

UC Management Impact Report: The True Cost of Unified Communications and Collaboration

Unified Communications and Collaboration is a costly and labor-intensive process. Decision-makers are in agreement on this, as all reported to be evaluating the efficiency of their process. In particular, completing MACDs (moves, adds, changes, deletes) - a core responsibility of UCC teams - is a tedious process that has a negative financial impact. Despite external threats like fraud, decision-makers agree that in order to pace with growing user flux, automating MACDs is critical. Most find errors in the database, making automating this process an easy choice.

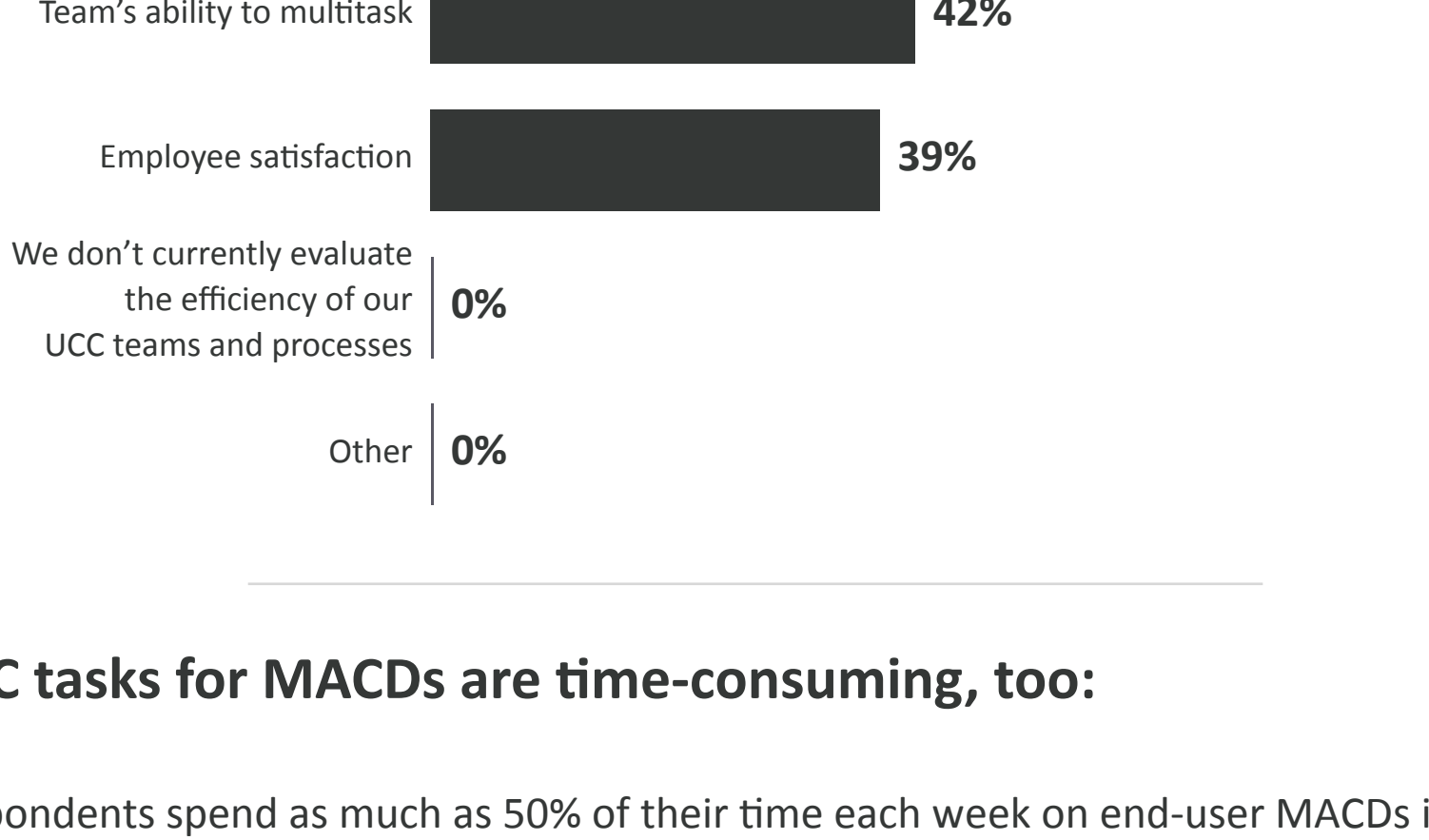
Pulse and Kurmi Software surveyed 100 UCC practitioners and UCC team managers to understand the true business cost of using outdated, manual or home-grown processes to handle the dramatic increase in usage and associated IT tasks related to UCC management.

