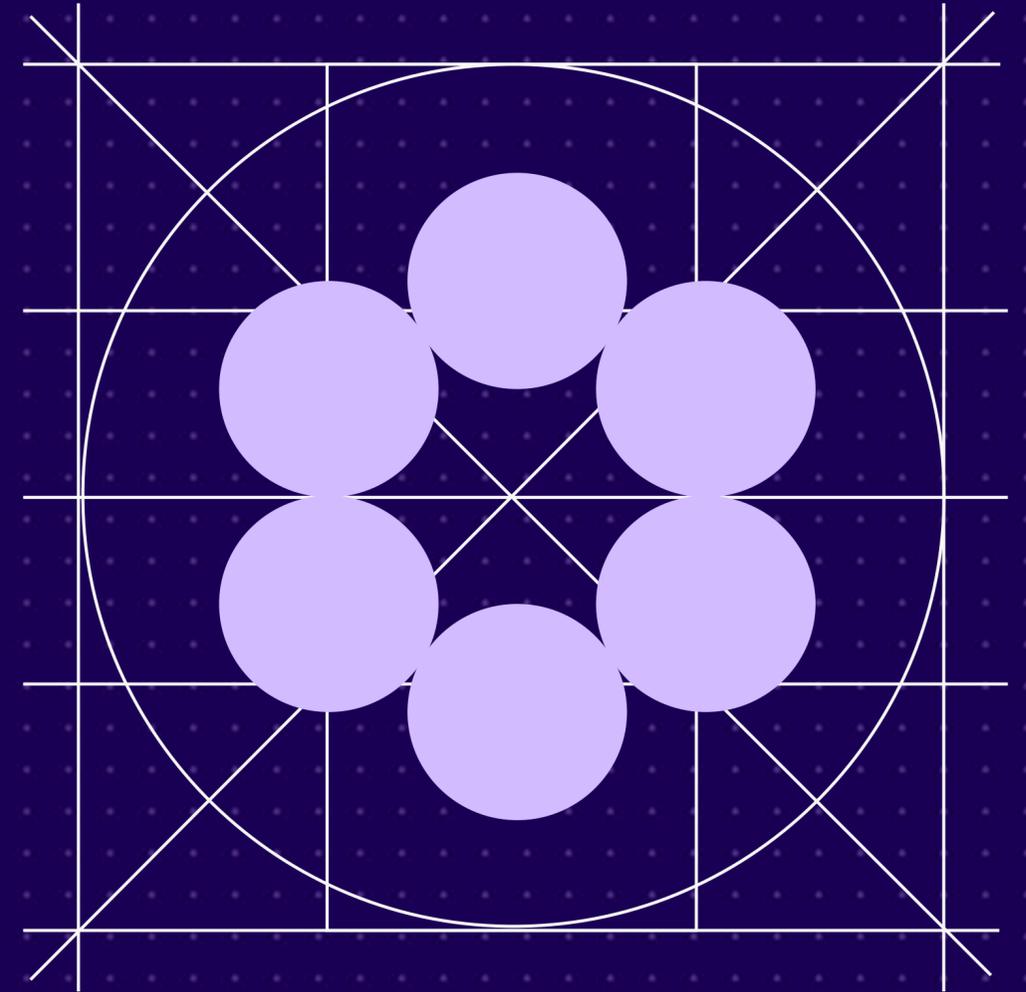




THE ENTERPRISE COST OF COMPLEXITY

Why Simplicity Wins at Scale



Executive summary

Enterprise IT rarely fails because of a single bad decision. It fails through accumulated friction—extra clicks, redundant configuration, and inconsistent workflows that compound quietly over time.

