

# Cost Analytics: How to Optimize Your Unified Communications Technology



In today's dynamic business environment, organizations know they need to invest in unified communications technologies to drive synergy, collaboration, and productivity between teams.

The right platforms pave the way for better business interactions, enhanced customer service, and incredible performance outcomes. That's one reason why the unified communications market is growing at such a phenomenal rate (17.20% CAGR) to a [projected value](#) of \$511.21 billion by 2032.

Unfortunately, while UC may be a strategic priority for businesses, it's not without its challenges.



Managing and optimizing UC technology across various vendors, locations, and platforms isn't just complicated – it can be costly, too. How do organizations with thousands of employees ensure they're not just implementing the right tools but getting the right return on their investment?

After all, in a difficult economic environment, every business is under pressure to manage and reduce costs without compromising on performance. Unfortunately, calculating and managing the costs of a complex UC environment is far from straightforward.

These assets consist of a variety of components to monitor, from software licenses to hardware, numbers, voice capacity, devices, and meeting room applications. To make matters worse, UC cost analytics data is often distributed across various applications presented in different formats, making it practically impossible to access a complete picture.

Fortunately, there is a solution: UC cost analytics.

# The Importance of UC Cost Analytics for the Future of Work

Comprehensive cost analysis, particularly in the communications landscape, has always been somewhat complicated. However, the changing workplace has made the issue far more complex.

We're living in a world where many organizations are adopting flexible working strategies, with some employees returning to the office and others working remotely part-time or full-time. Flexible work certainly has its benefits, from increased talent retention to boosted performance. Around [38% of organizations](#) say hybrid work has boosted their organization's efficiency and productivity.

Unfortunately, a flexible environment leads to more scattered, disconnected communication tools. The more complex and distributed the UC environment, the more difficult it is to navigate, resulting in poor visibility into costs, ROI, and adoption.



While there are employee tools and surveys you can leverage to gather some insights, it's almost impossible to determine who is actually using technology (in the office and remotely), how it's being used, and what that means for your budgeting strategy.

Getting up-to-date information on cost and usage can be overwhelmingly difficult. Unifying data and insights across cloud and on-premise ecosystems is even more challenging. But, without a complete view of your licensing, leasing, devices, hardware, and other needs, you could be wasting the finances essential to increasing your company's growth.

UC Cost analytics tools present a unique opportunity to overcome these issues once and for all. An intuitive cost analytics platform, like the one [recently developed by VOSS](#), provides businesses with the tools they need to track assets across all landscapes.

With this comprehensive tool, businesses can discover opportunities to streamline analysis, release new funds to invest in business growth and minimize expenses, all without sacrificing user experience and performance. UC cost analytics is the solution to ensuring older equipment can be rationalized, users can access the licenses they really need, and businesses can optimize their spending.



# UC Cost Analytics: A Million-Dollar Saving Opportunity

VOSS UC Cost Analytics builds on an array of influential tools and services offered by the leading brand to give companies more control over their technology stack and their budget. The solution has already begun to deliver incredible results.

In 2023, [a large government department](#) discovered the benefits of Cost Analytics and VOSS Discover technologies for themselves.

Like many enterprises, the department had lost track of its UC estate architecture, performance, and configuration after years of transitioning to different service providers. The group had previously been reliant on their MSP to carry out research during contract transitions to determine which solutions needed to be retained.



However, with budget restrictions to consider, the department decided to take a different approach with its most recent contract renewal process. They worked with VOSS to run the “VOSS Discover process” in their organization, investigating number ranges and how they were being used.

The report summarized used and unused numbers and highlighted where the department could save money by removing decommissioned licenses, numbers, and lines no longer in use. Using VOSS Insights, the government could see both real-time and historical data at a glance, ensuring they could make the right choices for their next renewal.

With insights into expenses from the Government group, VOSS showed the department how to save \$750,000 per year initially, followed by compounding savings in the years ahead. What’s more, the government department was able to use the data to streamline and simplify their transition from Cisco to Microsoft Teams, accessing fewer licenses and investing in less data migration.

Now, the government department has full, transparent insights into its estate, ensuring it can negotiate the right contracts with future vendors and providers. They can track inactive and active assets in real time and even leverage digital twin technology to boost decision-making processes.



## VOSS UC Cost Analytics: Complete Transparency

For too long, companies have been adopting crucial Unified Communications technology without the transparency and insights they desperately need. VOSS, a market leader in digital workplace management, has addressed this issue head-on with VOSS UC Cost Analytics.

The new analytical capability empowers organizations to control costs in a difficult economic environment, optimize resource utilization, and ensure they're getting the best return on their investment. The all-in-one solution unifies insights from across the UC stack.

With this technology, companies can track critical assets, from devices and licenses to telephone numbers and even meeting room capacity, across a diverse ecosystem. The solution delivers a single point of control for discovery, analysis, trending insights, and reporting on spending and asset utilization. What's more, businesses can tailor their dashboards to meet specific requirements, no matter what the future of work might mean to them.

### With VOSS UC Cost Analytics, businesses can:

**Consolidate information:** VOSS UC Cost Analytics draws information from various UC components, applications, and data feeds, including on-premises systems, cloud solutions (like Microsoft Teams), networking and infrastructure tools (SBCs), and even adjacent applications such as contact centers and meeting room tools.

