



Reliable Solutions Group

The Top Benefits of Hosted PBX/VoIP

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2 GLOSSARY OF TERMS

API	Application Programming Interfaces	DR	Disaster Recovery	PBX	Private Branch Exchange
BC	Business Continuity	DRP	Disaster Recovery Plan	SIP	Session Initiation Protocol
CapEx	Capital Expenditure	IMS	Information Management System	UC	Unified Communications
CC	Cloud Computing	IT	Information Technology	VoIP	Voice over Internet Protocol
CRM	Customer Relationship Management	LAN	Local Area Network	VPN	Virtual Private Network
CSP	Cloud Solutions/Service Provider	MACs	Moves, Adds, Changes		
ERP	Enterprise Resource Management	OpEx	Operating Expense		

3 INTRODUCTION



Today's businesses are tackling the challenge of solving their growing infrastructure and communications demands by embracing Hosted PBX/VoIP services. In fact, in an August 2014 Infonetics Research report entitled, 'Business Cloud VoIP and UC Services,' Principal Analyst Diane Meyers states that while sales of premise-based PBX systems have been stagnant to declining over the past few years, the market for cloud services continues to expand with businesses worldwide seeking out hosted alternatives.¹

Whether it is referred to as Hosted PBX, Hosted VoIP, Cloud PBX and/or Cloud VoIP, this dynamic technology effectively and efficiently shifts the cost of a new phone system and the replacement and upgrade costs of an existing one, to your operating budget. Organizations can now focus on their core business and have the peace of mind to know that their communications infrastructure is in good hands with geo-redundant servers, data centers, 24/7 support, automatic patching and consistent, secure anywhere access.

In this white paper, we cover some top operational advantages and productivity features of Hosted PBX.

4 OPERATIONAL ADVANTAGES OF HOSTED PBX

4.1 Scalability

In traditional premise-based phone systems, the stress of future-proofing and designing a solution that would last over the course of several years, was considered the norm. However, in today's mobility and data-driven world, elasticity is crucial. The ability to scale up and/or down is a key benefit of Cloud Computing.

In a Hosted PBX solution, organizations pay for what is needed rather than what will be needed in the unexpected future. This eliminates purchasing telephone equipment and software licenses in excess, further maximizing efficiency and cost savings.

4.2 Reliability

Maximum uptime means maximum productivity. Cloud Solutions Providers' Service Level Agreements guarantee 99.99% platform availability. CSPs maintain fully redundant systems in sophisticated disaster recovery centers located in geographically disparate locations. This means that businesses can spend less time on "keep the lights on" administration and management, and more time focusing on their core business, profitability and forward-thinking innovation.

4.3 Interoperability and Integration



Having the ability to integrate systems improves productivity. Most Cloud Solution Providers are utilizing open standards and integrating Application Programming Interfaces, (APIs) so that businesses can extend capabilities to third party elements such as email clients, accounting applications, CRM and ERP suites.

This integration gives executives and shareholders comprehensive data available at their fingertips, so that they can make more effective and efficient management decisions.

4.4 Cost Savings & Predictability

Companies can budget well in advance and avoid the pitfalls associated with equipment failures. In the pursuit of maintaining a lean balance sheet with optimal cash flow, boards are cutting large capital budgets, opting wherever possible to fund projects from operating expenditures instead.²

In a Hosted PBX solution, businesses are no longer burdened with maintenance contracts, long distance charges between locations, depreciation costs, upgrades or variable charges. Instead, businesses enjoy the certainty of projected monthly costs.

4.5 Ease of Management



Traditional phone systems required technician/hardware vendor visits for simple tasks such as changing the location of a phone or moves, adds, changes, (MACs.) In a Hosted PBX environment with easy to use web portals, easy to use point-and-click, and drag-and-drop functionality, IT and business executives can manage their cloud phone systems with ease.

Additionally, eliminating the need for onsite technician calls dramatically improves the time to make changes in a fast paced office environment and eliminates billable visit

costs.

4.6 Business Continuity and Disaster Recovery

At **Reliable Solutions Group**, we generally define a technological disaster as any incident causing downtime to a business. Whether it is phone/Internet outages, server/network hardware failures, database/software corruption or security breaches/data theft, etc. - regardless of the circumstances, being "offline" for an extended period of time can have a devastating impact on productivity.



