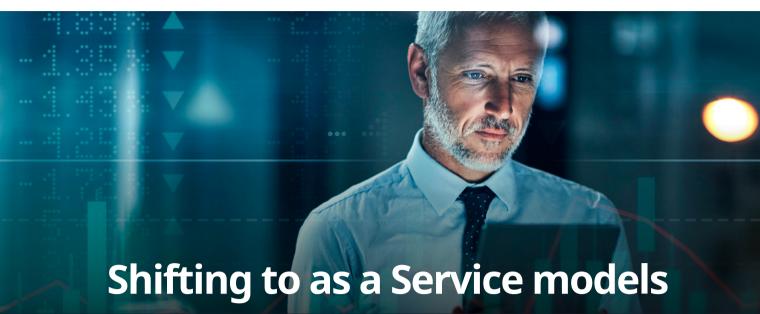
In today's challenging economic climate, organizations are looking to stabilize operational costs, improve agility and optimize efficiency. In this context, business leaders must make extra efforts to handle multiple challenges, · Operational, with workforce shortages and new employees' expectations

- Financial, forcing better budget control and cash flow management
- · Commercial, to adapt to changing purchasing habits and enhance customer acquisition and loyalty

To improve their competitiveness, organizations are more and more transitioning to an **as a Service (XaaS) model**.

There are multiple reasons to embrace as a Service solutions, and many organizations are making the shift as confirmed by industry analysts and experts who are projecting its continued growth. Does this mean that XaaS is the new standard?



and troubled times. Today, the demand for XaaS marks a transformative change in how businesses are moving from one-time purchase to subscription-based purchasing models to achieve successful outcomes and thrive.

out of 10 organizations state XaaS

Businesses have always been innovative and imaginative in overcoming difficult

between 2023 and 2030, the global

XaaS market size is expected to show a compound annual growth rate (CAGR) of almost 25%1

is "very important" or "critical" to their organization's success²

of companies worldwide (total average) used SaaS in 2023³

Recognized as an Everything as a Service innovator, Alcatel-Lucent Enterprise provides a wide range of end-to-end subscription-based network, communications and collaboration solutions (UCaaS), as well as contact center (CCaaS) and CPaaS offering. Moving to XaaS empowers businesses to improve their competitiveness and agility and allows them to act: Better, achieving maximum Faster, adjusting services **Smarter**, managing costs effectively

operational efficiency

to their needs

and maximizing the use of IT automation



strategies to take greater advantage of the cloud and streamline operations.

of executives are looking at moving to Anything-as-a-Service4 of respondents believed that the XaaS model encourages innovation

and enables faster time to market⁵

of midsize company leaders, seeking increased revenue and market share growth, prioritize

embracing innovative digital services, commonly referred to as Everything as a Service (XaaS)6 With ALE's XaaS secure and compliant solutions, organizations can improve their competitiveness and:

Reduce customer service

operations transformation employees complexity and enhance customer experience

Optimize their

Accelerate their digital

Attract and retain



of enterprises will adopt NaaS at least one SaaS system for at least 25% of their between 2022 and 20279 by the end of 20247 network services by 20308

The transition to XaaS can be tricky, and the support of a specialist in this field can make all the

difference. At ALE, we understand the considerations in each industry and how to help organizations successfully choose, implement and roll-out XaaS solutions. ALE is one of the few XaaS providers that offers secure end-to-end NaaS, UCaaS, CCaaS and CPaaS services.

XaaS and security concerns When many organizations turn to XaaS models, some others are still questioning the security of businesscritical data security transferred via internet. These businesses are looking for vendors offering XaaS

of executives worry about cyber threats on and through the cloud¹⁰

and achieve their objectives, but also provide secure solutions that natively handle data privacy, compliance with regulations and protection against cyber attacks.

With more than 100 years in business, Alcatel-Lucent Enterprise has acquired strong security expertise experience you can trust. Our solutions are secure-by-design and integrate the best practices and latest cybersecurity measures, whether deployed on premises, in a public or private cloud, or in a combination.

solutions that not just help them solve their challenges

With ALE on your side, benefit from comprehensive expertise to secure your business communications and collaboration, network and contact center XaaS solutions.

Our priority is to ensure trust, confidentiality and integrity in all interactions and data exchange.

"Improve your competitiveness with XaaS"

Learn more about XaaS solutions in our white paper

Download

8. AB Research

6. Deloitte

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Learn more about Alcatel-Lucent Enterprise at

1. <u>Fortune Business Insights, July 2023.</u> 3. <u>statista</u> 5. <u>STL Tech</u> 7. <u>SaaS academy</u> 4. <u>PWC</u>

2. Deloitte

www.al-enterprise.com

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