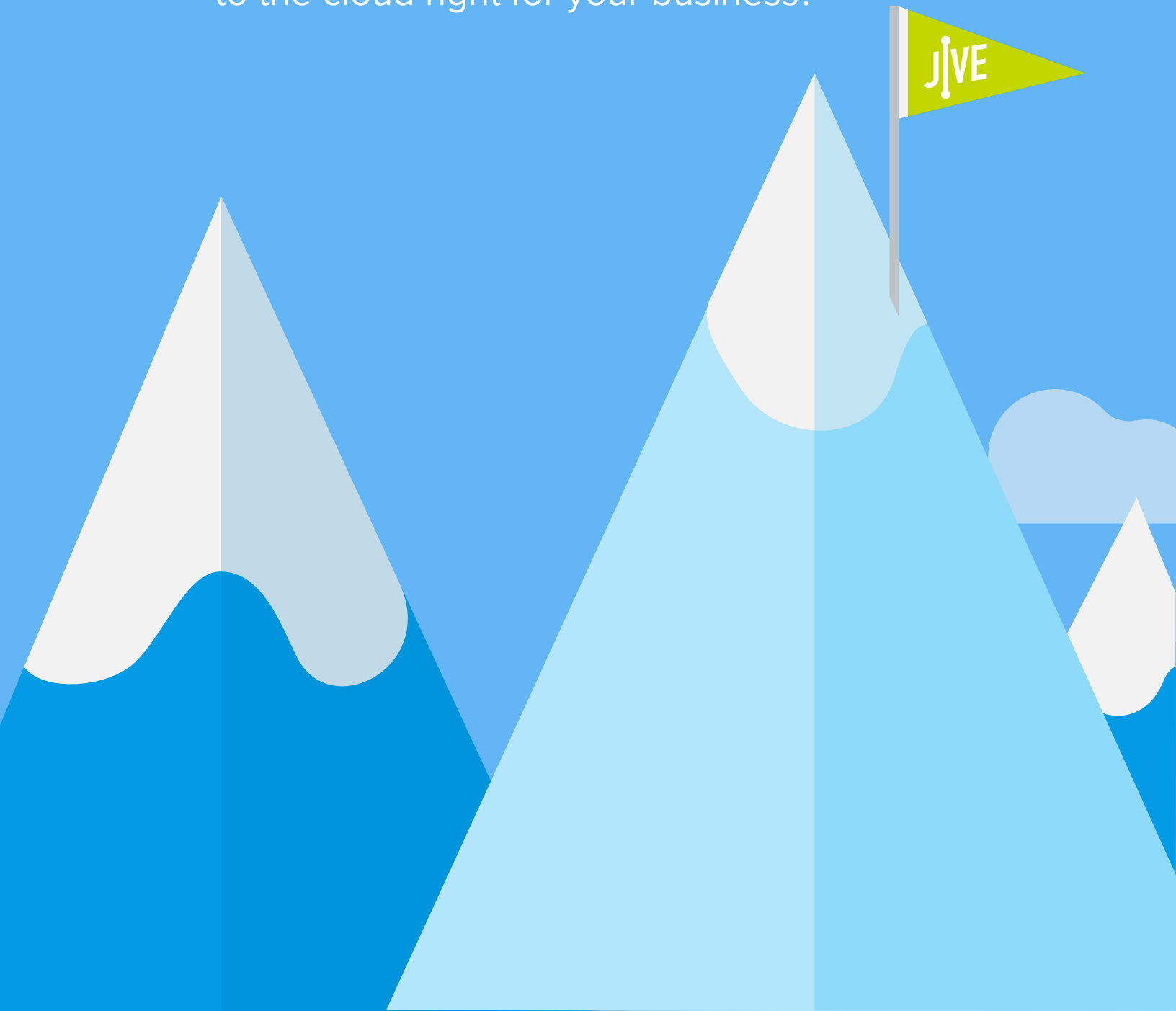
