



# Hybrid: The Right Blend of Cloud and On-Site Communications

The best path to the cloud isn't always a straight line, especially when you already have significant infrastructure investments in place. Hybrid cloud communications provide the best of both worlds, allowing you to leverage your existing hardware and software while consuming best-of-breed applications from the cloud.

## Challenges You Might Be Facing

- **An unwillingness to rip and replace.**

Many companies still have capital and skills tied up in legacy communications systems, yet want the cost efficiencies and new features that come with cloud communications. For them, hybrid cloud is a perfect fit.

- **Apps beyond the PBX ecosystem.**

Many of the latest apps don't support legacy PBXs, meaning that their customers miss out. With hybrid cloud communications, apps aren't limited by your PBX.

- **Cutting-edge communications and collaboration.**

You can launch the latest unified communications & collaboration (UCC) apps in a hybrid cloud, while keeping your legacy call control infrastructure intact.

## 3 Questions You Should Ask

1

**Do I need to replace my legacy infrastructure to leverage the cloud for apps?**

2

**Does your cloud application environment allow for integrations with existing apps?**

3

**What application updates and support does your hybrid cloud communications system provide?**

## How the Right Communications Can Drive Results

From the user's perspective, hybrid cloud communications deliver the same business benefits and rich functionality of the leading UCC applications:



For a car dealership, a hybrid cloud solution can extend customer calls to any device, so a salesperson can pick up an incoming customer call on the drive into work and instantly patch into another location to track down a part for a customer service issue.



For a field services company, a hybrid cloud solution can bring game-changing apps into the communications mix, like the ability to launch live video chats with remote technicians directly from a mobile device.



For retailers, a hybrid cloud solution can empower employees to easily accept, make and transfer calls from any location, even if they're up on a ladder!

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