

# WHAT IS CLOUD TELEPHONY?



High speed Internet access has changed the face of telecommunications. With the Internet becoming the preferred method of data and voice transmission, cloud telephony is being brought to the forefront as the preferred method of communication.

## CLOUD TELEPHONY IN A NUTSHELL



Cloud telephony is telephone communications delivered over a high speed Internet connection as opposed to a PBX infrastructure. The infrastructure and applications are maintained in a remote data center (the cloud) by a third party provider and is accessed by a business using a high speed broadband connection.

## HOW DOES IT WORK?

Cloud telephony providers host their data and telecommunications services on a cloud server infrastructure, which is located in one or more high security data centers.

When you subscribe to a cloud telephony service, the telecommunications applications are accessed over the Internet via a handset or through your web browser using a software dashboard.



### THE FINANCIAL ADVANTAGE



Customers only pay for the services they use without having to implement a costly telecommunications system on the premises.

### WHY IS CLOUD TELEPHONY SO CHEAP TO USE?

Cloud telephony is very similar to email because it travels over a network instead of a wired connection which makes it much more cost efficient.



## WHAT'S THE DIFFERENCE BETWEEN ANALOG TELEPHONY AND CLOUD TELEPHONY?



Analog telephony or PBX (Private Branch Exchange), is designed to allow you to make and receive telephone calls over a conventional copper wire line.



Cloud telephony allows you to make and receive telephone calls over a high speed broadband Internet connection, also referred to as the "cloud."

## 10 GREAT BENEFITS OF USING CLOUD-BASED TELEPHONY?

- Reduced IT Costs:** The infrastructure is maintained by the provider.
- A pay As You Go service:** Only pay for the services you use.
- Scalability:** Add or subtract services at any time as your business requirements change.
- Increased Reliability:** Downtime is reduced making telephone service more reliable.
- Better Control:** Over call and customisation.
- CRM Integration:** Integrate the services with virtually any type of CRM software.
- Intuitive Reporting:** Insight into caller data, metrics, call type, team efforts, customer behavior, and more.
- Increased Mobility:** Designed to be used with handsets, desktops and mobile devices.
- Business Continuity / Disaster Recovery:** Calls are routed to a different location in the event of a disaster.
- Easy Deployment for Multiple Locations:** A unified system, calling is free from one location to another.

## HOW SECURE IS CLOUD TELEPHONY?

Most cloud telephony providers guarantee an uptime of **99.99** percent.

The service provider is responsible for performing updates and regular backups.

Cloud telephony providers are also required to maintain security compliance standards for their datacenter and infrastructure.

## SOME OF THE BEST FEATURES INCLUDED WITH CLOUD TELEPHONY

- Services for Improved Team Productivity:** Including call transfer, conference calling and customised settings for groups, sites, and departments.
- Brand Improvement Applications:** Features to help you to improve your brand such as music on hold, call waiting, advertising and promotional uploads.
- Security and Fraud Prevention:** Features such as call blocking, call history, and settings for authorised access to the phone system.
- Productivity Applications:** Such as call assignment, click to dial, last number redial, call profiling, automatic callback, availability and call recording.

## DO WE REQUIRE SPECIAL HANDSETS?

A wide variety of modern handsets are available from a selection of manufacturers. The handset hardware is easy to connect and configure via a user-friendly desktop software interface.

## CAN WE USE OUR MOBILE DEVICES?

Most cloud telephony services (including our own) allow the use of mobile devices via a dedicated app.

For example, our app provides tools for connecting a mobile device to a desktop handset, configuring a mobile device for use as a business extension, and configuring an in-office number to your mobile device, regardless of where you are.



## WHAT ABOUT ONGOING SUPPORT?

NEVER choose a cloud telephony provider that doesn't provide ongoing support.

**Our cloud telephony service includes ongoing support.**

This includes complete monitoring, alerts, and troubleshooting assistance which is used for the datacenter infrastructure in addition to assistance on the premises for end users.

## WHY SWITCH TO CLOUD TELEPHONY?

Most organisations are switching to cloud telephony because it supports advanced features and functions and it is less costly because everything is managed and maintained offsite.

It also levels the playing field for smaller businesses which typically have limited technology resources.

