

Speaking the Sales Language That Speaks to Businesses (Why Cloud Based Phone Service is the Future) 1/20/2016

Businesses can finally replace their old phone systems and get a far more flexible phone solution for a fraction of the cost. But it's not just replacing one phone system for another. With a Vonage's Cloud based PBX, businesses get the benefits of outsourcing the management of your phone system, which means you'll need fewer resident experts to handle things. Also, a Cloud Based PBX expands communications and productivity by providing a range of advanced features and functionality. The great thing it does all of this without straining companies budgets.

With Pots line going away by 2019, more companies are turning to this powerful, yet affordable solution. In fact, according to industry research, VoIP is one of the fastest growing technologies, dramatically changing the way companies do business. Even though companies both large and small heap praise upon this solution, many business people are still unaware of the difference Hosted VoIP can make to their business.

I hope this write up provides answers and useful insights on how Cloud Based PBX can impact business communications immediately and for years to come, by providing more features and more flexibility, all for significantly lower costs than you might expect.

Lower Total Cost of Ownership

Total Cost of Ownership determines the real cost of a technology, and depending on the technology, costs can be considerably high. With the On Premise PBX, pretty much the whole system is your responsibility, so costs are coming from the initial equipment costs (phones, switches, etc.), deployment costs, as well as any training, maintenance, and support expenses. A Cloud Based PBX, on the other hand, alleviates most of these worries. Since its platform and features are hosted at the location of the service provider (the end user connects to the provider via IP), the buyer is alleviated from much of the burden that goes along with VoIP systems, including software, licensing, deployment, maintenance, and software/equipment support. Here are Key Factors to consider when thinking about an On-Premise PBX purchasing decision:

- Initial equipment costs of the hardware and software, including the PBX, phones, switches, cabling, and routers/firewalls
- Deployment costs (i.e., expenses related to consultants and/or other outside personnel)
- Local, long-distance, toll-free/inbound and international usage
- Licensing fees and feature-related expenses
- Implementation and training
- Maintenance costs anticipated over the lifetime of the system

Minimal IT Support Required

Unlike the complex traditional phone systems that sit in a closet, a Cloud Based PBX requires very little IT support or training to administer. You can quickly add users, delete users, and enable additional features, all without additional support or staff. The reason for this is a simple web interface. In fact, a Cloud Based PBX solution is so simple and intuitive; users can manage their own features right from their computers. It's one management issue that can be taken off the shoulders of IT.

Operating Expense for Capital Expense

In most cases, the last thing a business wants to do is spend tens of thousands of dollars on a phone system. With a Cloud Based PBX, there are no large servers or systems to purchase. Other than phones, there are no capital expenditures to depreciate over time. Which means it comes off of their books. All a business has is an affordable monthly service fee that connects their business and employees to a host of capabilities that dramatically improve productivity. Let's imagine you were a business that needed to incorporate call center functionality. You received a quote for a traditional telephony system. It's possible it could cost you an excess of \$120,000. By contrast, a call center based on a Cloud Based PBX system may be as low as \$1,200 per month! Imagine the impact that would have on a business's finances.

Business Continuity

Assume the worst case scenario. As business location begins to flood, catches fire, a tornado hits, or an earthquake wreaks havoc. If you have a Cloud Based PBX for your business, business would go uninterrupted. Since no physical box resides on your premises, it resides in redundant and secure data centers, customers can still connect with your business because employees can work from anywhere. The simple web based User Interface allows you to quickly forward calls to cell phones or other phones in unaffected locations. Vonage's "Call Continuity" feature will do this automatically as well. It's an incredibly fast and easy way to take control of a disastrous situation and ensure that anything major becomes just a minor incident.

Scale Up / Scale Down

For most businesses, it has become nearly impossible to make accurate predictions. It's why you need a highly-flexible technology like Vonage's Cloud Based PBX. It provides a sure way to give you the peace of mind that comes from not being constrained by a phone system that only supports a fixed number of employees and can be costly and complicated to expand. If resources become squeezed, you can quickly scale back. On the other hand, if you open a new branch office, or need to provide remote communications, or just need to prepare for a spike in demand around the holidays, it's quick and easy to scale up without any disruption to your business. Total flexibility, easy to manage, quick to deploy, Vonage's Cloud Based PBX is a decision with only upside.

More Functionality

Even if a business is jaded by technology or slow to adopt, once they see all of the advanced features and functionality that are available from Vonage's Cloud Based PBX, they will be seriously impressed by the impact it can have on their business. With over 40 business class features, businesses can take advantage of a number of features to make their business more productive. Through a Cloud Based PBX, you can have voicemails automatically forwarded to your email account; you can make a call from a cell phone or remote office and have it appear as a call from the main office. You also have the ability to integrate with Outlook or your Customer Relationship Management system. There is also a full slate of reporting capabilities to give you more visibility into your business. All the features combined help to make their business a more productive robust business.

Automatic Upgrades

With a Cloud Based PBX, there's no box on your premises, so there's no hardware to upgrade in order to take advantage of new features and technologies. Because your service is outsourced, upgrades are provided through software changes that happen automatically in the background. Of course, you'll be made aware of any new capabilities as they come on line. That way, you can quickly utilize them to support your employees and better service customers. So stay focused on your business, and leave the upgrades to Vonage.

Productivity Anywhere

With the changing business landscape, it's hard to advance your business if it's tethered to convention. There is nothing worse than being tied to a desk phone. Vonage's Cloud Based PBX is the ideal solution for existing and emerging workforces who demand constant connectivity and productivity from anywhere and at any time. Whether attacking issues from a desk, a conference room, or powering through meetings on the road, a Cloud Based PBX gives companies the powerful communication features they need to keep things moving forward no matter where or when business is done.

Video On

With Vonage's Premier Service, Video provides an added wrinkle to conducting business face to face. Video conferencing is the perfect solution for moving business forward while cutting back on costs. Facial expressions, gestures, eye contact, they all make communications far more personal and ultimately more productive. Video calling significantly increases the quality of communications. With Vonage's Premier Solution, it's easy to get started with video, and so simple to use. In fact, video calling is as easy as making a traditional phone call. As you'll see, there is nothing quite as compelling as being able to see the people who matter to your business.

Focus on What Matters

One of the best ways to stay competitive is to focus on your core business. With Vonage's Cloud Based PBX, the management of increasingly complex business communications is done for you off-site. It all happens in the background while your employees utilize advanced features and productivity tools like voice, mobility, desktop applications, chat, texting, and video to take up new goals and take down obstacles that stand in their way.