

Capitalize on the Cloud

with Westcon and Avaya

It's clear that businesses are discovering UCaaS as an easy, affordable way to realize all the productivity, cost and customer satisfaction benefits of UCC. To support your customers, you need a way to satisfy this demand quickly.



5.2%

According to IDC, the total IT market will grow at a **compound annual growth rate (CAGR) of 5.2% from 2015 to 2020**



21.5%

The public cloud - SaaS, PaaS and IaaS - will grow at a **CAGR of 21.5%**. As IT markets in general gain some ground, **cloud will grow more than four times faster than the total market.**



The Right UCaaS Solution

Westcon and Avaya can help you evolve faster, compete more effectively, and create new recurring revenue streams. Get ahead in the cloud with our UCaaS Solution Powered by Avaya IP Office, designed specifically to maximize existing IP Office infrastructure. It offers the same full-featured, scalable IPO end users expect from an on-premises system, delivered and hosted securely through the cloud.



Meet the Needs of Your Cloud Customers

End customers - regardless of region, vertical market or company size - are rapidly adopting cloud to lower IT management costs, improve IT agility and scalability, and accelerate their speed to market while shifting IT cost from predominantly CapEx to predominantly OpEx models.



More Cloud, More Revenue

Channel partners that realize 40% or more of their revenue from cloud are two times more likely to report an overall increase in revenue.



How to Succeed

The way to succeed is to define your own piece of the market and transform the way you do business.

1. Differentiate to Stand Out
2. Modernize Sales and Marketing
3. Optimize Your Operations
4. Deliver Customer Lifetime Value

To capitalize on cloud opportunities with Westcon and Avaya, contact Susie Bonder, Westcon's UCC Product Sales Manager, at 402-334-4518 or susie.bonder@westcon.com.