Unlike traditional premise-based tools, cloud technologies are managed offsite in secured environments. Traditional phone systems are often limited in its ability to provide backup support in the event of a disaster. **When the PBX or IP PBX is unavailable, telephone connectivity is non-existent.**³

Main, branch and remote locations that utilize Hosted PBX services, operate independently. In the event of downtime, a disaster or an outage, Hosted PBX services will automatically re-route to operational locations so calls are always answered and business continues.

5 PRODUCTIVITY FEATURES OF HOSTED PBX

5.1 Mobility

Being able to communicate anytime, with anyone, from anywhere, on any device is commonplace. Business offices are no longer confined to four walls. Flexibility to communicate seamlessly across geographic locations enables companies to employ the best possible talent regardless of geography. Telecommuters and mobile employees are now seamlessly connected to all staff within the organization.

5.2 Unified Communications



Communication is the foundation of all successful relationships. Unified Communications integrates tools such as email, voicemail, texting, instant messaging, online meetings and video conferencing, and can increase responsiveness, improve customer service and encourage collaboration. Having a single centralized application for all corporate communications is ideal and helps businesses control quality and improve productivity.

5.3 Call Center and Reporting

Call Center features allow businesses to establish granular and customized policies for handling incoming and outgoing communications and improves the customers' experience by guaranteeing calls are answered appropriately.

Many managers of premise-based contact centers are not aware that they do not have enough capacity to handle all of their incoming calls. As a result, their customers were getting busy signals instead of reaching the call center... Once an organization moves to a hosted call center, they are able to see in real-time and from easy-to-use web portals, what is really happening.⁴ Some features include:

- ✓ Number of calls queued
- ✓ Call routing
- ✓ Time callers are waiting
- ✓ Real-time monitoring
- ✓ Abandoned calls

5.4 Call Recording

Say no to servers and expensive call recording software. Call recording is one of the fastest growing features of communications, and is an exceptionally useful tool for training, legal compliance, dispute resolution and quality control. In a traditional premise-based scenario, however, companies were burdened with deploying a separate server with expensive software, licenses, backup and ongoing maintenance. Hosted PBX simplifies call recording and is made available through a streamlined, simple web interface.

6 CONCLUSION

American economist and professor at Harvard Business School, Theodore Levitt stated to his students, "People don't want to buy a quarter-inch drill; they want a quarter-inch hole!" Cloud Computing is that quarter-inch hole for businesses that simplifies the enterprise and effectively lets your technology staff focus on innovation and forward-thinking strategies.

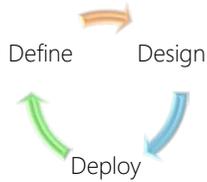
At Reliable Solutions Group, we are committed to educating our clients and helping them make solid, strategically planned decisions that will improve productivity, lower cost and secure their valued assets. We partner with premier Hosted PBX Solution Providers and will work extensively to find a solution best suited for your needs. For more information on how to better streamline your Information Technology and Telecommunications processes, contact us today!

7 CITED REFERENCES

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8 ABOUT RELIABLE SOLUTIONS GROUP, LLC

As your **Total Technology Solutions Provider**, we solve bigger business problems than just providing services. We understand the processes involved and work in a manner that fits your business. We can effectively supplement your existing staff or we can serve as your trusted in-house technology resource. We promise for every customer to measurably increase productivity, lower cost, eliminate waste, and improve the communication between our clients and their customers. Special care is taken to only implement those technologies that are proven and deliver long-term sustainable solutions.



Businesses of all sizes rely heavily on technology. The consequences of downtime, performance bottlenecks and security breaches can have a devastating impact on productivity. At **Reliable Solutions Group, LLC**, we are committed to helping our clients **define, design, and deploy** Cloud, Information Technology and Telecommunications solutions and services that will help grow their business. Let our expert team with more than 35 years of collective, hands-on experience, simplify the enterprise for you!

Cloud Computing	Total Telecom	Worry-free IT
Cloud Servers/Managed Solutions	VoIP / SIP / Hosted PBX	Network & Server Management
Cloud Storage/Disaster Recovery	Voice Services	Desktop Support & Helpdesk
Hosted Exchange	Fiber / Ethernet / MPLS	Information Security & Data Protection
Office 365	Data Services	Data Storage
Hosted PBX	Complete Telecom Management	Auditing and Strategic Planning
Unified Communications		Procurement & Asset Management



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