Data collection: October 15 - December 13, 2021

Respondents: 100 UCC decision-makers

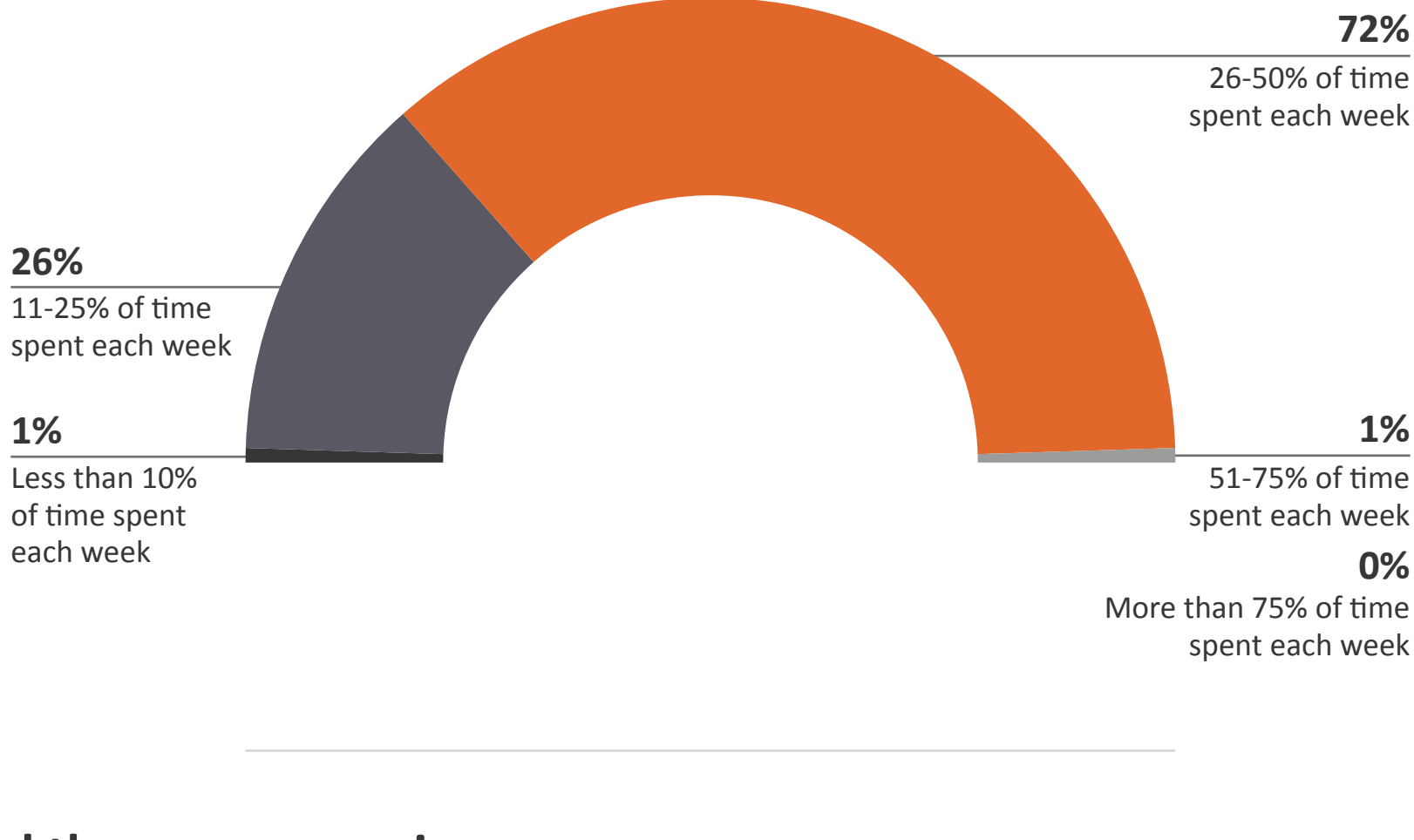
Today's UCC management is largely unautomated, time-consuming, and costly

There is a clear consensus among respondents as 100% evaluate the efficiency of their UCC teams and processes. Decision-makers' number one concern was cost savings, followed by time savings.



