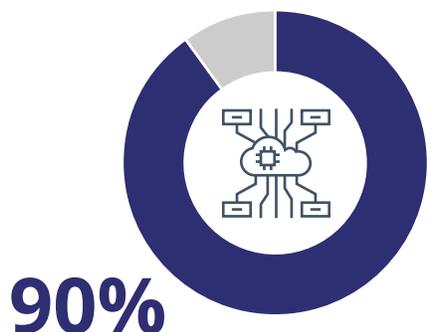
The bottom line

Although data security and network performance are legitimate concerns for adopting a UCaaS or CCaaS solution, they don't have to prevent organizations from realizing the benefits of moving to the cloud and modernizing their business. A bundled solution from a managed services provider can provide the assurance organizations require to move their mission-critical workloads to the cloud with confidence.

Transform with Certainty

Make managed SD-WAN and security services an intrinsic part of your UCaaS/CCaaS strategy. Learn more about Masergy [UCaaS](#) and [CCaaS](#) solutions.

Selecting a Network Service for UCaaS & CCaaS



rate both a fully managed service with 24/7 monitoring and a software-defined network (SD-WAN) as highly important criteria.

Source: IDG