



CLOUD TELEPHONY CHECKLIST



Use our 5 step checklist to get your business ready for a move to Cloud telephony

With the development of better and faster Internet connectivity for many, business phone systems no longer necessarily need to be located in your office. Instead, you can opt to use a 3rd party provider to supply your telephony system as a rented service, accessed over the Internet. The concept is simple; everything from lines, the telephone system and sometimes even your calls, are all bundled into a straightforward, per user, per month rental.

With renting, the capital costs are reduced & you do not have to worry as much about additional support costs because the provider is responsible for that within your rental payment. Renting rather than buying particular features, such as call recording or entry level call centre features, can also bring large savings over buying in the technology.

Cloud-based telephony is not without its drawbacks and in the process of developing and selling our own VoiceOne Cloud telephony service we have come across several notable pitfalls, largely around the USPs that the solutions are sold upon. That's why we have put together the following 5 point checklist to ensure that Cloud telephony is right for your business before you make the move.

It is designed for customers to take away and use themselves but our team are always happy to help if needed. Let us know how you get on with the checklist and if there are any parts in particular that you would like a consultation on.



1) Identify your business needs



In terms of basics, Cloud and on premise platforms should be able to do the same things: take a call, make a call, voicemail, have call routing to ring multiple phones and so on. Where cloud based solutions perform well, however, is in certain specialist functions that a few but not all your users need, such as call recording. Consider what features your system has now and identify which features you would ideally like to have, as this can help you decide if a Cloud solution is really the right fit for your business communications in terms of costs and operations.

2) Calculate all potential costs



While an Opex model that simplifies and spreads out payment for your telephony in a straightforward per user rental bundle definitely looks appealing, especially if cash flow is limited, it's important to take the time to calculate the full potential cost of the system.

Consider:

- Is the 'all in call bundle' attractive in terms of actual call usage?
- Do you have the budget to spend when a new telephony platform is required?
- The expected lifetime cost of the service you are renting vs buying
- What hardware is required and how are these acquired? Are they purchased, rented?
- Ongoing rental costs vs system maintenance contract costs
- Do you need to upgrade your Internet?

3) Test your network for readiness



Do not make the switch to cloud telephony unless you're prepared to invest in making sure your office data network and Internet connection are ready to support the system. This is an issue that we see arising repeatedly: the phones need data cabling & switching and all of this costs additional capital money. On top an inadequate Internet service can cause serious call quality problems as can mixing your day-to-day Internet traffic and voice traffic through the same broadband connection.

You might want to consider budgeting in a dedicated voice assured broadband that prioritises voice data over other Internet traffic as part of your Cloud telephony preparations

4) Determine what you are getting & from who



What service are you actually getting for your money and who is really supplying your service? Reselling of hosted telephony is extremely common so you may find the company you are paying the bill to, actually has limited ability to assist you if there is a problem.

Make sure to ask about customer support policies, response times and who is responsible if something goes wrong, particularly if the supplier is re-selling the service.

5) Start benefiting from Cloud telephony



Once you have taken the time to review your environment and determine exactly what it is you need from your telephony system, in terms of both functionality and cost, you can start to benefit from a new Cloud telephony system. Following this checklist will also ensure that you're in a better position to migrate so you don't fall foul of some of the pitfalls including hidden costs and poor SLAs.

If you would like more information or help on migrating to Cloud telephony our team are always happy to help. To book in for a '7 Point Audit' of your telephony email sales@atlas-comms.com quoting Cloud Telephony Checklist.



Contact our team for more information

028 9078 6868

sales@atlas-comms.com

