Is your phone system holding you back or helping you fly?

Why your current communications system may be restricting your growth.

And how you can unleash your business’s true potential.
Modern businesses need modern communications to thrive.

Modern communications technology enable businesses of every size to:
- Be more flexible and agile,
- Meet evolving demands of markets and customers,
- Remove complexity of disconnected systems and applications, and so much more.

This guide will uncover how your current phone system may actually be limiting your business potential, and why switching to cloud communications can benefit your bottom line.

Discover:
- Why your traditional phone system is no longer a good match for your modern business.
- Why an effective communications system is vital for your growth.
- The high indirect costs you’re paying for a PBX.
- The benefits that cloud communications provides.
Traditional phone systems are no longer a good match for modern businesses.

At the heart of business communications for decades, systems like the Private Branch Exchange (PBX) were designed to enable office-based employees to communicate with each other and the outside world.

**The traditional PBX model looks like this:**

- **Purchase**
  
  You buy the system and install it in your offices.

- **Ongoing Management**
  
  An employee has to manage it.

- **Maintenance**
  
  You pay a third-party to maintain it.

- **Upgrade**
  
  If you want more features, you pay for an upgrade.

- **Grow**
  
  If you outgrow it, you need to replace major components or throw it away and buy a new one.

**The great divide between phone and IT systems.**

Traditional PBX phone systems exist largely in isolation from IT systems: one was about making and receiving phone calls, while the other was about digital communications and managing information.

**Today's cloud communications.**

The worlds of telecom and IT have converged to deliver seamless cloud communications. Why?

- **Employees are mobile.**

- **Teams are virtual.**

- **IT has moved to the cloud.**

This means that traditional PBX systems are not supporting today's digitally-driven business environment.
Communications are a critical enabler of success.

Effective, flexible, high-performance communications systems are critical to every business. If your communications aren’t up to speed, your business may struggle to address these categories:

**Mobility**
Increasingly mobile and dispersed workforces rely on communications support.

**Customer expectations**
Communications are essential for meeting rising customer service standard expectations.

**Responsiveness**
Responding quickly to rapidly changing market conditions and new competitors requires effective communications.

**Collaboration**
Communications are the lifeblood of the new age of business collaboration with suppliers, partners, and customers.
The true costs of an outdated phone system.

The direct costs you’re paying for an on-premise PBX include:
- Facility costs
- Maintenance costs
- Upgrade costs

The arguments in favor of replacing an out-of-date phone system have often focused on the direct costs.

However, your indirect costs should also be considered:
- Poor service can mean lost customers.
- Inflexible working can lead to a loss of talent.
- Poorly equipped employees can drain productivity.
- Outdated systems can mean less flexibility and agility.
- Missed opportunities can mean missed revenue.
- Routine administration can waste IT expertise.
The true costs of an outdated phone system.

Poor service can mean lost customers.

Many customers still prefer having a phone call when dealing with service issues, so if your phone system doesn't deliver the experience they want, your customers could soon be someone else's.

Rising customer service expectations are driving the need for seamless experiences across multiple touchpoints.

Inflexible working can lead to a loss of talent.

Every business is only as good as its workforce. Attracting and retaining your best people is correlated with how supportive, flexible, and efficient your communications systems are. Traditional phone systems can't deliver the flexibility and functionality that both younger and older employees now take for granted. If they can't work the way they want, you can lose your best employees.

You need to ensure that your communications systems meet the needs of all your workers.

Existing customer value.

Given the extra expense of acquiring a new customer compared to retaining an existing one, losing customers is hugely damaging to the bottom line.

Rising expectations.

Customer service expectations continue to rise. Despite the Internet and mobile apps, many consumers still prefer a phone call. They also demand rapid responses and a seamless experience, without having to repeat themselves.

Is your phone system delivering?

If your PBX doesn't connect your callers the first time to the right person, with access to the right information, you're putting your customer loyalty at risk.

Better people means better business.

Losing or being unable to attract top quality employees damages your ability to be competitive, while high levels of employee churn can increase costs.

Digital natives’ demands.

Younger workers expect to be able to share information easily and instantly, and seamlessly switch between voice, video, and messaging.

Your systems say a lot about you.

The quality of your communications and IT systems can influence the quality of employee that you attract and retain.
The true costs of an outdated phone system.

