



YOU'VE BEEN UPGRADED!

- Five Reasons Why You Should Move Up to Cloud Communications





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You'll learn about:

How smart businesses are expanding their cloud thinking to include cloud-based real time communications. The idea is simple – subscribe to a service making it easy for your team members to communicate using Unified Communications (voice, data and collaboration) – securely and reliably. You'll understand the difference when you realize there no longer will be the need for special equipment, expensive maintenance plans, service calls, and more, supporting old fashioned systems that keep people tethered to their desks.



Introduction

It's very likely you are already using the cloud for your most important business applications – whether your customer relationship management tools, accounting and banking systems, inventory management, resource planning, website and more. Communicating via the cloud is the natural next step.

The cloud has matured in the computing world and is now the rule rather than the exception for all businesses, from small start-ups to large enterprises. Today, smart businesses are expanding their cloud thinking to include cloud-based real time communications. With no need for a full-time staff to manage the complexities of hardware and software, and with built in continual availability, when you “rent” vs. “buy” your real time communications solution you’ll save money but more importantly empower your teams. Cloud communication solutions are flexible and scalable. Because you are merely subscribing to the service, as your team grows you can immediately and easily scale up; as your team changes, you can reduce costs further by only paying per user, per month.

With no capital investment required, you only pay operating costs based on usage. With secure access made available through a simple Internet connection, your team can log in from anywhere, anytime and be more productive with tools they enjoy using to collaborate with each other or customers and partners. Cloud communications can even increase sales when you make it as easy as possible for your customers to get through to the right people, increasing the odds of that inbound call resulting in a successful connection to the right person, or the next right person based on easy and immediate call forwarding.

All of these benefits lead to less cost, happier customers, a more productive team, and the ultimate in flexibility. It takes only a few weeks to make the switch from your old, expensive “phone system” to a complete cloud communications solution including voice, messaging, and collaborative features.

