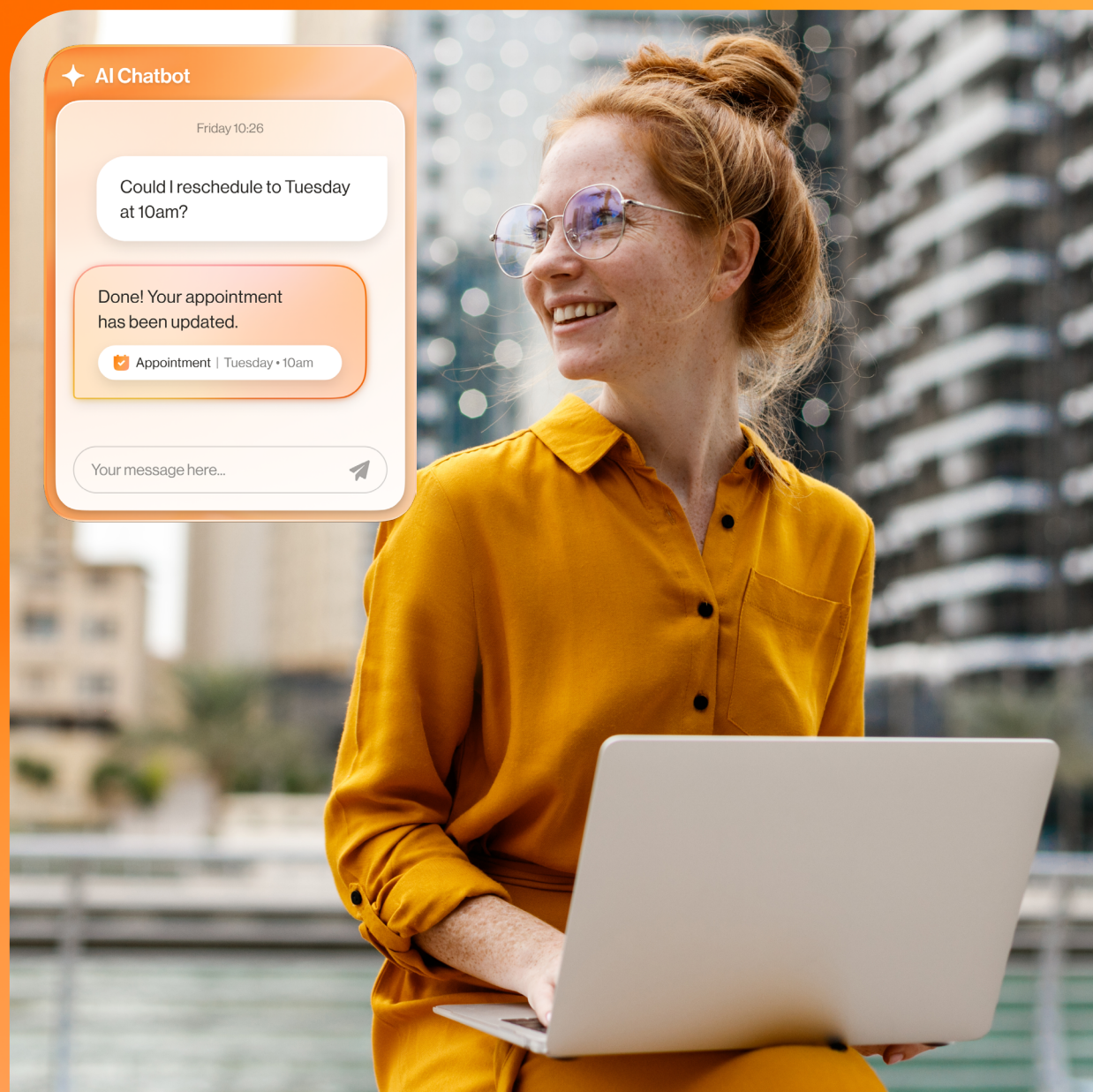


# 2025 trends in cloud communications: The CIO guide

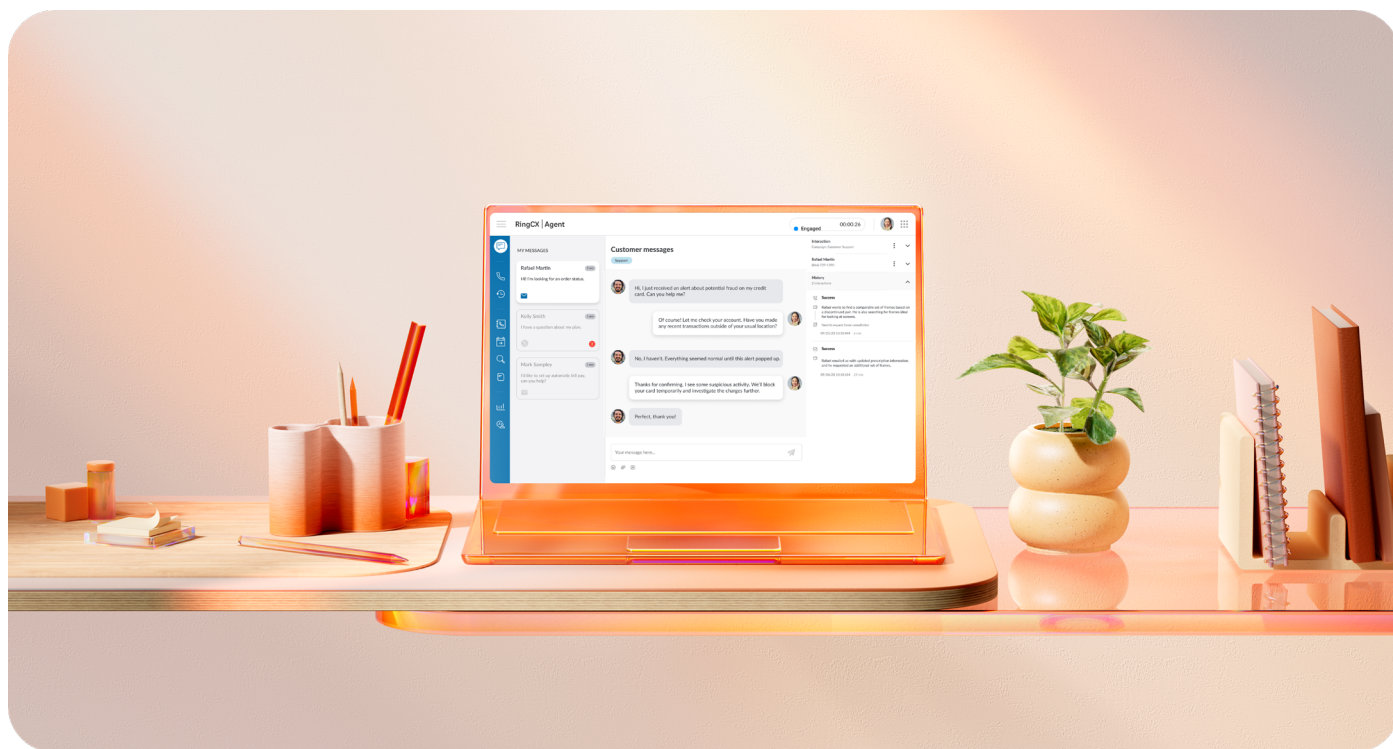


# Executive summary

In recent years, cloud communications have shifted from a competitive advantage to an essential component of modern business operations. The technology landscape continues to evolve rapidly, driven by AI, cloud computing, and analytics innovations.

Business leaders want more flexibility, greater efficiency, and bulletproof security. They have turned to cloud communications because it combines voice telephony, video meetings, and messaging in a unified