**Poorly equipped employees can drain productivity.**

Today's workforces are increasingly dispersed, but they still need to communicate and collaborate effectively — where and when needed. If employees don't have access to the communications and collaboration tools they need, their productivity is adversely impacted.

Traditional PBX systems were not designed for flexible working and can damage employee productivity.

**Dispersed workforce**

More and more businesses now have a mix of mobile workers, home workers, and freelancers collaborating with office-based staff.

**Information access**

All your people need access to the same information and tools, and they all need to be in contact at any time, wherever they are working.

**PBX inflexibility**

Traditional PBX systems were designed for office-based personnel — not a flexible, mobile workforce — and can damage employee productivity.

**Productivity and revenue**

Limited or no access to the tools they need can negatively impact your people's productivity — and lower productivity can drive revenue loss.

**Modernization benefits**

Improving productivity is often the primary reason why firms replace a PBX with modern communications solutions.

**Outdated systems can mean less flexibility and agility.**

Unlike cloud communications platforms — which feature built-in redundancy and support seamless working from any location — an on-premise phone system significantly increases your risk of a costly outage.

The lack of any redundancy for a PBX outage caused by natural disaster or human intervention puts businesses at risk of a major failure.

**Risks remain with on-site redundancy.**

Adding on-site redundancy could significantly increase your costs. Still, redundancy won't help if your premises are unusable because of a major disruption such as fire, flood, or electrical outage.

**Security risks with non-approved tools.**

If your system doesn't provide the functionality that employees expect, they will source their own tools — which can increase your risk of security threats and leave you vulnerable to data breaches and hacking.
The true costs of an outdated phone system.

**Missed opportunities can mean missed revenue.**

Physical presence is no longer needed for selling into a new location or launching a new service — but if you’re hamstrung by out-of-date communications, you’ll struggle to access new opportunities.

Today’s businesses need agility to seize new opportunities, but traditional phone systems can limit rather than enable agility.

**Capitalizing on opportunities.**

In today’s markets, ideas can be copied very quickly and new competitors can emerge at any moment. Seizing every opportunity is critical to success.

**Virtual expansion.**

Cloud communications systems enable firms to establish a virtual presence in new geographies quickly and cheaply, so you can expand without significant investments in new offices or equipment.

**Collaboration is key.**

Seizing new opportunities is often about quickly building the right alliances across teams, companies, suppliers, partners, and customers. Communicating easily and flexibly is a must.

**Restricted agility.**

Traditional phone systems are designed around closed networks and fixed, physical locations. They just don’t deliver the agility you need to be flexible and collaborative.

**Routine administration can waste IT expertise.**

The IT resources of many non-expertise businesses are both stretched and costly — focusing them on managing an aging phone system may not be the best use of their expertise.

**Wasting value.**

Your scarce IT resources should be focusing on projects that add value to your business and support your growth, not tied up trying to maintain your outdated phone system.

**The cost of inefficiency.**

Would you rather have your expensive IT resources focused on maintaining your PBX, or on adding value to your business?

**Using technology productively.**

Technology is now at the heart of much business innovation, so your IT staff should be exploring opportunities to help you operate more effectively. If their time is consumed with routine administration and support, their ability to add value is severely diminished.
Why you should switch to cloud communications.

Traditional on-premise phone systems can no longer meet the needs of today’s modern businesses. Welcome to the age of cloud communications.

Expand your opportunities.
By freeing you from the constraints of a physical location and a fixed workforce, cloud communications enable you to expand your opportunities.

Provide seamless experiences.
You can now integrate multiple communications and collaboration services into a single solution, enabling you to deliver the seamless experiences that your employees and your customers expect.

Work smarter, virtually anywhere.
Enable access to all the information and tools your employees need — almost anywhere, anytime.

Stay ahead with the latest technology.
Cloud communications help you stay competitive and at the forefront of business communications developments.

Mitigate your risks.
Cloud communications feature the resiliency features you need to help reduce the risks of damaging downtime.

Free up time.
Because your service provider manages and maintains your cloud communications solution, you are free to focus on adding more value to your business.
Switching to cloud communications helps you unleash your business’s true potential.

Discover how Verizon can help your business increase productivity, improve the quality of your communications, and control costs.

Learn more about our latest competitively-priced offer for Voice, Collaboration, and Dedicated Internet Access now by contacting us: