

The Benefits of



CLOUD COMMUNICATIONS

for **Financial Service Firms**



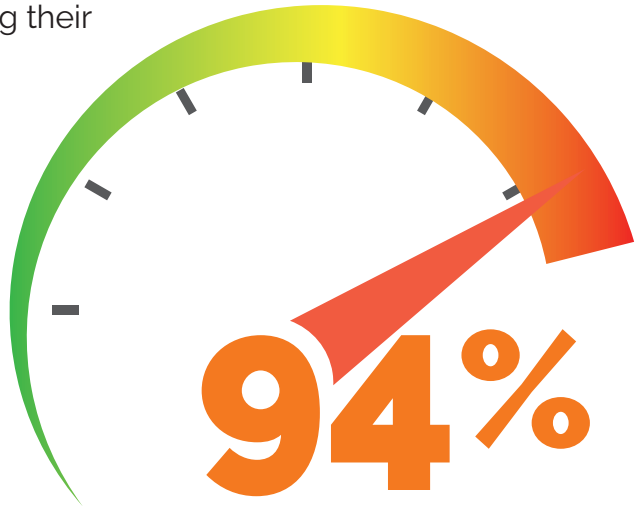
THE CLOUD **ACCELERATES** INNOVATION

Business happens fast. Companies that keep pace do so by taking their communications to the cloud.

56%

OF ENTERPRISES CONSIDER CLOUD A STRATEGIC DIFFERENTIATOR²

By 2016, businesses are 170% more likely to use cloud-based analytics to make better decisions.³



94%

OF BUSINESSES ARE IN THE CLOUD¹

53% of businesses in the cloud say it increases scalability¹

34% say it saves them money¹

34% say it improves performance and IT staff efficiency¹

33% say it improves performance and IT staff efficiency¹

CLOUD-BASED PHONE SYSTEMS **ADD UP** FOR FINANCIAL SERVICE FIRMS

A modern phone system offers mobility, integrated business intelligence, and reduced strain on IT staff – all with \$0 entry cost and \$0 ongoing maintenance fees.

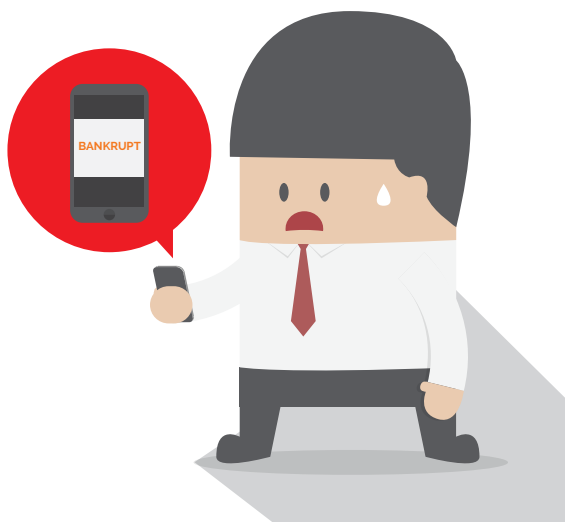
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CLOUD

AN **UNRELIABLE** CONNECTION SENDS THE WRONG MESSAGE

Financial service firms need a crystal clear connection on every conversation.

The Bottom Line on Cloud Based Communications

For financial service firms looking to reinvent client relationships, make better decisions, and leverage their expertise anywhere, cloud communications is a must.³



ShoreTel's cloud-based phone system delivers **five** valuable benefits to financial service firms.

Building a Portfolio for ShoreTel Sky



Call Coverage



Unity



Business Continuity



Integration



Intelligence

Sources:

1. Rightscale's 2014 State of the Cloud Report. <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2014-state-cloud-survey#Cloud-Benefits-Grow-in-2014>
2. The Everest Group's 2014 Enterprise Cloud Adoption Survey. http://www.everestgrp.com/wp-content/uploads/2014/03/2014-Enterprise-Cloud-Adoption-Survey.pdf?mkt_tok=3RkMMJWVWFfGwsRolanNZIXonJHpfSx5uotXqezIM%2FOER3fOvrPUFGJ4DRMNi%2BSLDwEYGJlv6SgFSbDBMBv437gMWY%3D
3. IBM's Global Cloud Study. <http://ibm.com/ibmca/globalcloudstudy>
4. <http://www.slideshare.net/helpscout/75-customer-service-facts-quote-statistics-zlMI%2FOER3fOvrPUFGJ4DRMNi%2BSLDwEYGJlv6SgFSbDBMBv437gMWY%3D>

