AMERICAN TECHNOLOGY CLOUD, LLC

Cloud Solutions

7 Business Benefits of Moving to a Cloud Communications Solution

AVAYA CLOUD OFFICE™
by **RingCentral**

Tipping Points: Factors driving the transition from legacy to cloud solutions

Upgrading communications systems can be expensive. As a result, you may be living with a solution the lacks the capabilities and flexibility you need to fully support your business. You may also be worried about the consequences of continuing to run your communications on an outdated or unsupported system.

Do any of these issues sound familiar?

- Lack of specialized in-house telephony expertise required to maintain legacy systems.

- Paying systems integrators to integrate core business communications and apps.

- Vendors taking days or weeks to make minor repairs or replace broken parts.

- Searching on eBay for phones or port cards to replace broken components.

- Constrained capacity making it difficult and costly to add new employees.

- System downtimes impacting offices or locations for hours or even days.

- Too much time and money spent maintaining multiple communications systems scattered across many locations, and often from different vendors.

Today's rapidly changing business environment makes it necessary for organizations to become more nimble. Workforces have gone mobile.

This business white paper discusses seven compelling reasons for replacing your company's legacy communications system with a cloud-based communications solution. This paper describes how cloud helps overcome the issues of cost and complexity associated with ageing hardware, and how it can transform your company's business communications. The benefits include a cloud communication solution that integrates your entire workforce—including remote and mobile workers— as well as your critical business systems.

The need for agility, flexibility, and mobility

Communications solutions have undergone a great deal of change and innovation. Today's rapidly changing business environment makes it necessary for organizations to become more nimble. Workforces have gone mobile. And organizations need to find efficiencies in basic business systems in order to free up resources to support growth or other more strategic initiatives.

Many businesses today are looking for cloud- based platforms that can handle new advances while providing the flexibility to accommodate rapid growth or business change. When selecting your next communications solution, it pays to ask how it will:
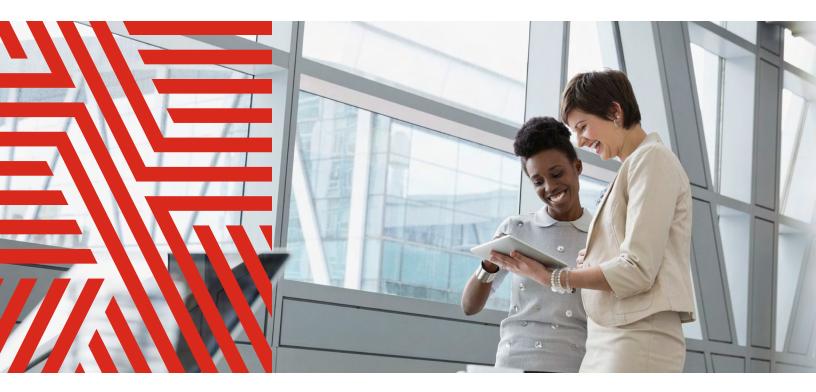
- Readily adapt to changes that impact your business

- Support multiple locations without taxing valuable IT resources

- Support remote and mobile workers along with a distributed workforce

- Relieve the headaches of managing simple changes, upgrades, or fixes

- Unify communications across your organization

- Lower costs now and in the future

7 key advantages of moving to a modern cloud-based communication solution.

As with many cloud-based applications used to run mission-critical parts of the business, cloud-based communications solutions have come of age. The rapid adoption by businesses of all sizes attests to its value. In addition to carrier-grade reliability for your business phone calls, a cloud phone system like Avaya Cloud Office offers dramatic advantages over other solutions. These include benefits for your business and employees, as well as your data network, and IT resources.

1. Unifies communications across your company

Avaya Cloud Office integrates your business communications into a single solution that includes voice, online faxing, text, web meetings, audio and video conferencing, voicemail, and calling features. It also integrates with cloud-based business applications. The unification of communications on to this cloud platform not only saves costs and delivers the synergy of linking various modes of communication, but also eliminates the administrative overhead, unwieldy billing, and complex cost tracking especially if there are multiple vendors in the picture.

When employees leave the office, calls automatically follow them to their mobile phone via the Avaya Cloud Office mobile app.

The Avaya Cloud Office solution also unifies the image that your organization presents to the world—a single identity. All employees, whether they work in an office, from home, or on the road, make or receive calls from a single business number, giving your company's communications a consistent and professional appearance. Even remote workers' outbound calls are routed through the cloud and appear as if they are calling from the corporate location. For example, a salesperson does not have to provide a personal mobile phone number to continue with business when out of the office but provides the same corporate number to customers. When employees leave the office, calls automatically follow them to their mobile phone via the Avaya Cloud Office mobile app.

2. Simplifies multi-location management

Avaya Cloud Office enables the solution to be managed from any location using a simple web interface or a mobile app. This means you save the cost and headache of sending an IT person with telephony experience to remote locations to perform maintenance or make simple changes, such as adding numbers or provisioning new employees. Or, it can eliminate calls to a local service provider and the frustration of waiting for changes or repairs to be made, not to mention the high cost of service calls.

