



*As you move business applications to the Cloud,  
It pays to understand where communications fits in the lineup*

In business, as in baseball, communication and collaboration are critical to working like a team toward a common goal. Having the right equipment can be a big part of that. Chances are, you've already moved some of your business applications to the cloud, which will better prepare you for working communications into your cloud lineup. If you still haven't unified your communications in the cloud, now might be the best time to act—before the competition gets a competitive edge.

## It All Starts with a Strong Top of the Order

In baseball, the first four spots in the batting lineup are the most important:

There's the leadoff hitter: fast, disruptive and the first to score;

The #2 contact hitter, who can be counted on to move things forward

The #3 hitter, who provides the right combination of power and speed

And the #4 cleanup hitter, designed for maximum productivity

As it turns out, the strategies that work in baseball also make a lot of sense when filling out your cloud solutions lineup. By arranging your cloud investments in the right order, you'll score more revenue, drive in more ROI and maybe even shut out the competition.

"Finding good players is easy. Getting them to play as a team is another story."

iCasey Stengel, Hall of Fame manager  
(1929-1965)

## #1 | Customer Relationship Management (CRM) in the Cloud



This year, Gartner predicts that businesses with CRM deployments in the cloud will pass 50 percent<sup>1</sup>. Cloud-based CRM has been around for awhile, and it's where many businesses start their cloud journey.

### Let's look at its leadoff qualities:

- *It's fast to implement*
- *It accelerates the sales cycle*
- *It brings home more revenue*

## #2 | Business Applications in the Cloud

The second spot in your cloud lineup belongs to the consistent, day-to-day performer that gets the job done: your financial and enterprise resource planning (ERP) applications. Finance and business departments are often spread across the country or around the globe, and enabling these teams to access the same software and applications from any location is critical to moving your business forward.



### Cloud ERP is a natural follow-up to cloud CRM, delivering:

- *Added reliability*
- *Better consistency of data*
- *Newfound efficiencies that move operations and logistics forward faster*



## #3 | Business Intelligence and Storage in the Cloud

Businesses need more data storage and better analytics, but are understandably cautious about adding extra complexity and cost. Cloud-based business intelligence (BI) and storage solutions provide more storage and more insights while reducing cost and complexity.

### Cloud Data/BI occupies the next spot in your cloud lineup because:

- *It gives you surprising power in a light framework*
- *It accelerates big projects*
- *It can go deep and has the ability to be a game-changer*

## #4 | Communications in the Cloud

Your highest productivity will come from the cleanup spot—in baseball and in business. This is where you can really capitalize on other cloud investments and tie everything together for maximum impact. Cloud communications has the potential to act as a force multiplier for your business and any other applications you've moved to the cloud—boosting productivity, enhancing the speed and agility of operations and generally improving your business's overall performance.



Cloud communications deliver business benefits across the board. It reduces costs. It increases productivity. It frees businesses to follow opportunity without sacrificing connectivity. And it does all of this in a way that's intuitive and non-disruptive to your business, taking the communications tools you use every day—voice, video, email, messaging and collaboration tools—and making them more available to more people. A recent study found that over half of all medium and large enterprises expect to move at least some of their communications applications into the cloud by 2016.<sup>2</sup>

### Cloud communications can really flex its muscles in the four spot:

- *It drives ROI by unifying people, ideas, apps and data*
- *It connects everyone, so no remote workers or offices are left stranded*
- *It empowers people to be more productive*

#### Sources

1. Gartner, *CRM Guide, 2014*.

2. Infonetics, *UC Cloud and On-Premises Strategies and Vendor Leadership: North American Enterprise Survey, 2015*.

# Next Steps: Choosing an MVP



In baseball, the most valuable player is often the cleanup hitter. In your cloud lineup, your cloud-based communications provider may be your MVP. But how do you choose the right MVP for your team?

## MVPs are in the game, every game

A true MVP doesn't know the meaning of downtime. They're reliable and available 24/7, because your team is counting on them.

## MVPs boost your team's performance

People play better when they're playing with winners. MVPs elevate your team's performance, making them more productive.

## MVPs are multi-talented

They can do it all: voice, video, email, collaboration, contact centers. Or would you rather spend time and money scouting different players to get the job done?

## MVPs are equally effective at home and on the road

They ensure the same great communications experience anywhere, on any device, at any time of day or night.

## MVPs don't fade late in the season

They keep their skills up to date with free, automatic upgrades so your team stays sharp and on the cutting edge.

## MVPs are crowd pleasers

They keep employees in the seats and turn customers into fans by making collaboration and communication a pleasure rather than a chore.



## Make the Call

Where can you find an MVP for your cloud communications? Talk to Mitel. Sixty million business users trust us for powerful, cloud-based communications. With cloud communications from Mitel, it's easy to get everything you need—voice, video, collaboration, contact centers and Unified Communications—in a single, simple cloud solution.

Contact us today and let's drive some real ROI together

Visit [mitel.com/cloud](http://mitel.com/cloud)

Call 888-545-1708