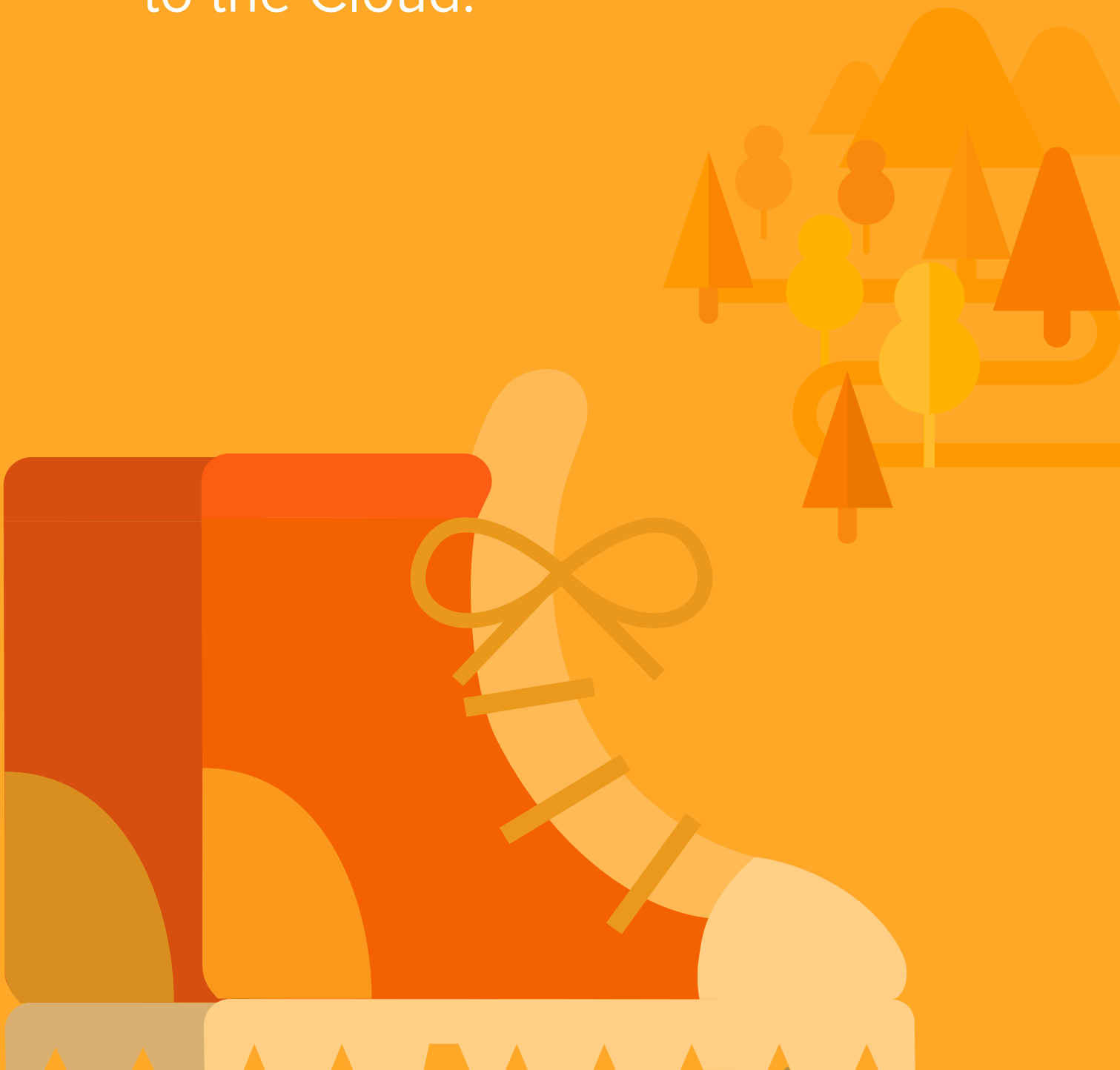