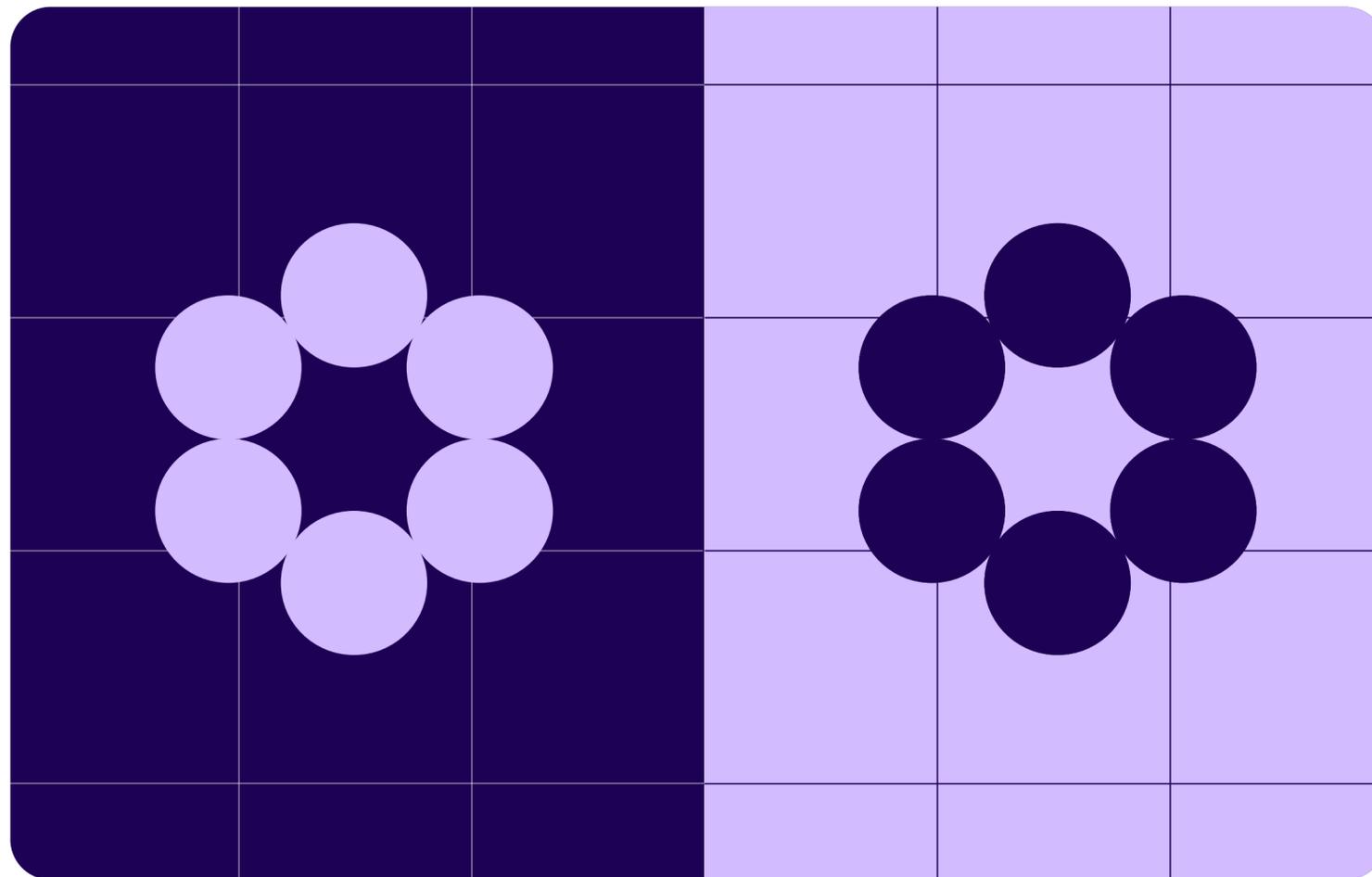
This ebook argues that simplicity is not a UX preference. It's an enterprise requirement—especially for systems that sit at the center of daily work, like communications.

At scale, simplicity delivers:

- * Faster time-to-value
- * Higher adoption with less change management
- * Lower administrative and operational overhead
- * Better visibility into how work actually gets done

The perspective throughout reflects how modern, cloud-native communication platforms are designed to operate: centrally managed, intuitive by default, consistent across devices, and intelligent enough to reduce—not add to—IT burden.

Two kinds of simplicity enterprises must get right



In enterprise buying cycles, simplicity is often discussed as a matter of taste: easy to use, clean interface, fewer clicks. That framing collapses two very different requirements into one—and obscures where complexity actually creates cost.

At scale, enterprises must solve for **two distinct but connected forms of simplicity**:



Simplicity for end users:

How easily employees and agents can get work done without training or friction.



