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The Future of Managed Cloud Services:
What You Can Expect in 2023

You've heard it time and time again: remote and hybrid work models are here to stay. A recent study found that **58% of Americans report having the opportunity to work from home for at least part of the week.**[1] And with around **40.7 million U.S. employees predicted to work remotely by 2025**,[2] now is the time to evaluate whether the technologies you hastily adopted at the start of the pandemic can meet flexible work needs long-term.

The right managed cloud services can help you overcome hybrid work challenges such as:

- Fostering effective communication and collaboration between in-office and remote employees

- Combating the increased security threats introduced by hybrid work environments

- Moving contact center solutions off-prem without compromising on customer service

- Improving network connectivity, reliability, and performance to keep up with increased bandwidth usage

Unfortunately, having the wrong technology solutions in place can create more hardships for your business than they solve. In this white paper, we'll take a look at the trends driving cloud technologies for the upcoming year to help you tackle the new normal – now and in the future.

CLOUD TECHNOLOGY TREND PREDICTIONS FOR 2023

In 2023, we can expect to see more businesses leveraging managed cloud services to boost employee satisfaction, create greater efficiencies, and improve cyber security. Below are a few of the trends we believe will have the most impact on business technology next year and beyond.

Cloud Collaboration Tools Will Be More Important Than Ever

Despite the increased popularity of hybrid work environments, **17% of work-from-anywhere employees say they still struggle to collaborate with team members effectively.**[3] Tools like cloud voice, instant messaging, and video conferencing are key for helping your team connect any time they need to, but some organizations haven't adopted comprehensive collaboration solutions yet.

If you're piecing together a communications system with various voice, messaging, and video platforms, it's likely time to look into a unified communications platform instead. UCaaS solutions provide all the tools needed to support fast, seamless collaboration between teams, regardless of device or location.

Employee Experience Is Shaping Contact Center Solutions

We're at a point where the employee experience has become just as important as the customer experience. **61% of U.S. workers say they would leave their job if given the option to work remotely full-time.**[4] Providers are now reimagining contact centers for the new world of work, with greater flexibility and user-friendliness in mind.

Connect Over Virtual Coffee Breaks

According to nearly 81% of hybrid workers, working from home can be lonely.[5] More business leaders are combating this emotional fatigue by offering virtual coffee breaks, allowing teams to gather over video, share a cup of coffee, and chat. These breaks provide the socialization many work-from-anywhere employees crave and help break up the day, so your staff can return to work with a positive attitude.
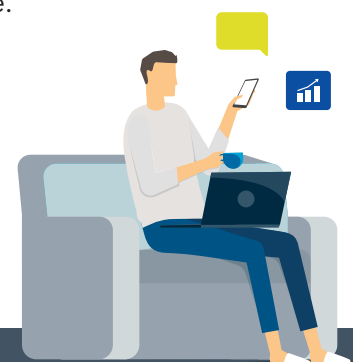
Data Centers Are Focusing on Better Security

Data generated worldwide is expected to reach 181 zettabytes by 2025.[6] But as the amount of data increases, so does vulnerability to cyber attacks. As a result, data center providers are implementing robust security measures to ensure data stays protected.

Throughout 2023, more data centers are expected to adopt stronger physical and cyber security measures, such as artificial intelligence, facial recognition technology, and other solutions.

Flexible Networking Solutions Are a Must-Have

Legacy networking tools like multi-protocol label switching (MPLS) can't keep up with hybrid workforce needs, especially with the increased usage of cloud applications and services. Because software-defined wide-area networking (SD-WAN) is delivered through the cloud, it provides secure, reliable voice, video, and mobile networks for always-on connectivity, regardless of where your employees are located.

MOMENTUM: YOUR TRUSTED MANAGED CLOUD SERVICES PROVIDER

The biggest challenge most business leaders face when supporting a hybrid workforce is to make communication – both internally and with customers – easier for employees, regardless of their location. Momentum can provide all the tools your organization needs to connect work-from-anywhere teams with cloud-based solutions, including:

Momentum Connect With Webex

Momentum Connect with Webex empowers hybrid teams to work together in a fully-integrated, collaborative environment. This secure, easy-to-use platform includes video, voice, messaging, conferencing, and more and can be easily incorporated with other tools to manage workflows better. Features include:

Crystal Clear Calling - Make and receive secure, high-quality voice or video calls over Momentum's secure platform.

Modern Messaging - Deliver fast, seamless communication via direct or group chat messages with the latest messaging features like @mentions, emojis, gifs, and threaded message support.