platform. Many now see it as a business continuity platform, vital support for remote and hybrid workers, and a means of supercharging team collaboration.

CIOs must keep abreast of emerging trends in cloud communications to maintain a competitive edge. This guide explores the key trends shaping cloud communications in 2025 and provides actionable insights on leveraging them to future-proof your business.



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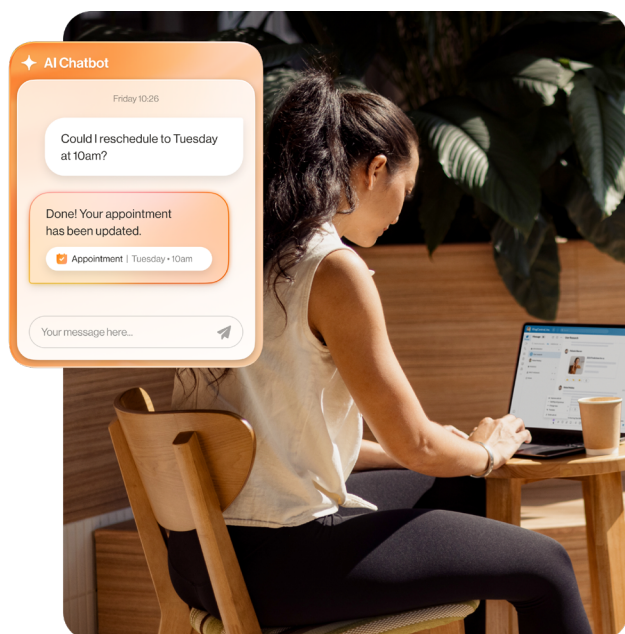
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## Trend 1: The rise of AI-driven communication tools