**Improve visibility:** With a comprehensive dashboard, businesses get a single, intuitive view of their entire UC state, with role-based access controls for underlying data and dashboards. Users can even drill down into specific information related to certain locations, offices, or departments for behind-the-scenes trends.

**Utilize historical and real-time data:** VOSS synchronizes real-time insights and updates with trending analysis tools and historical information for comprehensive overviews into opportunities to reduce costs, improve business efficiency, and maximize UC results.

**Optimize capacity:** With a deeper view into estate footprints, companies can ensure they're investing in the right level of real estate and office space for their teams in the world of hybrid and flexible work. You can even schedule usage and cost reports for business reviews.



**Unlock intelligent recommendations:** Access rapid and up-to-date recommendations on how to minimize unnecessary costs and regain control of the UC landscape. You can rapidly translate usage data into cost streams via dashboards and drill down into details.

**Boost discoverability:** Companies can harness state-of-the-art discovery capabilities to simplify the process of managing UC configuration, users, devices, licensing, and numbering. Plus, seamless integration with VOSS UC management tools enables end-to-end UC lifecycle management for all organizations.

## The Use Cases for VOSS UC Cost Analytics

Today's companies rely heavily on communication, collaboration, and productivity tools to empower their employees wherever they are. The transition to flexible work and cloud-based processes will only continue in the years ahead, and UC technology will remain essential to team performance.

UC Cost Analytics tools, like the unified ecosystem from VOSS, offer endless opportunities for businesses to enhance their digital transformation strategy. If you're not sure whether technology like this is necessary for you, here are some use cases that could make cost analytics essential to your business:



### Regain Control over a UCaaS Estate

Many companies are investing heavily in moving their communications technologies into cloud environments like Microsoft Teams. However, most companies still want the freedom to adjust their UCaaS solutions and investments according to their specific needs rather than maintaining a one-size-fits-all solution.

Without the ability to “lift the lid” on the UC estate, it's difficult to maintain complete control over your ecosystem. VOSS UC Cost Analytics offers a unique opportunity to discover what's really happening behind the scenes in your UCaaS environment. It ensures you can understand exactly how your teams are using the technology available to them and what licenses they really need.

It also paves the way for insights into which data and solutions are necessary for migration if you're moving from one vendor to another.





## Update, Renew, or Change Contracts

According to a Metrigy report, around [24% of all organizations](#) in 2023 are currently in the process of evaluating whether to replace their PBX vendor or move to a new ecosystem. If you're about to go out to RFP for a UCaaS renewal, a lack of insight into the size and scope of your UC estate makes it almost impossible to find the right contract for your needs.

A solution like VOSS Cost Analytics gives you the opportunity to determine what's necessary before you renew, upgrade, or change your contract. It incorporates business logic and cost elements to create a complete cost overview so you can avoid paying for or renewing assets your team members no longer use or need.



## Unlock Real-Time Insights

As the world of work continues to evolve, the communication needs of your teams and business will consistently change. More employees returning to the office may increase the need for meeting room technology and real estate. A more globalized workforce may increase the demand for new licenses and phone numbers for employees operating around the world.

VOSS UC Cost Analytics allows companies to load real-time and historical usage data from call records and other UC environments for immediate insights. Live information can be collected as it happens, providing up-to-date information on trends and patterns. This not only helps companies to make intelligent investment decisions, but it can also help with space utilization.

You can learn how to redesign office locations to suit the needs of your changing workplace and make sure you're making the most of every space.



## Deal with Budget Constraints

Many companies will be dealing with [tighter budget constraints](#) in the years ahead as economic uncertainties continue to plague the world. Virtually every executive team is under pressure to reduce expenditure, but they can't take the risk of harming productivity and progress as a result.

A comprehensive cost analytics solution ensures companies can pinpoint the best opportunities for reducing expenditure without harming team performance. You can discover unused lines, assets, and licenses that are consuming essential budget without delivering value.

What's more, with comprehensive filtering, it's easy to see exactly where you can make the most impactful changes in your organization.





## Discover New Revenue Opportunities

It's not just business leaders who can benefit from deep insights into the costs of unified communication tools. Service Providers can also use these analytics and insights to potentially capture business from competitors and engage more consumers.

With a comprehensive tool, service providers can create visual dashboards and reports showing customers exactly how much they can potentially save by switching to a new plan or changing their communications stack. This data paves the way for service providers to prove their potential value to their target audience, increasing conversions.

## Unlock the Power of UC Cost Analytics

In a world of economic uncertainty and constant digital transformation, companies need more than just insights into their performance levels and team productivity. They need to understand which tools in their technology stack are powering progress and delivering ROI.

VOSS UC Cost Analytics empowers organizations to access complete visibility into their UC estate, helping every business make informed decisions that enhance efficiency and improve cost-effectiveness. With this new capability from VOSS, customers can access a single source of truth for discovery, analysis, and reporting on UC spending.

The result is an opportunity to eliminate unnecessary costs faster, enhance budget and resource utilization, and unlock avenues for growth without compromising on employee efficiency, performance, collaboration, or productivity.