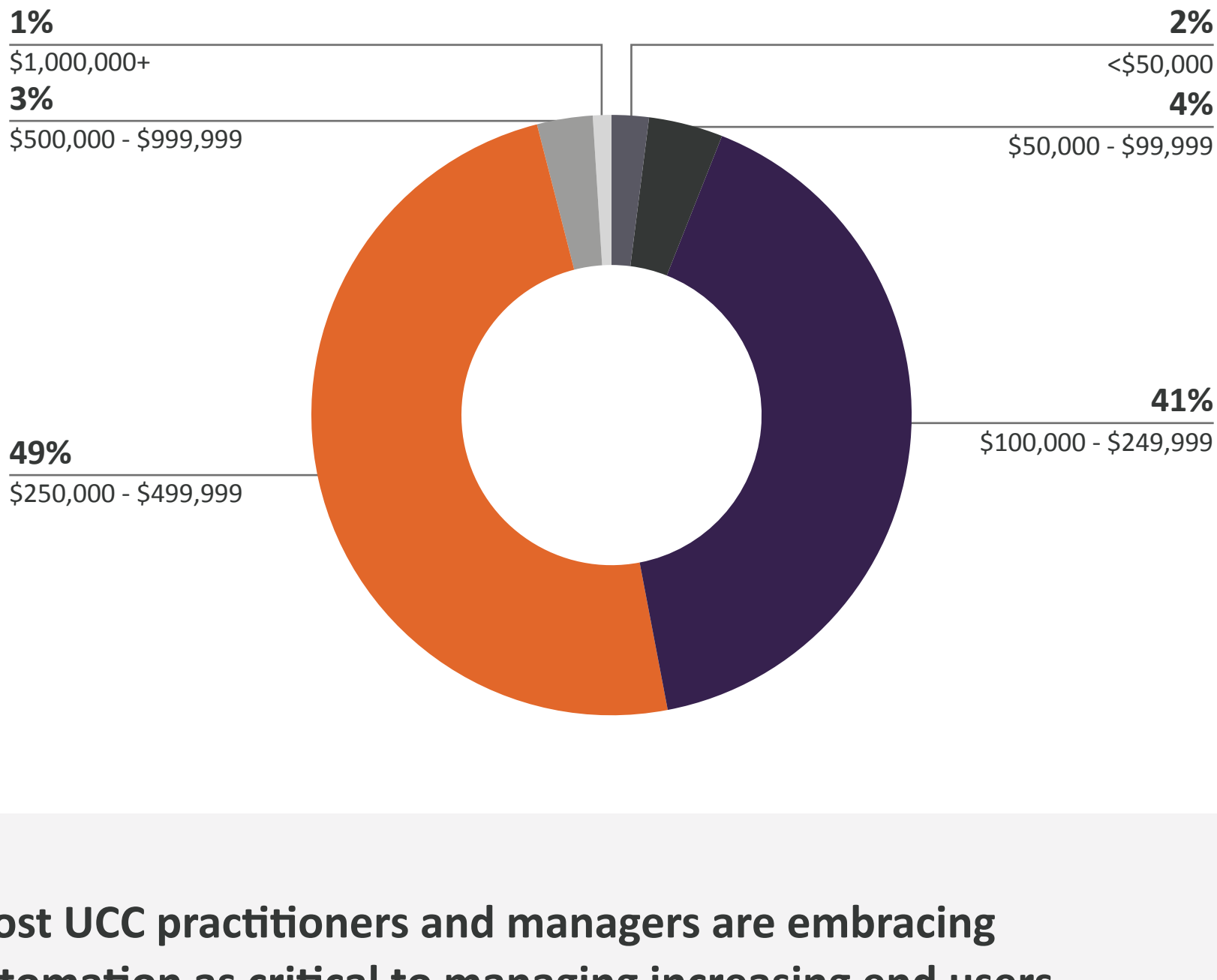
UCC tasks for MACDs are time-consuming, too:

Respondents spend as much as 50% of their time each week on end-user MACDs in their organization's Unified Communications (UC) platform.