Communication



- Enterprise VoIP
- IM and Presence
- Collaboration

Messaging



- Voice Mail
- Visual Voice Mail (Web/Email)
- Voice Mail Transcription

Mobility



- Mobile/Tablet Clients
- WebRTC
- Call Grabber

Conferencing

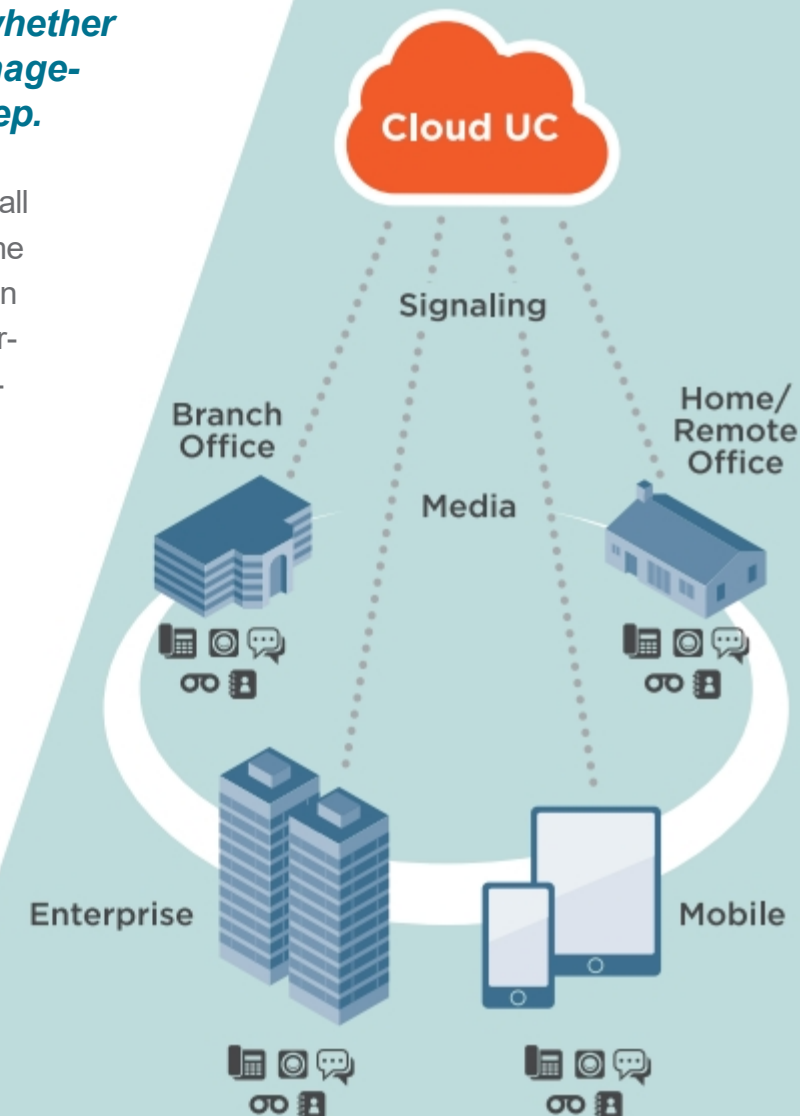


- Meet Me
- Ad Hoc Audio
- Ad Hoc Video

Clients



- Desktop & Mobile
- WebRTC
- Portal Admin



CLOUD COMMUNICATIONS
BRINGS ALL CHANNELS TOGETHER



REASON ONE: New Technology vs. Old

Why support an antiquated phone system when your team can simply use state-of-the-art communication tools accessible from smartphones, tablets and laptops, providing remote connectivity from or to anywhere globally?

Cloud, or “hosted” communications is rapidly being adopted by many businesses that are tired of the excess costs and complexities of old premise-based “phone systems” and see the enormous benefits made possible by the latest cloud communications technologies, allowing the teams to access and contact customer with ease,

The unification of communications is made much easier over the cloud, and included integrated conferencing, collaboration, messaging delivered as part of the same system. Unified communications solutions, which have historically been premise based, are now moving to the cloud and, until recently were only available to large enterprises. With the transformation to the cloud, the same tools large companies have used are now readily available, at an affordable price, to smaller, entrepreneurial and medium size growing companies.

Making it possible for your entire company to connect while on the go goes way beyond the end-user's experience, and should include a great experience for the administrator of the service as well. Set up new accounts, authenticate services, maintain security, and gather information on communications patterns – simply by logging into your company's administration dashboard.



NEW



OLD





REASON TWO: Spend As You Go

Cloud communications services require no capex and are simply billed by the month. These costs are predictable and flexible, transparent with no hidden fees or strings attached. **Pay only for the numbers of seats you need today and add a line at a time as your business grows.**

Traditional phone systems and PBXs are expensive to maintain and require a large capital investment to update or replace. **In addition, you must guesstimate how many employees your business will grow to- years in advance and build that into the cost of your phone system purchase.**

Our cloud communications solution takes all of the guesswork away by offering a cost-effective, pay-as-you-grow, service. It doesn't skimp on quality or features, won't hurt the bottom line, and will continue to deliver innovative services year after year.

It doesn't matter if your organization needs 5, 10, or 10,000 lines, our extremely high quality platform and worldwide presence will deliver reliable, proven service. As your organization grows your cloud communications platform can grow with you.

Not only could you save thousands on capital expenditures, but you could also eliminate cost associated with maintaining an old phone system.





REASON THREE: Simplify Business Operations

Eliminate administrative headaches, time and salaries: cloud communications can be easily outsourced including a 24/7 helpdesk, freeing up your staffing budget to hire people who can advance your business instead of managing a phone system. You can add features and services easily and affordably, and can reduce the complexity and cost of having to maintain a staff to maintain and trouble-shoot.

The right cloud communications solution needs to be incredibly simple to use, without requiring IT support. But just because our solution is easy to use doesn't mean we limit its capabilities. We deliver the communication tools that improve user productivity and customer engagement.

We deliver the scale and administration tools to support one location or one-thousand, with the same features available worldwide, and web-based portals that make is easy to log in and add new users, remove old users, add new services, set up groups and more. We also provide user management tools to make your life even simpler.

Cloud communications supports all the applications your business relies on, including voice, fax, mobility, conferencing and messaging. Gone are the days of multiple vendors, multiple servers, multiple connectivity requirements, and multiple headaches!





REASON FOUR: Collaborate More Creatively

Move forward and collaborate more creatively: enable road warriors, teleworkers, team members who travel constantly; improve their productivity and remove expensive real estate costs for those individuals who can work from anywhere.

Successful businesses build their reputations by collaborating effectively both internally and with their clients. Cloud Communications solutions help these businesses work closely with each other, extend relationships with customers, solve problems collaboratively, simplify project management, and keep information and ideas flowing smoothly.

