How to Build a Business Case for an Enterprise UCaaS System

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As an IT director, you're always searching for smart, strategic ways to achieve business goals with the right technology. An enterprise unified communications-as-a-service (UCaaS) solution checks a lot of boxes, modernizing your existing business communications while giving your company valuable flexibility to pursue further digital transformation initiatives. But if you're like most IT pros, you face a challenge: convincing the C-suite that an enterprise UCaaS solution is a sound investment. Here's how you can build a business case for UCaaS, laying out a compelling argument for how it will help your organization prosper.

Showing how a unified communications solution can solve critical business pain points is the first step to building the case for enterprise UCaaS.

IT's Challenge in Making the Case for UCaaS

It's not always easy being IT. All too often viewed as a cost center rather than a value creator, IT sometimes faces an uphill climb when making the case for an enterprise UCaaS solution to the C-suite. And since business communications are sensitive and mission-critical, IT leaders advocating for a new UCaaS solution may encounter resistance from colleagues who, even if the current legacy communications system isn't effective, would prefer to stick with the devil they know.

While these obstacles are common, they are far from insurmountable. As it turns out, making the business case for UCaaS is straightforward. With careful preparation and strategic internal collaboration, you can win the green light to modernize your company's business communications.

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How to Build a Business Case for UCaaS

When building your case for UCaaS, clarify the pain points that your enterprise is experiencing and explain how UCaaS can solve them. Do you have employees who need to collaborate effectively on the go but lack mobile collaboration capabilities? Then mobile UCaaS, which gives your staff full access to voice, video, and chat, could be just the ticket. Is your organization experiencing growing pains and having trouble scaling your business communications to match? A scalable UCaaS platform will support your business growth rather than block it.

By demonstrating how UCaaS solves specific pain points your organization is facing, you highlight the core business benefits of the solution. An enterprise UCaaS solution boosts employee productivity by integrating with CRM and office suites, for example, helping employees work more effectively and deliver a high-quality customer experience. One of the most compelling advantages of UCaaS is its ability to future-proof your organization, cost-effectively extending your communications capabilities on demand with innovative APIs that provide everything from automated SMS updates to social media chatbots.

While some members of the C-suite will perk up when they hear about UCaaS's productivity benefits and innovative features, others may bring a more practical mindset to the conversation. Those executives will appreciate knowing the benefits of UCaaS and exactly how the solution can solve their organization's pain points by delivering more reliable availability than many legacy business communications systems.

Whatever your vertical, UCaaS can help your company achieve greater productivity and deliver a higher standard of customer service. Conveying this strategic alignment to the C-suite is critical to building your business case.

Align UCaaS With Your Company's Strategic Goals

When evaluating a proposal for a technology investment, the C-suite always wants to know how well the technology in question aligns with the company's strategic goals. So when making your pitch, you need to illustrate exactly how your proposed UCaaS solution serves the business. For example, does your company place a high priority on boosting employee productivity? Is your enterprise planning on having a virtual workforce in the near future? Do you anticipate opening branch offices? All of these strategic goals can be directly linked back to UCaaS capabilities.

Explain how UCaaS vendors can tailor the solution to the way you work, supporting requirements that are specific to your industry. Law firms, for example, find that integrating their UCaaS solution with popular case management platforms like Clio helps them simplify case management and accurately track billable hours. Real estate agents use video conferencing to conduct virtual home tours for buyers who aren't able to see their potential dream home in person. Whatever your vertical, UCaaS can help your company achieve greater productivity and deliver a higher standard of customer service. Conveying this strategic alignment to the C-suite is critical to building your business case.

Enlist Business Stakeholders in Making the Case

One of the most powerful ways you can prove to the C-suite that there's a strong business need for UCaaS is by inviting stakeholders to join you in advocating for it. For starters, they can often explain in clear business terms exactly how a unified communications solution will advance productivity at the individual and team level. A busy sales professional who needs to be available to clients while traveling from the office to her next appointment, for example, would probably be a great ally in making the case for mobile UCaaS with CRM integration.

Colleagues in a branch office who could benefit from using the same collaboration tools as their counterparts at the company's headquarters, meanwhile, could speak to the unique efficiency gains they would enjoy from a UCaaS solution that truly unifies enterprise communications across locations. If the C-suite sees that the business itself is actually driving the request for a modern communications system and that IT isn't just asking for the latest shiny technology, then you stand a far greater chance of winning approval for your UCaaS solution.

Pitching a new technology investment can be challenging, but you can show them how UCaaS moves your business forward by highlighting the current pain points it solves, explaining how your enterprise could benefit from its capabilities, and clearly demonstrating that UCaaS is aligned with your company's strategic goals. And by having advocates within the business join you in making the case, you can prove the business value of UCaaS to the executives at your organization. Once you get the go-ahead, you can proceed to the most rewarding part of your journey: implementing UCaaS.