Hassle-Free Video Conferencing - Host or join secure HD meetings on any device, anywhere.

Team Collaboration Tools - A shared virtual space where your staff can chat, meet, share files, and link productivity apps with teammates one-to-one or as a group.

Unified Communications

UCaaS solutions integrate business phone systems with real-time communication and collaboration applications so that hybrid workforces can connect from anywhere.

With Momentum, companies gain access to an extensive, carrier-neutral cloud interconnected with over 200 carriers globally, including AT&T, Verizon, CenturyLink, Google, AWS, and more. Our cloud voice solutions offer more features, flexibility, and scalability than traditional phone systems, leveraging hosted voice over internet protocol (VoIP) to provide reliable phone service for your employees no matter where they're located.

ContactOne and Hosted Call Center

Our omnichannel contact center solution, ContactOne, uses cutting-edge technology to manage and optimize customer interactions – while providing the flexibility your work-from-anywhere teams depend on. ContactOne integrates Momentum's suite of unified communications for instant collaboration between agents, managers, and customers to resolve issues quickly and effectively.

Hosted Call Center helps hybrid teams provide customer service from anywhere with a customized, purpose-built cloud solution that doesn't require a costly hardware or software investment. Momentum manages Call Center servers in the cloud, eliminating maintenance costs and taking the burden of system upgrades and troubleshooting off your shoulders.

Data Center Services

Momentum has built trusted partnerships with leading data centers around the world, so our colocation experts can identify the best place for your business to store computing equipment for optimal security, reliability, and cost-effectiveness. Momentum offers:

- Full and half racks
- Cages
- Data center design & build
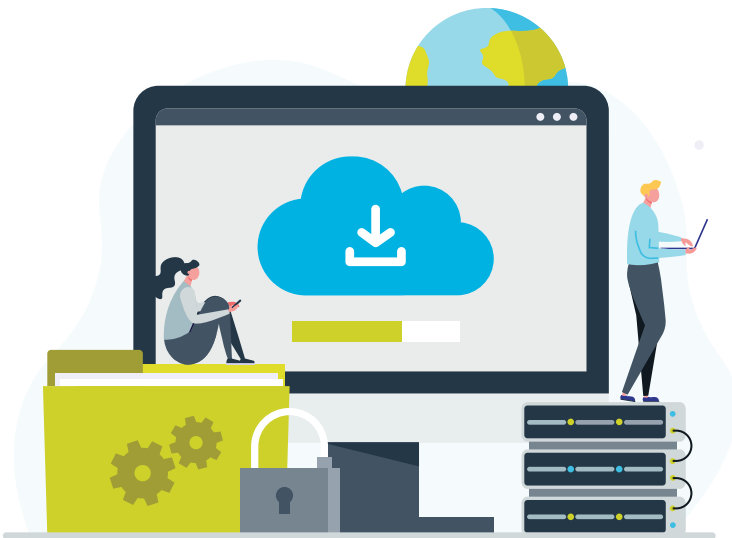
Navigator SD-WAN

Momentum's award-winning Navigator SD-WAN adds a layer of intelligence to help businesses manage network and cloud-based application performance with secure connectivity and always-on accessibility. Features include:

Simplified Hardware - Navigator's simplified hardware supports multi-WAN fiber, carrier Ethernet, and mobile uplinks for reliable, high-speed connectivity.

Optimized Bandwidth - Juniper's proprietary secure vector routing connects redundant failover sites across multiple networks without IPSec tunnels to significantly cut bandwidth needs.

Ironclad Security - Build a zero-trust network with adaptive encryption, multi-path routing, classification and prioritization, NAT pools, SNAT/DNAT, and App ID for monitoring.

Optional Support - Upgrade your voice capabilities for increased employee productivity without expensive truck rolls or add a 4G/LTE uplink as a last-resort path should your network's primary connection go offline.

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Companies of all sizes have woken up to the advantages of hybrid work models. In 2023, forward-thinking business leaders will have to look beyond legacy technologies to support their work-from-anywhere teams and continue driving business growth.

At Momentum, we've implemented thousands of cloud solutions globally, so you can count on our team of IT experts to help you find the right tools to keep your hybrid workforce connected, secure, and efficient. Trust Momentum to deliver:

✔ Measurable voice quality that you can track with our exclusive network monitoring tools.

✔ Award-winning cloud voice and network solutions that offer cutting-edge features and easy administration.

✔ Superior customer support around the clock with an unbeatable response time.

Sources:

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If you're ready to experience the Momentum Difference for yourself, **contact us today** to explore our managed cloud services and ensure you have the best tools to support your remote and hybrid teams.

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