Seemingly overnight, AI has become a cornerstone in modern communications. By 2025, AI-infused communication tools will grow in sophistication and become ubiquitous, playing a critical role in automating interactions with customers, partners, and employees.

AI-powered virtual assistants, conversation intelligence, and AI-assisted performance coaching are some of the innovations revolutionizing customer support and internal communications. These tools enable companies to provide personalized experiences while optimizing operational efficiency.

**Why it matters:** AI allows businesses to scale their communications, deliver more tailored experiences, and streamline workflows, ensuring enhanced productivity and customer satisfaction.

### Key takeaways:

- AI-powered team collaboration and meeting tools, like intelligent scheduling and transcription, improve efficiency and reduce manual tasks.
- AI-driven customer support, powered by virtual assistants and chatbots, reduces response times and enhances user experience.
- Deep insights into customer behavior and sentiment promise to improve individual customers' CX while increasing responsiveness to market needs.

## Trend 2: Hybrid and remote work reshaping communication needs

Hybrid and remote work have skyrocketed in popularity, becoming the norm at many companies. In 2025, businesses will continue to prioritize cloud-based communication tools that support collaboration among geographically dispersed teams.

Unified Communications as a Service (UCaaS) offers the flexibility and integration companies need for seamless collaboration, without boundaries. These innovative cloud-based platforms combine video, messaging, and voice capabilities for optimal productivity in hybrid work environments. CIOs must ensure their organizations have the right communication infrastructure to support this dynamic workforce.

**Why it matters:** Seamless communication is essential to maintaining employee engagement, productivity, and collaboration, regardless of location.



#### Key takeaways:

- Cloud-based virtual office solutions play a key role in bridging the gap between in-office and remote workers.
- Collaboration platforms that integrate video, messaging, and voice are essential for effective teamwork in remote settings.
- By continuously adding new features, UCaaS platforms like RingCentral enhance productivity by offering innovations as soon as they become available.

### Trend 3: Unified Communications as a Service (UCaaS) gaining momentum

As businesses aim to simplify their communication infrastructures and reduce costs, UCaaS will continue to gain traction. By combining various communication channels such as voice, video, and messaging into a single platform, UCaaS makes managing and securing communications of all kinds easier.

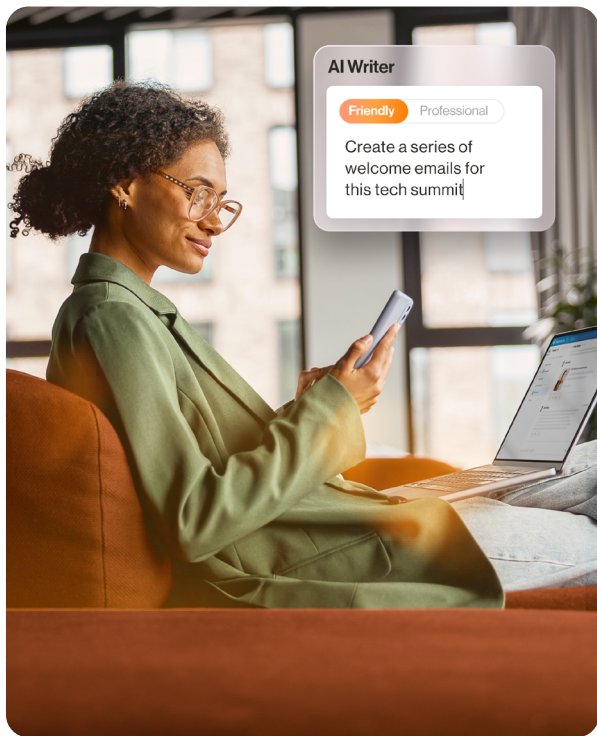
**Why it matters:** UCaaS enhances the user experience by providing a unified platform. It also streamlines IT department management, increasing operational efficiency and reducing complexity.

