



# Finding Your Cloud VoIP Phone Solution

Buyer's Guide: All You Need To Know

## 1. What works for you?

Whether you are starting a new business or expanding your existing business, you will need to choose a business phone system that meets your organisation's requirements.

The obvious decision would be to go with what you already know - your service provider from your previous company, or the phone system at your other office location. You could always utilise the system already being used in the building you're in, but you are then stuck with a solution that might not quite meet your needs - or worse yet, require costly resources to update and maintain.

Thankfully, you have options. There are several kinds of business phone systems and choosing the right one can save you money, time and effort.

The right system will give you a robust and feature-rich system, that can scale affordably as your business grows and your needs become more complex.

This guide provides you with essential information and tools so you can understand your options, and make the decision that meets the needs - and ambitions - of your business.

## 2. Defining your business needs

Before examining your business phone system options, let's first take stock of your needs as they are key in determining the kind of phone system you will want to use and the vendor you will want to select.

## Growing

1 to 19 employees

Your business needs to establish itself – quickly

- Fast implementation of main business phone number
- Easy set up and management for non-technical users
- Seamless mobility to work at the office, at home, or anywhere in between
- Build a professional image with prospects and customers
- Keep start-up costs down

## Scaling

20 to 99 employees

Your business needs to support increasing demand

- Quick set up of new employees and departments
- Roles based access for company administrators and end users
- Flexibility and customisations to meet individual users' needs
- Innovation to adapt to changing market and business demands
- Manage costs while supporting growth

## Optimising

100+ employees

Your business needs to improve efficiency and control

- Scalability to easily add new locations
- Robust platform to support customised call workflows/routing
- Communication consistency across all parts of the business
- Integrations with other business systems and services
- Maintain costs while driving maximum value



# Finding Your Cloud VoIP Phone Solution

Buyer's Guide: All You Need To Know

## 3. Understanding your options

The good news is you have options. Fundamentally, there are two types of phone systems.

One of the biggest challenges in any vendor selection process is truly understanding your options, the pros and cons, and how each will impact your business. The following summarises what you must know about phone systems.

### Traditional, on-premise PBX systems

- Requires hardware which can be costly and complex
- You need to have a PBX at every location
- Requires IT staff to set up, manage and maintain the system
- Provides you with control; system not dependent on Internet
- However, each PBX can be single point of failure at that location
- Though feature rich, is generally cumbersome to upgrade and requires modules at additional cost

### Hosted/Cloud phone systems

- No hardware: fast setup, no maintenance or management needed
- PBX is not a box at the client site. Rather, it's a feature-rich, flexible phone system and service "in the Cloud"
- Reliable - that is, the software runs on redundant servers. Reliability is increased, and increased demand scales automatically on the cloud platform
- Cloud systems are one program, one system to maintain. Customer upgrades are simply "turned on", available automatically at no additional cost

- Cloud phone systems use a subscription model which means low monthly cost
- You manage your system from a Web browser, through an intuitive user interface that greatly reduces the need for expert training. Features can be managed, modified, upgraded, added quickly and easily

## 4. Steps to take

So where do you go from here? Here's a quick plan...

### Step 1: Research

Visit the vendor Web site, access their whitepapers, datasheets, etc.

### Step 2: Explore Your Options

Contact each vendor to get a personal demo

### Step 3: Try Before You Buy

Work the demo as hard as you can. Are you able to see how their solution can meet your company's needs, now and in the future?

Ask lots of questions, especially about your future needs, and about costs now and as you expand

### Step 4: Prepare for Success

Choose a winner, sign them up, and expect to see results

Want to learn more? Explore further benefits of finding the perfect office phone solution, and find out more on how to get started with Communicate Better. Call 0800 054 6000 or visit [communicatebetter.co.uk](http://communicatebetter.co.uk) today.

Work smarter achieve more

IT • MOBILE • TELEPHONY • TELEMATICS