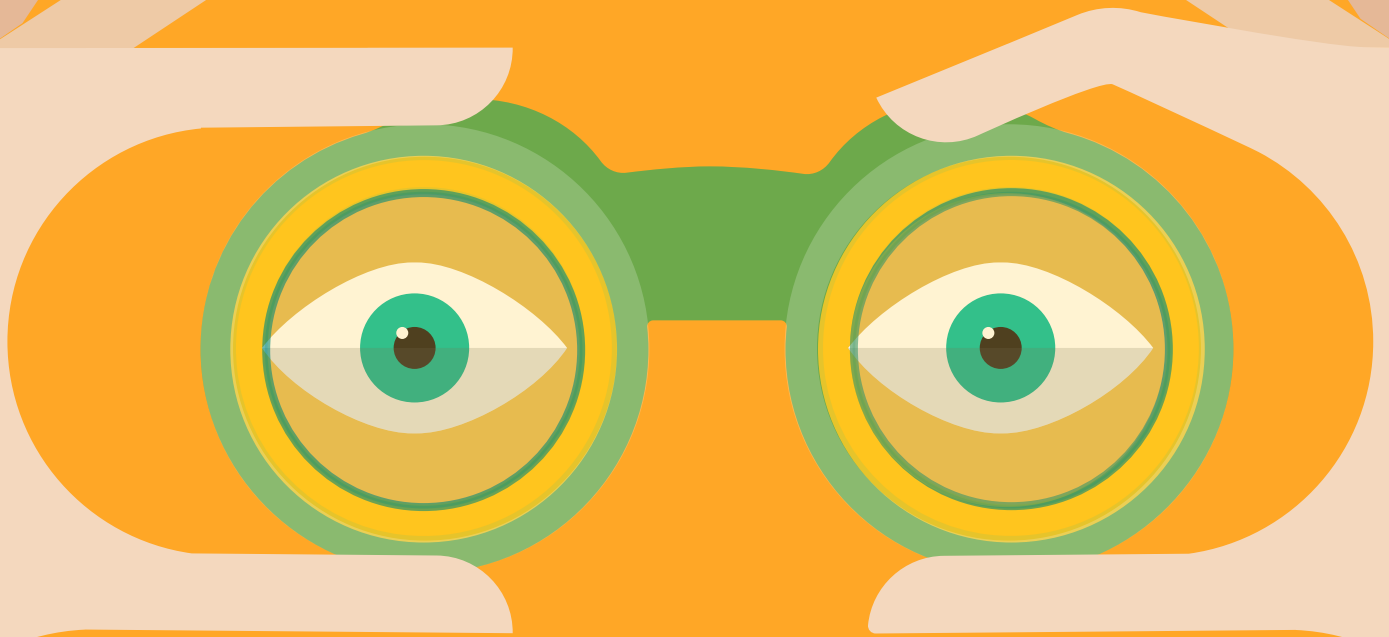
Exploring Cloud

Is moving your phone system
to the cloud right for your business?



So You're Thinking about
Moving Your Phone System
to the Cloud.





That's great!

A cloud phone system gives you access to **enterprise-grade tools** without tying you down with bulky, expensive hardware you have to manage and maintain.



Moving to the cloud is a BIG step. But you're not alone! By 2018, the cloud communication s market has more than 62 million users worldwide, with a total value of at least \$12B.

But moving to the cloud can be daunting. That's why we've built this guide. Think of it as a **travel brochure** with the **cloud as your destination**. We'll provide you with resources, insights, and tools to help get you started.