Create a stronger sense of team when you use Cloud Communications to bring together employees in many locations, by making it much simpler to find and connect with colleagues. Build more than “distribution lists” or “directories” – build communities within your business and with the customers and partners you work with, preparing for the next generation of workers who have grown up with constant access over the web and their mobile devices..

Modern successful businesses are being built on the collective knowledge and combined energy of people, and Cloud Communications can transform businesses using dated “phone systems” by:

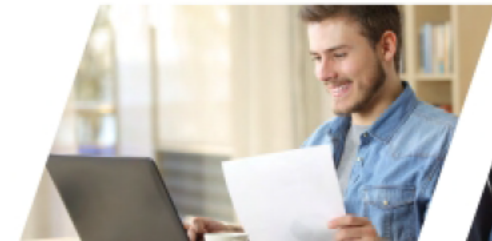
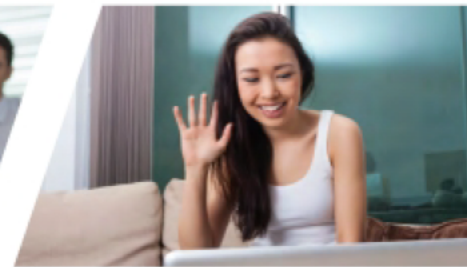
...removing barriers and empowering connectivity and collaboration.

...transitioning from a closed to engaged culture.

...shifting from mundane tasks to enthusiastic teamwork

and

...shifting focus from individual productivity to the team’s success!





REASON FIVE: Protect Your Business

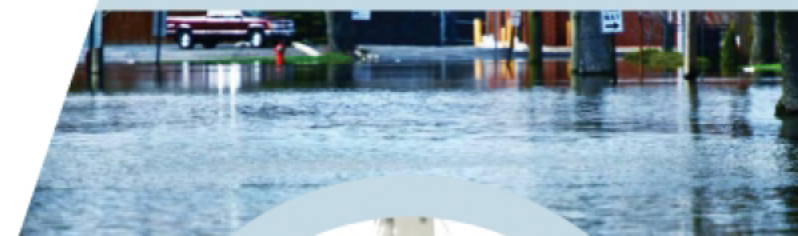
Protect your business with communications continuity built into the solution – cloud communications is web-enabled and can be securely **accessed from anywhere with an internet connection**— within seconds of an emergency or natural disaster, teams can join together to address concerns and keep the business flowing.

Cloud computing, virtualization and mobility open up enormous opportunities for much more integrated, affordable and practical business continuity management. Cloud Communications historically has been seen as a “back-up” for traditional phone systems, but with the advancements in Internet-based communications and more available, affordable access, the same system that powers work every day will work even in the event of a disaster at a company’s headquarters.

Our Cloud Communication solution creates continuous connections between users devices and services in the cloud; as long as employees have access to the Internet, they can log in to the system and work without any downtime.



Unified communications facilitates collaboration by combining voice, email, messaging, and collaboration into an integrated set of easy-to-use tools and are extremely useful in the event that employees have to work from their homes or hotel rooms, from trains, airplanes or public spaces. It enables them to communicate with each other easily in real time, even when they are not in the same physical location, and can ensure ongoing communications with the outside world by automatically routing incoming business calls to those employees or locations located anywhere.





Why Cloud Communications Make Sense

If your company wishes to grow revenues or improve profitability, or both, and if your team has an opportunity to get more work done more efficiently – it's high time you upgraded to the cloud. The good news is, this upgrade will cost less, provide many more options for communicating internally and externally, and work in concert with cloud investments you have already made in customer relationship management and business operations systems.

Cloud communications works with the computer desktops and mobile devices your employees already have, and with the majority of desktop phones for those workers who required them. Our cloud communications solution is vastly preferred by users as it is intuitive, available 24/7, and makes getting work done more enjoyable and collaborative than ever.



LESS EXPENSIVE

Sold on a per-seat subscription basis, minimizing capex



MORE SCALABLE

Businesses can adapt for growth and scale up or down as needed



AVAILABLE EVERYWHERE

The right real time communications systems allows multi-platform access to UC apps from anywhere with a network connection



CLEARLY DEFINED

Cloud Communications eliminate obsolescence and outsources the challenges of disaster recovery and security to the managed services provider



FLEXIBLE

New features and services can be turned on with ease



PULLING IT ALL TOGETHER