The Avaya Cloud Office solution allows you to quickly start up new locations. For new or existing locations, it eliminates the cost and complexity of managing connectivity between sites. Instead, all voice traffic travels over the internet backbone.

> ## "The proliferation of mobile devices has pushed legacy communications systems beyond their capability to serve today's distributed and mobile workforces."
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> —Robert Mahowald, IDC Program Vice President for SaaS and Cloud Services

3. Flexes when your business flexes

When you are growing and competing in today's dynamic markets, you cannot afford anything— especially communications technology—to hold you back. You can't wait for a service provider to add a new number or send an IT person to a remote location every time you add an employee. And you cannot afford to be locked into inflexible systems.

As your business needs change the Avaya Cloud Office solution adapts. For example, whether it's adding retail staff during the holidays or adding tax preparers during tax season, plugging a phone in to an Ethernet jack and making a simple change on the dashboard is all it takes to onboard a new phone user.

Additionally, you can't predict where your business will be in two or three years, how many phone lines you will need, or how many locations you will have. A cloud-based system is inherently flexible and scalable. Avaya Cloud Office provides instant access to virtually limitless inbound and outbound call capacity.

4. Reduces infrastructure management headaches and costs

Buying and installing a new communications system can cost tens of thousands of dollars, or hundreds of thousands for multiple locations. Avaya Cloud Office solution eliminates the need for up-front investments.

With Avaya Cloud Office, the entire infrastructure for your communications solution is in the cloud; in secure, redundant, and geographically distributed data centers where experts manage the system 24/7 and achieve five 9's reliability. For customers with multiple locations the cost savings is even bigger. You no longer need skilled IT staff to manage one or more locations. The expense and distraction of traveling to remote locations or calling a local service provider to make changes or repairs has been alleviated.

5. Connects mobile and remote workers

With Avaya Cloud Office, workers at remote locations or home offices are connected in the same way as employees in the main corporate office. Additionally, the Avaya Cloud Office mobile app—which works on any iOS® or Android™ device—essentially transforms a mobile phone into a desk phone and a powerful communications device.

Calls automatically follow to workers wherever they are, and customers always see your business number rather than the employee's personal home or mobile number. For example, rather than mortgage brokers at a bank providing their personal mobile numbers, they give customers the corporate number. This offers customers greater confidence; and if the broker leaves the company, the number is easily transferred to remaining staff. Therefore, customer loyalty is retained with the company, not the individual. Additionally, all of the employee's valuable contact information resides in the cloud, where it can be easily retrieved, rather than on an employee-owned device.

Mobile and remote workers also have access to voicemail, fax, email, and all other company communications as if they are working in the office.

Mobile and remote workers also have access to voicemail, fax, email, and all other company communications as if they are working in the office. The conference calling and HD video meetings included with Avaya Cloud Office further enable mobile and remote workers to easily and cost-effectively work from any location. Finally, the Avaya Cloud Office solution eliminates the nightmare of accounting for hundreds or thousands of personal phone bills, which can be onerous for employees, their managers, and corporate accounting.

6. Instant access to the latest features

With Avaya Cloud Office, the latest features and capabilities are continually integrated into the system. One example is the addition of HD video meetings to the Avaya Cloud Office solution.

When this feature was added it became available immediately, without added cost or the need for customers to perform upgrades.

Avaya Cloud Office R&D continually works to bring you the latest innovations in business communications and anticipate your company's future business communications needs. New features are implemented in the cloud and simply become instantly available to all customers.

7. Greater overall simplicity

Cloud communications solutions are simpler, less costly, and easier to manage.

For example, with Avaya Cloud Office, you no longer need to be in the same physical location as the phone system to manage it. When traveling or at home, changes can be made via a web interface using your laptop or mobile phone. Scaling up at peak times and scaling back down is straight forward. Not having to deal with system upgrades or applying patches is simpler. Subscription based monthly billing is simpler. There are many reasons that cloud based communications solutions are simpler overall. Simple yet powerful and advanced.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

Conclusion

Avaya Cloud Office is the perfect way to move your business communications into the modern world. It unifies voice, text, video conferencing, fax, and audio conferencing into a single solution. It also integrates seamlessly with the latest cloud and back-office business applications. The result is a business phone system that delivers:

- Flexibility to adapt quickly to business change

- Greater control and service mobility—move, add, or change phones and numbers easily, from anywhere

- Unified business communications that streamline the way you communicate inside and outside your company while simplifying everything from management to billing

- Integration and collaboration with other applications such as CRM systems

- Reduced infrastructure costs and management headaches

- Support for a mobile and distributed workforce

Avaya Cloud Office manages the entire infrastructure in secure, redundant data centers, which includes handling network maintenance, software updates, and system upgrades. In addition, behind the scenes, Avaya Cloud Office continually innovates the system to improve reliability and add new capabilities.

AVAYA | Experiences That Matter