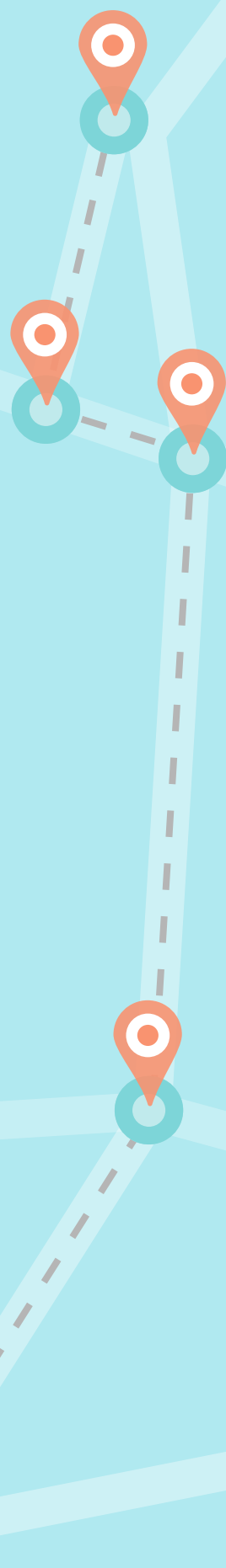
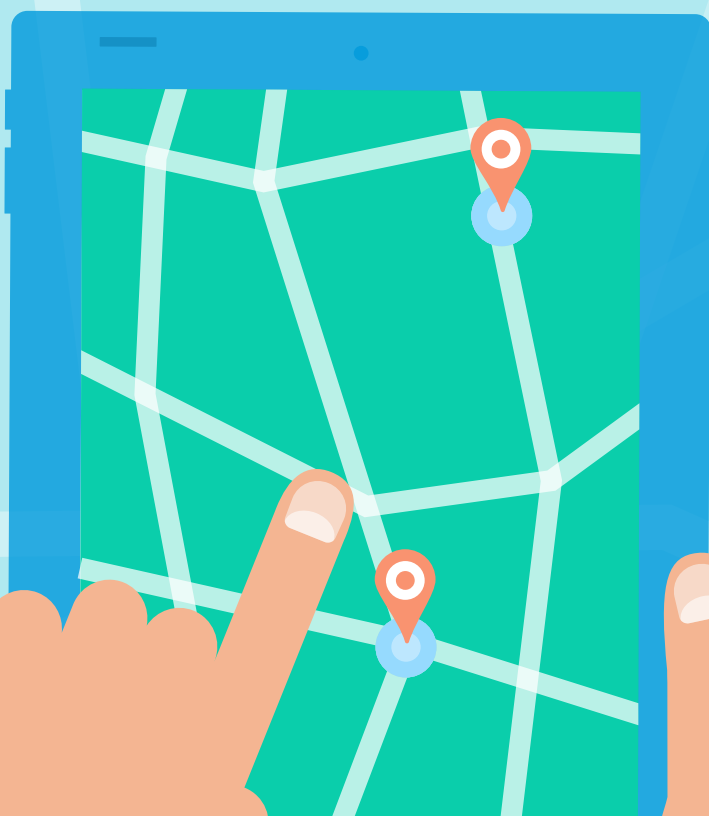


What's Your Starting Point?

As you evaluate the cloud, the first question to ask is: **what system do I currently have?** Usually you're coming at this from one of these starting points:

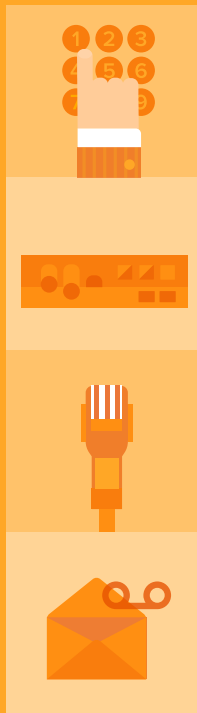
The traditional
landline.

On-premises VoIP.



The Traditional Landline

With a traditional phone system, you probably have some combination of:



Local and long-distance dialing

On-site private branch exchange (PBX)

Phone line(s)

Voicemail server(s)

Moving to the cloud not only will **combine all these services**, but also bring you the **advantage of digital calling and hosted features**.

If you're in this situation, the cloud's going to look pretty good because having a traditional landline means:

Sacrificing features for price.

Adding capacity requires calling multiple vendors.

Poorer sound quality.

Making changes involves requesting help from a provider or certified technician.