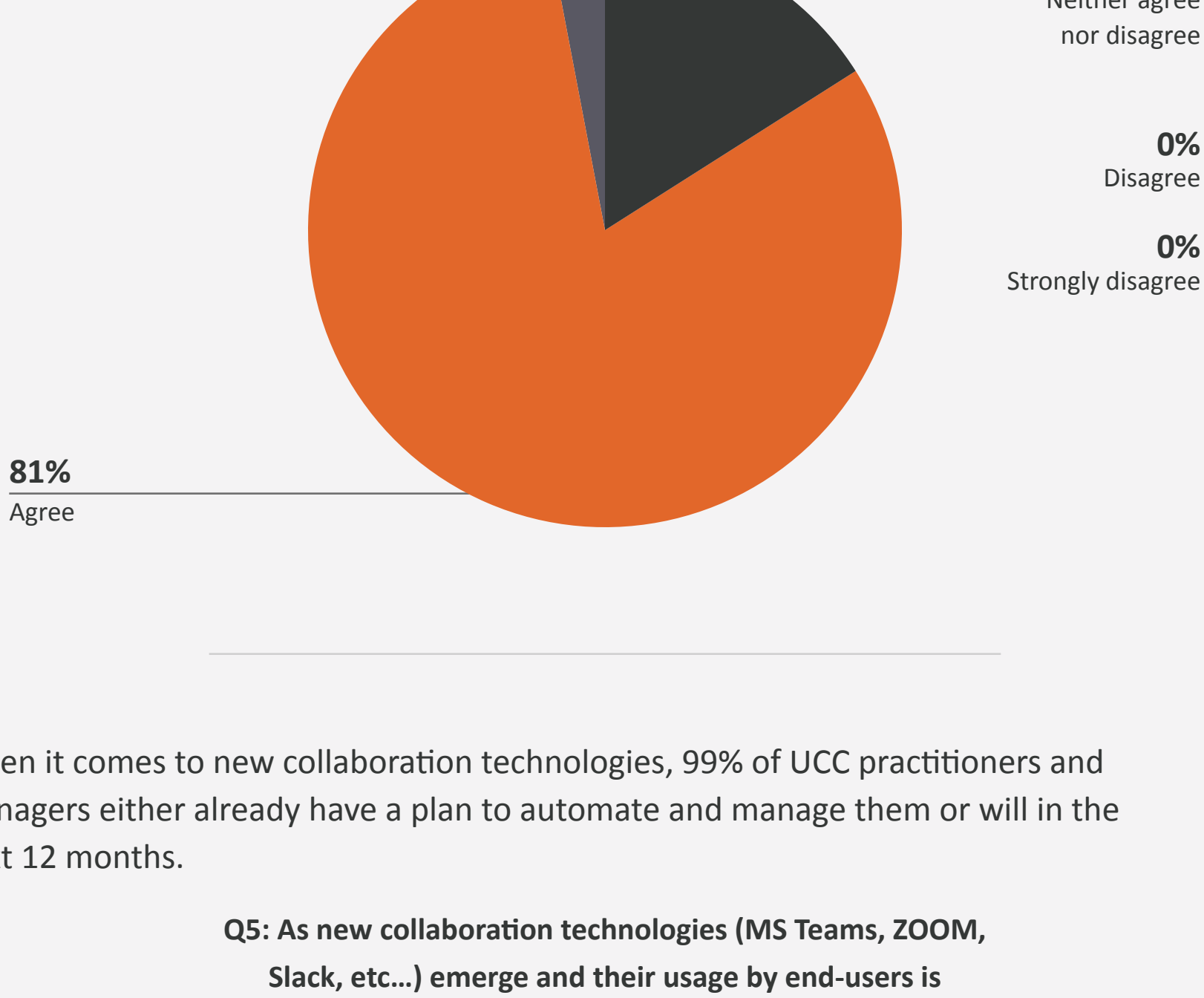
And they are expensive:

90% of UCC practitioners and managers value the time they spend managing MACDs in their UCC platform each year at \$100,000 to \$500,000.

