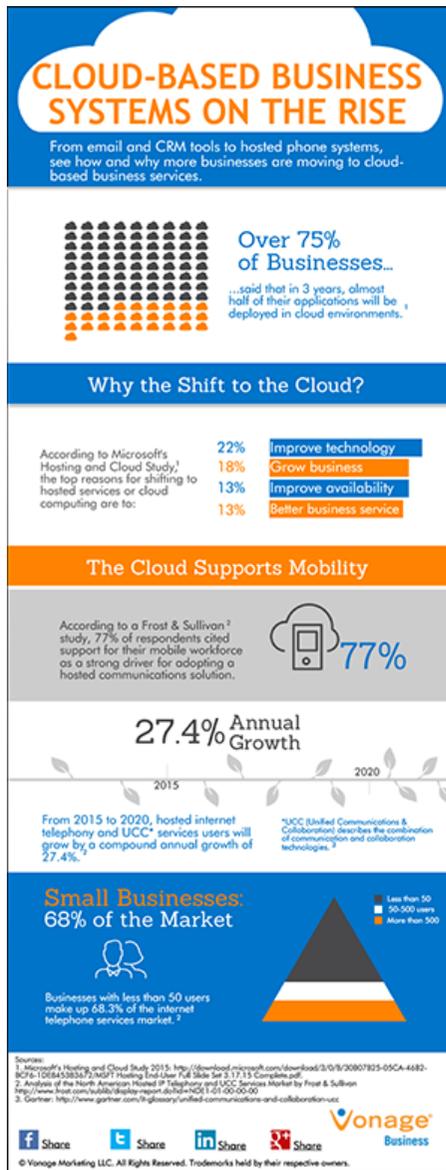# Infographic: Cloud-based Business Systems on the Rise

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The dramatic rate of adoption of cloud-based business systems is a true "What's in it for the business?" story. In fact, a 2015 Microsoft study[1] revealed the top reasons businesses are making the shift are to: (1) improve technology quality, (2) help grow our business, (3) improve availability, and (4) better business service.

Confidence in the Cloud. Over 75% in the Microsoft Study said that nearly half of their applications will be deployed in cloud environments within three years. This includes everything from CRM solutions such as Salesforce.com to business VoIP phone systems like Vonage Business. A Frost & Sullivan study[2] showed a 32% increase in the hosted VoIP user base in 2013, with steady growth anticipated through 2020. Perhaps not surprisingly, the study also pointed to support for a mobile workforce as a key driver for adopting cloud-hosted communications solutions.

Why the Rise of Cloud-based Business Phone Systems? Just think of the difference between traditional phone service – with its in-office PBX routing calls and delivering calling features – and today's cloud-hosted systems. Hosted VoIP systems have removed the hardware and technology limitations of traditional phone systems. Instead, the feature-enabling PBX is delivered by software running in the cloud that providers can deliver efficiently to an entire customer base. That cumbersome "closetful of wires" is no longer necessary, nor are phone vendor visits for maintenance, feature upgrades or adding lines. Hosted VoIP solutions like the Vonage Business system are maintained virtually, which customers often find more liberating and less expensive than traditional service.

Learn more about the rise of cloud-based phone systems over traditional systems in the Inside the Business VoIP Revolution eBook.

Sources:
[1] *Beyond Infrastructure: Cloud 2.0 Signifies New Opportunities for Cloud Service Providers, a Microsoft Corp.-commissioned study conducted by 451 Research LLC and published in March 2015*

[2] *Analysis of the North American Hosted IP Telephony and UCC Services Market was published in August 2014 by Frost & Sullivan*