On-Premises VoIP

With an on-premises VoIP system, your phones use the **Internet to connect with the public switched telephone network (PSTN)**. The heart of your system lives in your office and includes:



Voice circuit/
bundled phone lines



PBX/
call management server




Switches and Routers

5 AV

← ONE WAY





This option gives you complete ownership of your phone system. However, as the owner, you're also responsible for all the **management and maintenance**, which over time will become your **greatest expense as your equipment gets older**.

Additionally, your system will **soon become outdated**, cutting you off from newer features that could help your business run more efficiently.

A move to the cloud makes sense if:

Your system is outdated

You want to expand to multiple locations

You want to enjoy the flexibility of a mobile workforce

It's time to continually take advantage of new features



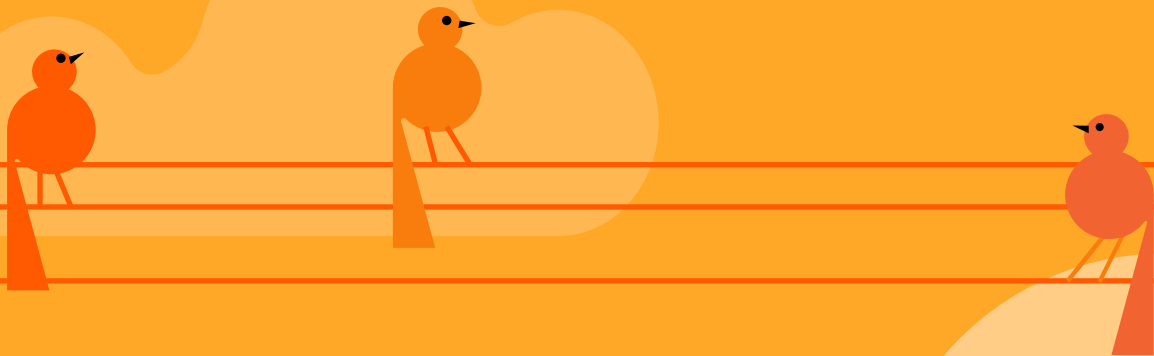


Now that you have your
starting point, let's look
at where you want to go.



What Is the Cloud? Where Is It?

The cloud is basically the Internet. It exists on a network of servers housed at a remote location—not in your office. Anywhere with an Internet connection, you can access the cloud as if those servers were right there in the room with you—meaning you get all the **cool services with none of the wires, blinking lights, and high utility bills.**



“The cloud” refers simultaneously to the network of remote, Internet-connected servers and also to the software and services you can access on any device.

Why Are Other Companies Moving to the Cloud?

In the last 10 years, we've seen a huge shift as businesses have abandoned traditional landlines and moved more toward Internet-based phone services. In fact, nearly 90% of businesses are making use of the cloud, and **70% of businesses report that they're able to put money saved back into their business as a result of moving to the cloud.**



Nearly 90% of businesses are making use of the cloud.

<http://venturebeat.com/2014/12/04/4-surprising-facts-about-smb-cloud-adoption-infographic/>



Odds Are, You're Already Using the Cloud.

The move toward the cloud has been ongoing for years. Many services are offered exclusively through the cloud, and **chances are you use them today.**



78% of companies with less than 50 employees will be fully adapted to the cloud by 2020.

The cloud services market for US small and medium businesses will grow from \$43B in 2015 to \$55B in 2016.

<http://www.forbes.com/sites/louiscolumnbus/2015/05/04/roundup-of-small-medium-business-cloud-computing-forecasts-and-market-estimates-2015/#18d735ea1646>





Any of these sound familiar?