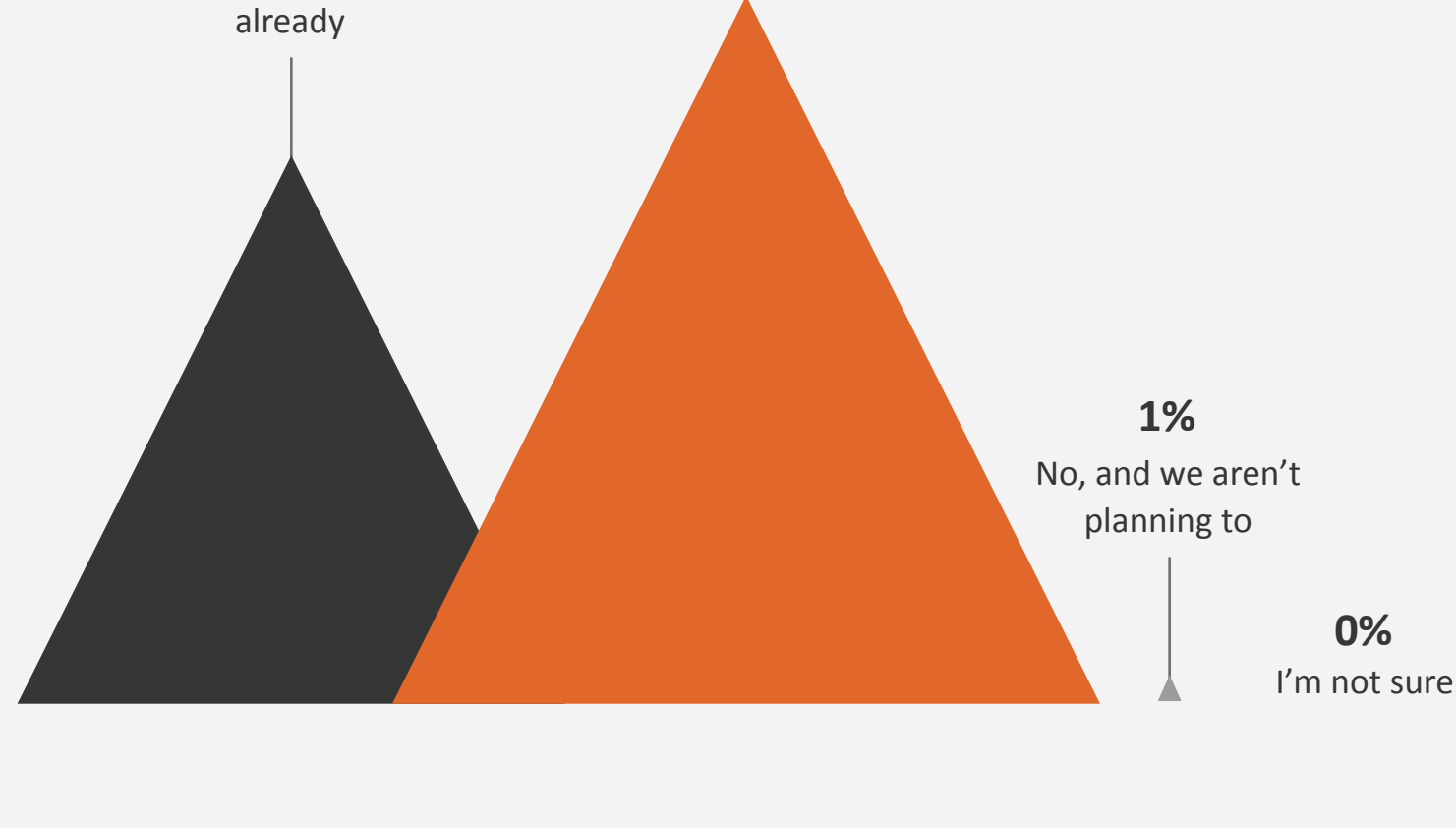


Most UCC practitioners and managers are embracing automation as critical to managing increasing end users and new collaboration technologies

84% of UCC practitioners and managers agree or strongly agree that automating MACDs is critical to keep pace with the growing volume of work.