#### Key takeaways:

- Consolidating communication channels leads to improved efficiency, lower costs, and better collaboration.
- UCaaS provides enhanced data security, with centralized management reducing the risk of breaches.
- UCaaS offers integration capabilities. Combined with AI, this opens up vast new possibilities for automation.



## Trend 4: Strengthening cybersecurity in cloud communications



## Trend 5: The integration of cloud communications with business apps

As businesses become increasingly reliant on cloud-based tools, they must also have robust security measures in place. As cyber threats become more sophisticated, CIOs must prioritize securing their cloud communication systems to protect sensitive data and ensure compliance with industry regulations. They must also tend to the need for trustworthy AI that safeguards their privacy, and the privacy of their customers and employees.

**Why it matters:** Protecting communication data from breaches is essential to maintaining trust with customers and partners and for meeting regulatory compliance requirements.

### Key takeaways:

- CIOs must stay vigilant and adopt the latest security protocols to safeguard their communication infrastructure.
- Best practices for UCaaS security include encryption, multi-factor authentication (MFA), and zero-trust architecture to protect communication platforms.
- The rise of generative AI raises new concerns about security and privacy. CIOs should thoroughly vet their vendors to assure their systems are built with trustworthy AI.

In 2025, the seamless integration of cloud communication platforms with business applications like CRM and ERP will grow in importance. These integrations will offer higher levels of automation, streamlined workflows, and enhanced collaboration. As businesses seek to optimize their operations, these integrations will allow for more efficient communication and data sharing and greater accuracy.

**Why it matters:** Integrating communication tools with business apps enhances productivity by reducing manual tasks and enabling better data-driven decision-making.

### Key takeaways:

- Popular integrations with cloud communication platforms include CRM, project management, and office productivity apps.
- Look for a UCaaS platform that provides robust APIs, allowing for custom integrations that can address any business's unique needs.
- By syncing conversational data with CRM systems, businesses can enhance customer interactions, improving customer satisfaction and loyalty.

## Trend 6: Sustainability and cloud communications

Sustainability is becoming an increasingly important factor in business decisions, and cloud communications can play a meaningful role in reducing an organization's environmental impact. By adopting cloud-based communication tools, businesses can lower their reliance on hardware, reduce their energy consumption, and contribute to greener operations.

**Why it matters:** CIOs are under growing pressure to support their organization's sustainability goals. Cloud communications help reduce your carbon footprint.

### Key takeaways:

- Cloud communication solutions reduce the need for physical infrastructure, leading to lower energy consumption and reduced electronic waste.
- Companies can significantly decrease their carbon footprint by utilizing cloud-based tools, which require less power than on-premise systems.
- RingCentral's commitment to eco-friendly infrastructure aligns with the growing demand for sustainable business practices.

## Trend 7: The role of 5G in enhancing cloud communications

As 5G networks become more widely available in 2025, they will have a transformative effect on cloud communication platforms by enabling faster, more reliable connectivity. This technology will drive improvements in real-time collaboration, video quality, and overall communication speed.

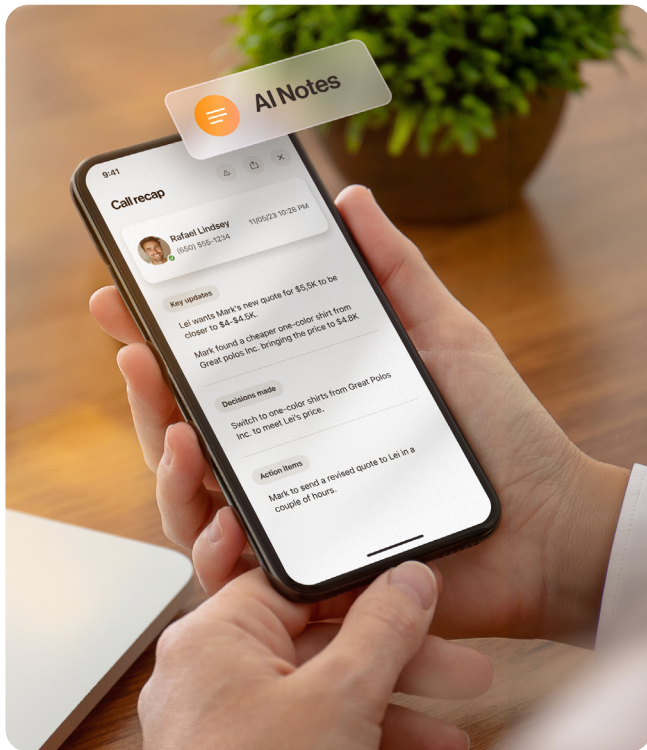
**Why it matters:** 5G will unlock new possibilities for remote work and communication, offering faster data transmission and lower latency for rich, real-time collaboration.