 Office 365

box



 Dropbox

 zendesk

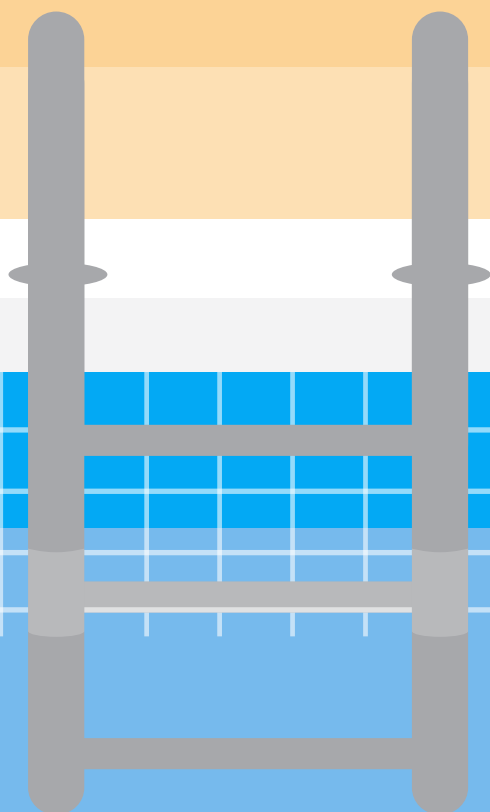
Why Take Your Phone System to the Cloud?

A cloud-based phone system replaces almost all of the expensive on-premises equipment required by old-school phone systems. Cloud phone systems provide you with more powerful features, easy integration with other communication tools (i.e., CRM systems), and more flexibility for adds, moves, and changes.

Not everyone uses the term “cloud phone system.”

Other names for this type of service include:

- Cloud PBX
- Hosted Voice over Internet Protocol
- Hosted VoIP
- Cloud VoIP
- Cloud Voice
- Cloud communications
- UCaaS
(Unified Communications as a Service)





Many judge cloud phone systems by earlier technologies or experiences. Don't reject cloud communications because you (or someone you know) had a bad experience in the past.

Cloud Technology Has Come a Long Way

When cloud phone systems first came out, they didn't measure up to business standards. But now, the technology has improved, and connecting to the Internet is easier, faster, and more accessible, making the cloud a far better option for most businesses.