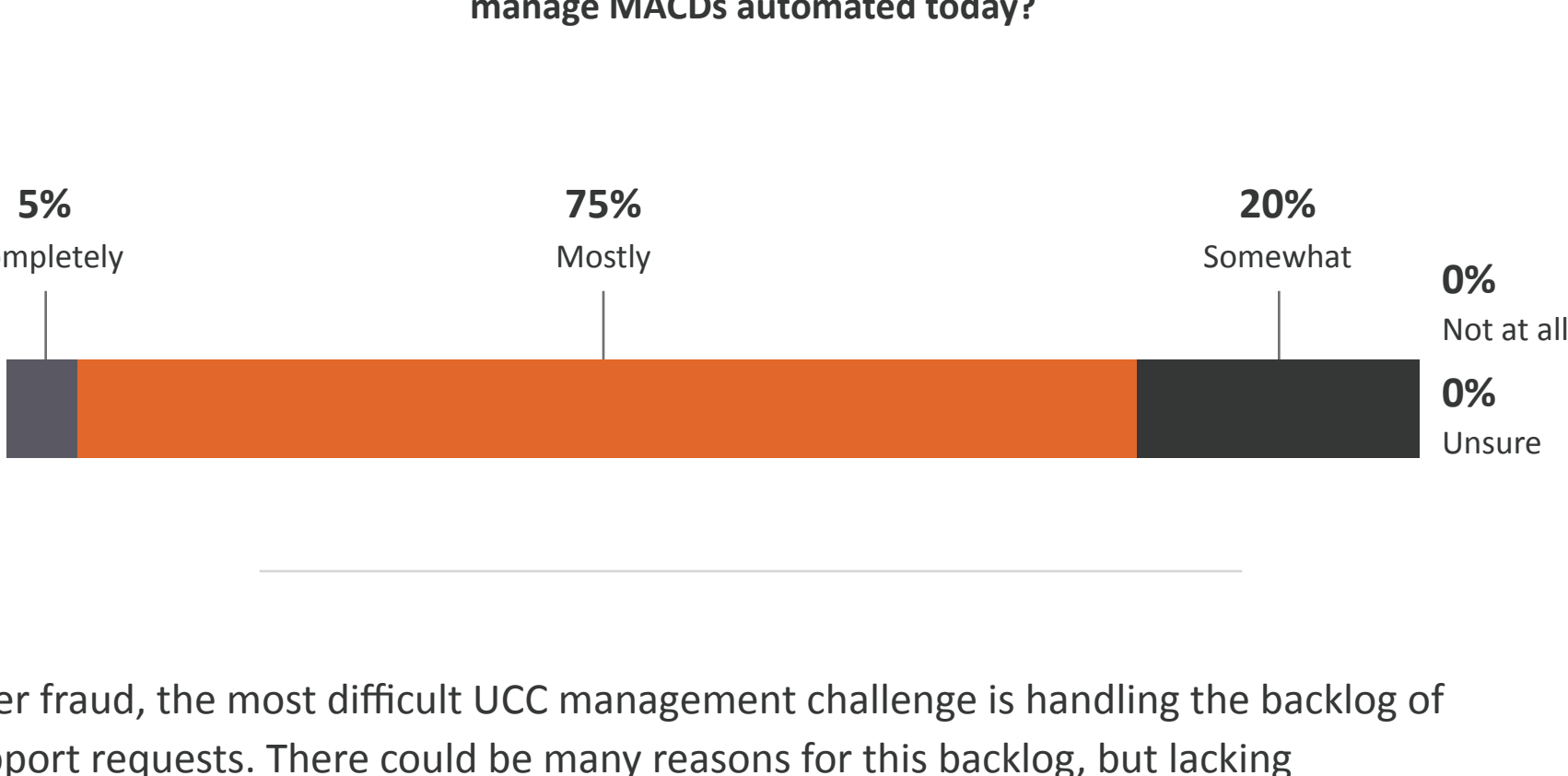


When it comes to new collaboration technologies, 99% of UCC practitioners and managers either already have a plan to automate and manage them or will in the next 12 months.

