

The Cloud Evolution Continues... with CPaaS

The cloud has evolved continuously since its early beginnings. With each evolution, a corresponding paradigm shift occurs in business, enabling new business models and services within almost every industry. The latest evolution of the cloud is no different.

The demand for cloud business services is clear.

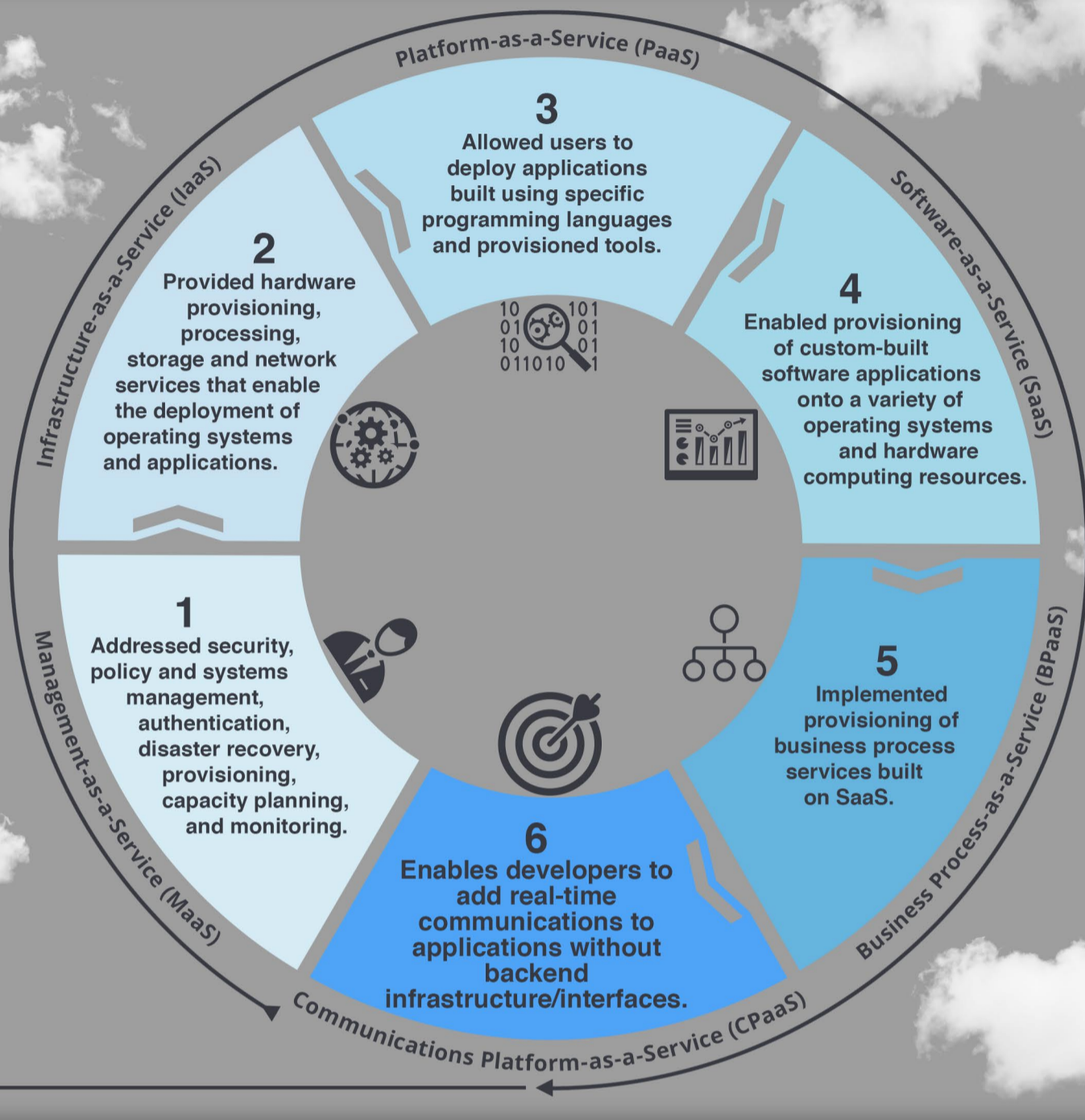
The cloud provides wide-ranging benefits to businesses.



- \$278 billion** will be spent on cloud services in 2022.
- \$1.3 trillion in IT spending** will be directly or indirectly affected by the shift to cloud by 2022.
- 96%** of businesses currently use the cloud.

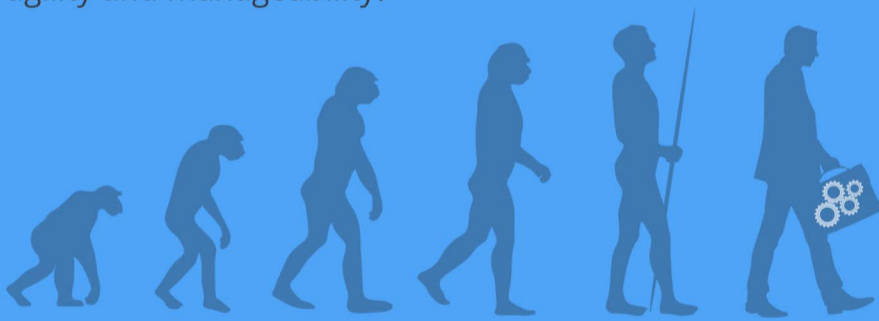


- 80%** of businesses using the cloud increased productivity within 6 months.
- 82%** of companies save money by integrating cloud solutions.
- 94%** of SMBs have gained enhanced security since moving to the cloud.



The Next Evolutionary Step

CPaaS enables business innovation by integrating platforms, applications, infrastructure and knowledge processes into one solution. Key with CPaaS benefits to businesses include time and cost savings, and improved agility and manageability.



Time

CPaaS solutions deploy quickly and directly to customers.

Agility

CPaaS capabilities are extended by third party services.

Cost

CPaaS solutions are subscription-based and require no capital investment.

Manageability

CPaaS solutions are managed and monitored in real time.



CPaaS: the thinQ difference

Innovation



thinQ provides the only least cost routing (LCR) solution available directly to customers.

Collaboration



thinQ allows customers to join together in the cloud to realize telecom savings.

Pricing



thinQ customer pricing is based only upon successful call completion and leveraging shared volume to reduce costs for all. No infrastructure needed.

Experience



thinQ is an experienced provider of solutions to businesses in the telecom industry.

Expertise



thinQ holds a unique advantage as a software-centric company developing applications for the telecom industry.

thinQ LCR



thinQ CNAM



thinQ International



thinQ Origination

thinQ LRN

Learn more about how thinQ's innovative CPaaS solutions can benefit your business. Contact thinQ today.

www.thinq.com