### Key takeaways:

- The impact of 5G on communication quality will lead to faster speeds and enhanced performance, especially for video calls and collaboration.
- 5G will support more robust and flexible remote work arrangements by providing reliable, high-bandwidth connectivity in more places than ever before.
- Businesses must prepare their communication infrastructure to leverage the full potential of 5G technology.



# RingCentral: your partner for 2025 cloud communication success

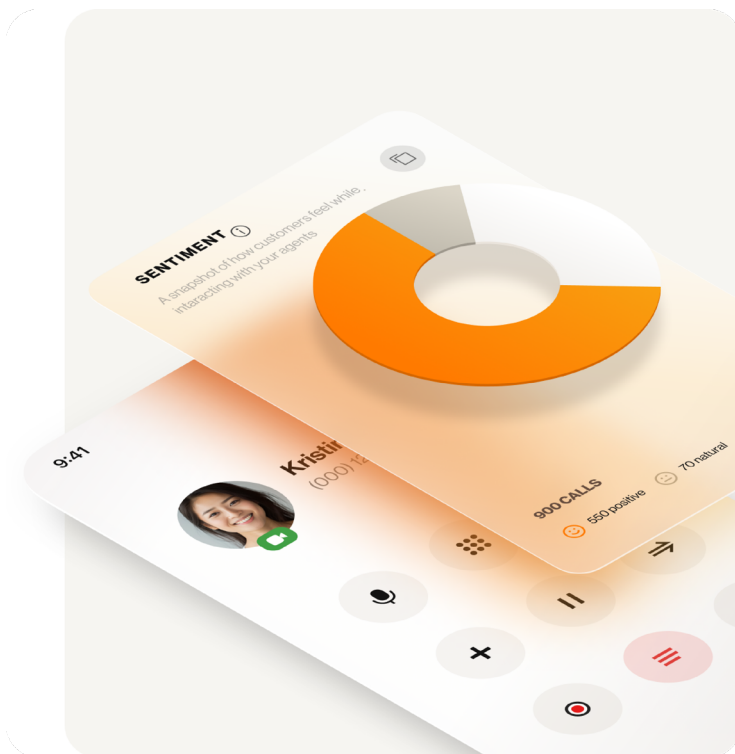


RingCentral is widely recognized as the leader in unified cloud communications, offering businesses a rich array of tools for staying competitive in 2025. With powerful AI-infused communication, strong security features, robust privacy protections, and seamless integration capabilities, RingCentral enables organizations to effortlessly navigate the complexities of modern communication.

## Key takeaways:

- RingCentral's AI-powered communication tools improve productivity and customer experiences.
- Advanced security features, such as encryption and MFA, provide peace of mind in a world of increasing cyber threats.
- Seamless integration with key business apps allows businesses to create a tailored communication ecosystem that fits their unique needs.
- Scalable solutions for hybrid work environments ensure that businesses can adapt to changing demands and enhance employee satisfaction.

# Actionable steps: preparing your business for 2025



Here are some actionable steps CIOs can take to improve efficiency, foster innovation, enhance collaboration, and future-proof their businesses in 2025:

- **Conduct a thorough communication audit** to identify gaps and opportunities for improvement.
- **Plan to integrate AI and automation** into communication processes to enhance efficiency.
- **Strengthen cybersecurity measures** to protect your communication data from emerging threats.
- **Invest in sustainable communication solutions** to align with environmental goals.
- **Assess your 5G readiness** to ensure your communication infrastructure is prepared for future connectivity advancements.

RingCentral offers a comprehensive UCaaS platform, infused with industry-leading AI capabilities and real-world tools for improving productivity, enhancing CX and EX, and gaining deeper insights to help your business stay ahead of the curve in 2025.

RingCentral's RingCX extends the core capabilities of UCaaS to provide rich contact center capabilities that further enhance CX, drive revenue, and streamline workflows.

If you're ready to learn more about how RingCentral's industry-leading UCaaS platform can empower your organization, [schedule a consultation with one of our specialists today](#).

# About RingCentral

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.



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