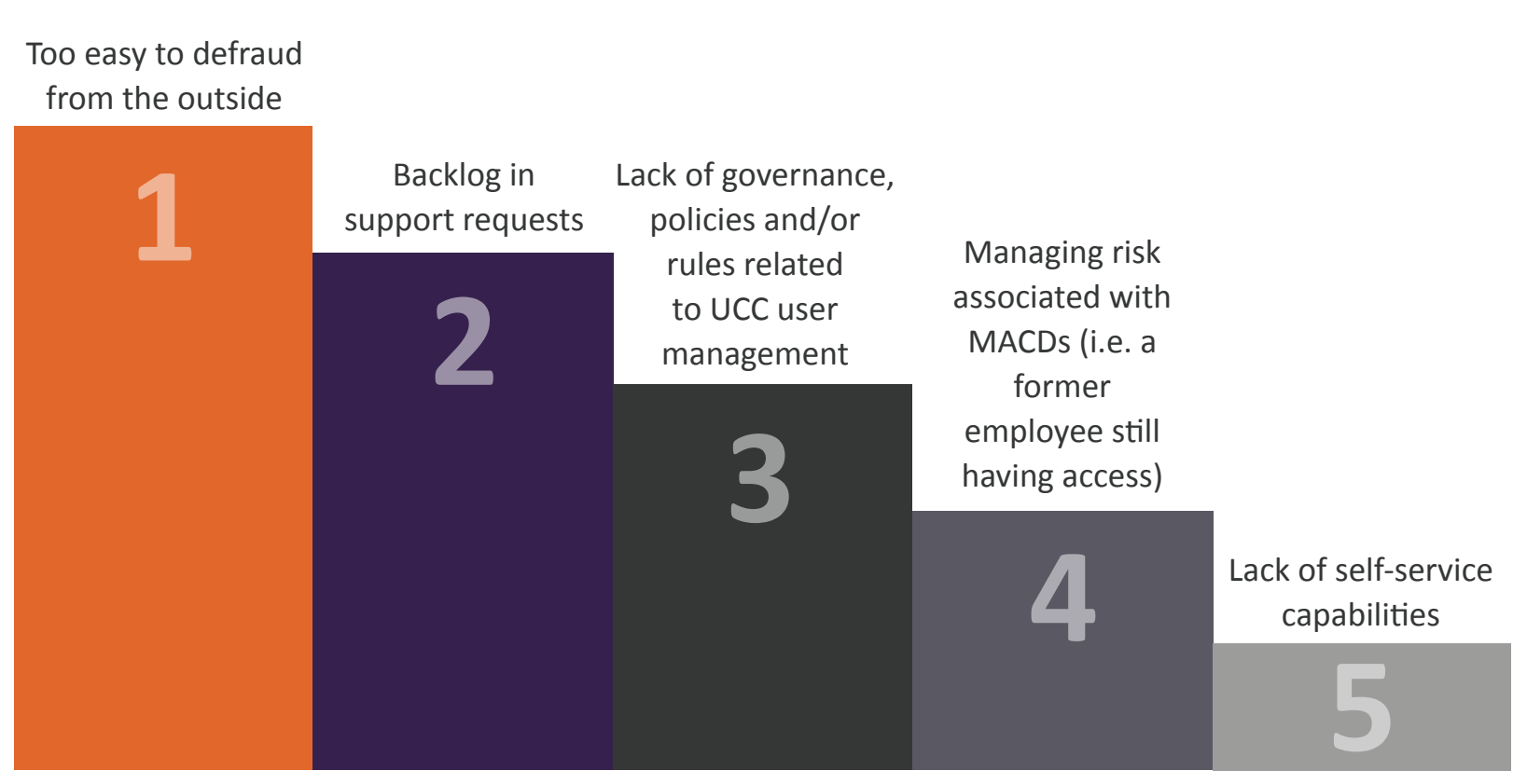


While automation is clearly the future for many, only 5% of organizations describe their MACDs process as completely automated today

75% of respondents describe their current process for managing MACDs as mostly automated. However, only 5% have completely automated these processes.



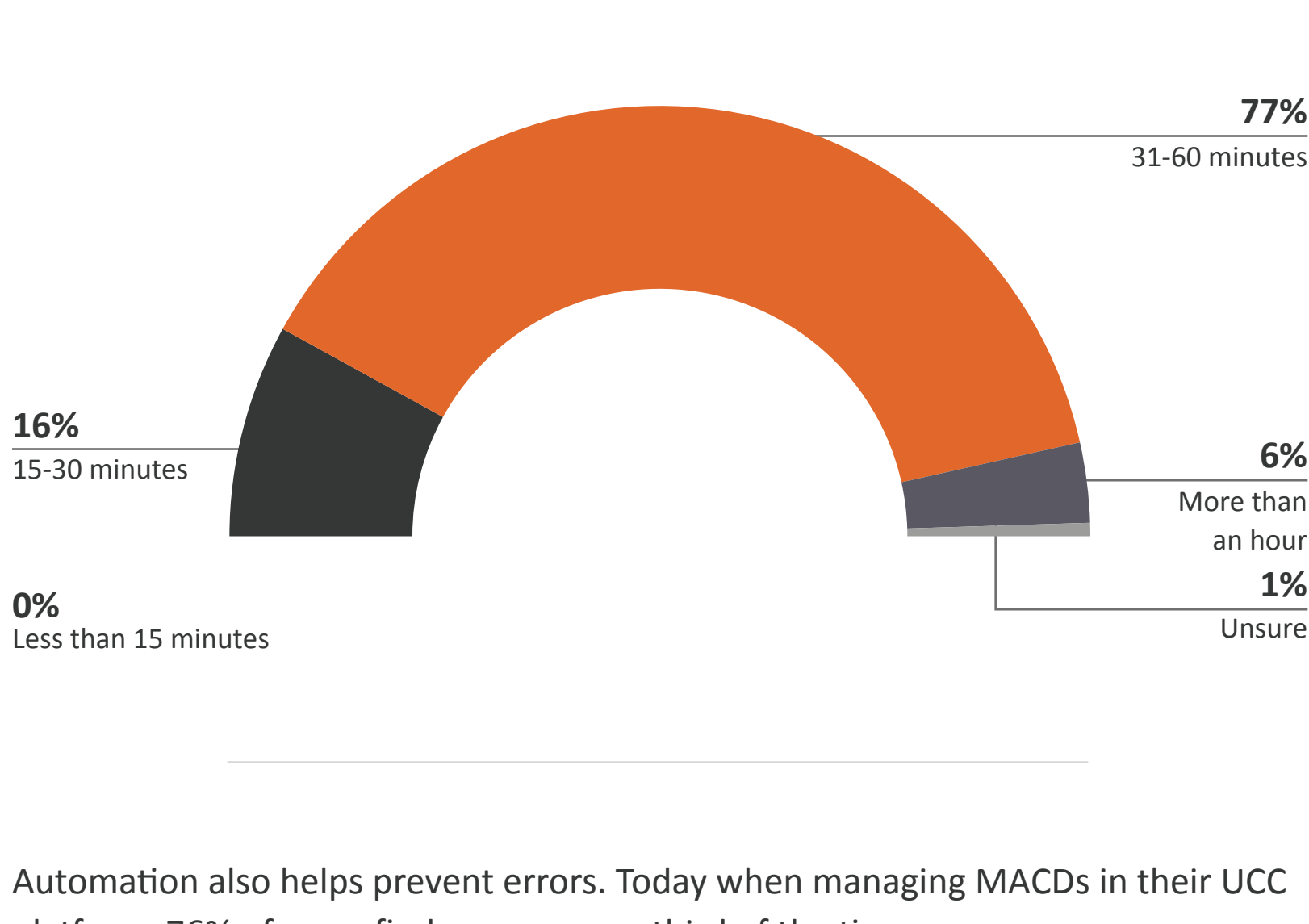
After fraud, the most difficult UCC management challenge is handling the backlog of support requests. There could be many reasons for this backlog, but lacking automation can easily lead to an excess accumulation of support requests as the team deals with more pressing issues.