Simplicity for administrators:

How easily IT can deploy, manage, govern, and evolve the platform over time.

Treating these as the same problem leads to tradeoffs that break at scale. Optimizing only for user experience can create administrative sprawl. Optimizing only for control can stall adoption.

True enterprise simplicity comes from designing both together.

Simplicity for end users

Why friction shows up as lost time

End-user simplicity is not about aesthetics. It's about speed, confidence, and consistency.

At small scale, minor friction is tolerable. At 1,000+ users, it compounds quickly.

One of the most common sources of friction is fragmented communication. When calling, messaging, meetings, and customer interactions live in different tools, users lose time switching context, re-establishing information, and adapting to inconsistent workflows.

Common sources of end-user friction include:

- * Extra steps to complete routine tasks
- * Inconsistent workflows across devices or roles
- * Separate tools for internal communication and customer conversations
- * Interfaces that require explanation or training

An extra 10 seconds per task feels invisible to any one employee. Across thousands of users, it becomes hundreds of lost hours every month.

More importantly, friction changes behavior. Users avoid features they don't understand. They revert to side channels. They recreate workflows outside approved systems.

The result is not just inefficiency—it's lost visibility and slower execution.

Unified communication platforms reduce this friction by giving users a single, consistent way to connect—regardless of device, role, or interaction type.

Simplicity for administrators

Where complexity turns into risk

Administrative simplicity determines whether a platform can scale sustainably.

In many enterprises, communications sprawl across multiple vendors and systems—each with its own admin model, policies, reporting, and support requirements. Over time, this fragmentation becomes a governance problem.

Many costs of complexity never appear in procurement models or ROI calculators. Instead, they show up as:

- * Longer deployment timelines
- * Increased reliance on specialized knowledge or internal documentation
- * Higher support ticket volumes
- * Manual reporting, QA, and troubleshooting
- * Tool sprawl created to compensate for gaps

What's often underestimated is the change management burden behind these costs.

For IT leaders, complexity is not just inefficient—it's risky. Platforms that require retraining thousands of employees, reconfiguring existing workflows, or forcing rip-and-replace migrations introduce resistance before value is ever realized.

Unified platforms reduce this risk by centralizing administration, security, compliance, and analytics—allowing IT to manage communications as a system, not a collection of tools.

As complexity grows, IT absorbs more operational work—and more organizational risk—simply to keep systems running.

Over time, the question shifts from “How much does this platform cost?” to “How much effort does it take to operate and defend at scale?”

For modern IT leaders, time—not licenses—is the scarcest resource.

When simplicity breaks

The false tradeoff between users and admins

Many enterprise platforms force a tradeoff: tools that users love are hard to manage, while tools that IT can control struggle with adoption.

This false choice is where complexity thrives.

Platforms designed for scale align end-user and admin simplicity by:

- * Providing clear defaults that work without heavy configuration
- * Delivering consistent experiences across devices and roles
- * Respecting existing numbers, devices, and collaboration tools
- * Centralizing management without fragmenting user workflows
- * Embedding intelligence so insight doesn't require manual effort

When platforms respect how work already happens, users adopt naturally. When management is centralized and predictable, IT can govern without becoming a bottleneck.

Simplicity works only when it's shared.

Where the two meet

Simplicity as the determinant of ROI

Return on investment is not driven by features. It's driven by behavior and operating efficiency.

End-user simplicity determines:



- * How quickly teams adopt new capabilities
- * Whether tools are used consistently or bypassed
- * How much time is lost to friction and rework

Administrative simplicity determines:



- * How fast platforms can be deployed and evolved
- * How much ongoing effort IT must invest
- * How confidently leaders can standardize and scale

Industry research consistently shows that organizations achieve higher technology ROI when they simplify and consolidate their platforms, align technology decisions to business outcomes, and actively manage value after deployment.¹

Unified communication platforms make this possible by reducing redundancy, accelerating adoption, and lowering the cost of ongoing operation—all while improving visibility into how work gets done.

When both forms of simplicity are present, organizations move faster without increasing risk. Decisions happen sooner. Information is easier to trust. Managers gain visibility without manual reporting.

This matters across industries—but especially in environments with high employee turnover, regulated workflows, or frontline operations. In these settings, complexity doesn't just slow teams down—it prevents systems from being used at all.