The Freedom of the Cloud

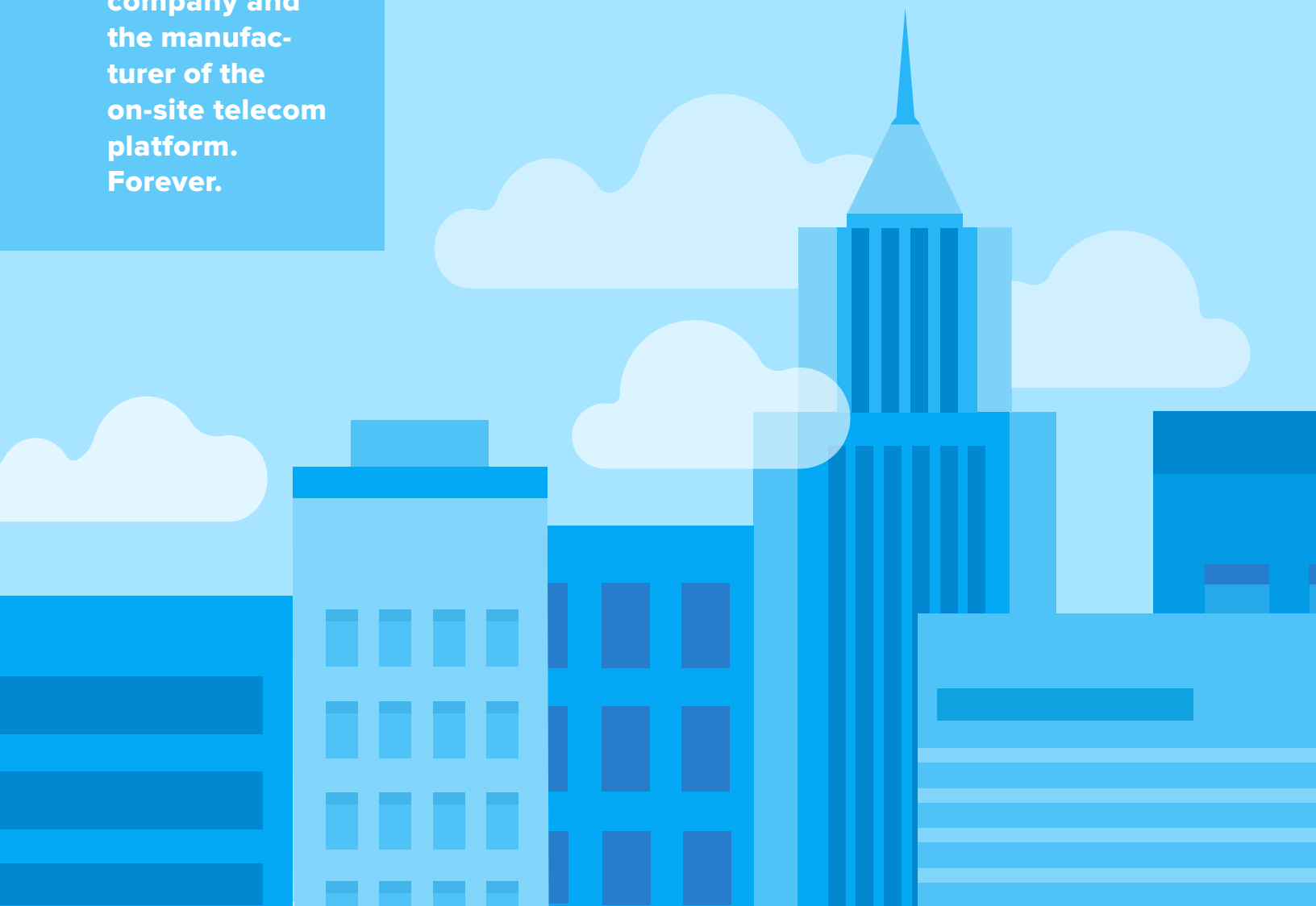
If it's not a cloud phone system, you're being tied down. With a traditional landline, you're tied to several service providers, including the phone company, for services. With an on-premises VoIP solution, you're tied to the equipment gathering dust in the back of your office. Who wants that?



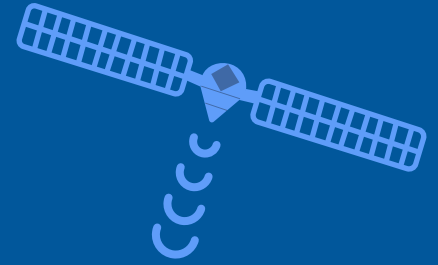
Cloud phone systems eliminate your dependence on the phone company and the manufacturer of the on-site telecom platform. Forever.

In the cloud, it's different.

All platform functions (e.g., PBX, switches, application servers, etc.) are performed remotely in a hosted environment. All phone company services are integrated into the cloud solution and delivered directly to any location over the Internet. Often, the only hardware you need onsite is a single router.



Benefits You'll Only Find in the Cloud



The cloud offers unique benefits other phone systems can't match, including:



Advanced reporting.

Calls transmitted over data networks can yield detailed call reports, creating greater opportunities for insights into phone usage, training, and time and staff allocations.



Anywhere access.

Cloud phone systems can be accessed anywhere there's an Internet connection, making it extremely useful for mobile or remote workforces.



High-performance technology.

Cloud phone systems are constantly improving and upgrading—but the advances are usually delivered free with the service and can be deployed remotely. That way, your system stays up to date without having to lift a finger.



Remote management.

Make changes on the fly to how your system runs (e.g., routing calls, updating auto attendants, changing call schedules, etc.).



Virtual systems.

Free yourself of unnecessary, aging, and expensive equipment. Cloud phone systems lead to streamlined setups and budgets while delivering more features.



The Future of
Business Communications Is in the Cloud

Come to the Cloud

To learn more about how
cloud phone systems can
help your business, contact
our cloud experts at
877-548-3007.