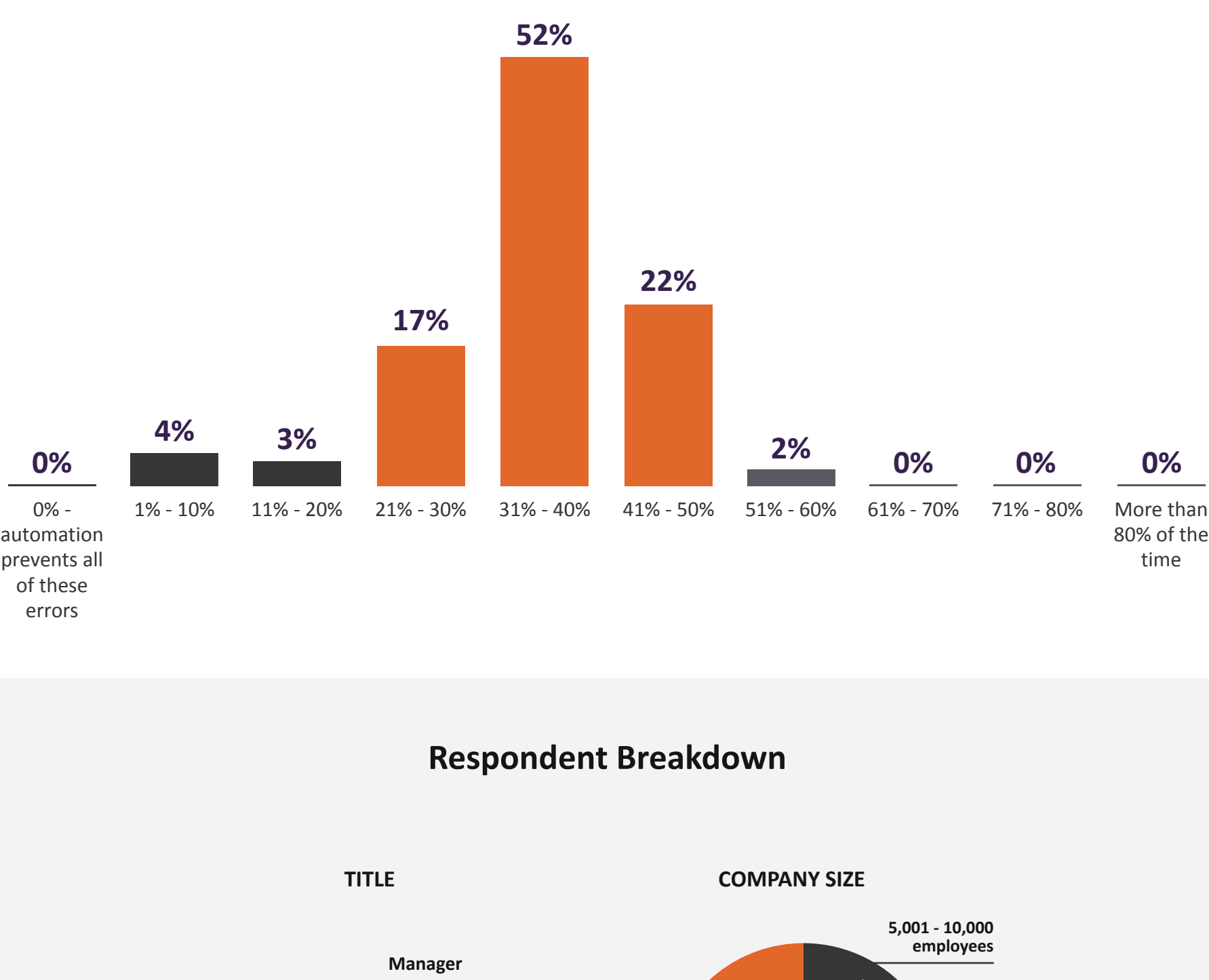
Managing costs associated with MACDs (i.e. paying for a license for an ex-employee) #6, Can't delegate responsibilities to local teams (i.e. HR managing provisions for one tool, finance for another) #7, Manual errors in end-user information [not ranked], Other [not ranked]

Automation is needed because UCC processes are simply too inefficient today

83% need more than half an hour to onboard a new end user onto their organization's UCC platform. If it takes more than 30 minutes, it isn't automated!



Automation also helps prevent errors. Today when managing MACDs in their UCC platform, 76% of users find an error one-third of the time or more.



Respondent Breakdown