Speed improves. Clarity improves. Execution improves.

That's the real source of enterprise ROI.

¹ Kearney, Road map to best-in-class technology ROI, Digital & Analytics, August 2025.

Evaluating simplicity with enterprise rigor

Simplicity should be evaluated as rigorously as security, compliance, and reliability. IT leaders should explicitly assess both dimensions:

End-user simplicity



- * How many steps do core workflows require?
- * How consistent is the experience across devices and roles?
- * How much training is required before users are productive?

Administrative simplicity



- * How quickly can the platform be deployed globally?
- * How much configuration is required to reach baseline value?
- * How many tools are required to manage, report, and govern usage?

Reliability is assumed—but any uncertainty here becomes a risk multiplier. Platforms with too many moving parts slow evaluations and increase perceived exposure for decision-makers.

True simplicity is not about limited features. It's about minimizing points of failure, consolidating tools, and eliminating organizational disruption.

Conclusion

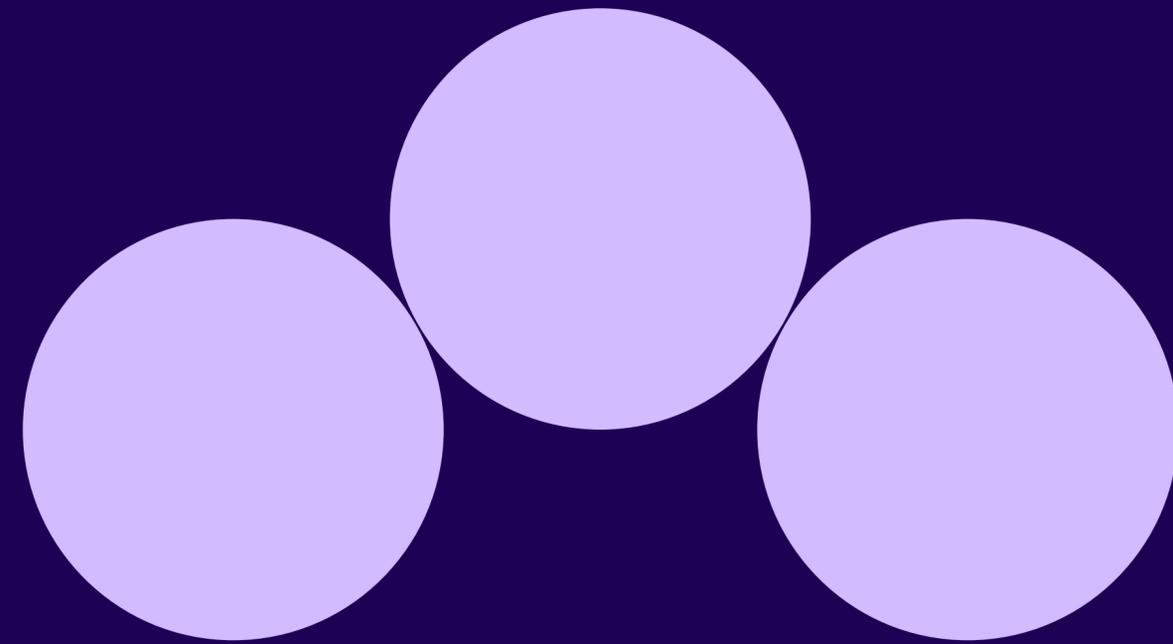
Why simplicity wins at scale

Enterprise complexity is rarely intentional. It accumulates through good intentions—flexibility, customization, and edge cases.

But at scale, complexity becomes a tax on time, attention, and credibility—one that IT is expected to quietly absorb.

Simplicity is what allows enterprises to modernize communications without forcing disruptive change. It enables centralized management, consistent experiences across industries and roles, and the unification of everyday collaboration with customer interactions. And it allows IT leaders to reduce risk while still moving the business forward.

At 1,000+ users, simplicity is not a preference. It's the foundation of scalable, enterprise-grade communications.



Next steps

Reducing complexity is a financial necessity, not just an IT preference. See how messy CX journeys triple costs and tank satisfaction in this Gartner® infographic.

Infographic: **Discover the Full Customer Service Journey and Its Impact**

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