



CLOUD UC AND THE SMB MARKET

Increased efficiency with fewer upfront costs



A growing trend in the SMB market is leveraging technology to reduce costs and improve operational efficiencies. By shifting away from traditional telephone systems, SMBs can gain access to synergies found only when timely and effective communications can occur between employees and their customers, including mobility and collaboration. Cloud UC (Unified Communications) provides a highly scalable platform for the SMB market, and a solution that will grow with your business.

A 2015 study on Hosted Telephony and UCaaS by Frost & Sullivan finds that the majority of hosted IP and UCC users will come from the SMB market through 2022, and the medium and enterprise markets will continue to grow. And the reason why is clear. This type of solution offers increased flexibility, rich features and large cost savings.

However, some organizations are still resistant to make the switch – afraid they'll need special equipment or a large upfront investment. A Cloud UC solution eliminates these worries, with long-term savings and increased efficiency.

Why UC Cloud Solutions?

An IP (Internet Protocol) PBX (Private Branch Exchange) solution is essentially a business telephone system designed to deliver voice over an internet connection. Companies using this service have two options: a premise-based or Cloud UC.

Today's Cloud UC systems are far less expensive to purchase, install and maintain than earlier versions. Benefits are proven and integration into existing business networks and systems, such as SalesForce.com or custom CRM, is far easier than before. This makes it simple to add new technology and features when they become available. It also allows businesses to better manage their telecommunications costs, moving to an operational expense model, versus having to budget for likely capital expenditures.

Scalability

Business needs change quickly, and business owners need to be agile and prepared for change. Cloud UC provides the ability to scale your system needs up or down. For example, a company that receives high call volume during the holiday season may require additional seats to support an increase of business, and be able to scale back down when their needs change.

Mobility

Another valuable benefit of Cloud UC is the ability to synchronize a soft client application with email, call forwarding, instant messaging and video conferencing. A soft client allows the user to access corporate features, like they're working from the office, and can be installed on a laptop, mobile device or tablet.

Soft client adoption is increasing steadily: 93% of businesses have employees who use mobile devices as their primary means of communications, and 59% of businesses employ remote workers. Soft phones equip SMBs with exceptional mobility, for employees stretched across multiple locations – and is ideal for telecommuters and road warriors. Businesses can also administer changes from far away. Remote users are set-up to appear like they're local to a business, which is one of the system's most powerful features.

The Changing Workforce

As an increasing number of millennials enter the workplace, the demand for alternative ways of communicating are increasing – and expected by this new workforce. The way millennials communicate and share information, in the age of texting, Facebook and Snapchat, is redefining how employees connect with each other, and forcing organizations rethink the way they handle their business communications. Cloud UC equips the millennial workforce with the real-time collaboration methods and flexibility that fosters their communication needs.

Collaboration

For organizations with multiple locations, collaboration allows employees to share screens and video, bridging the divide between offices. UCC, or Unified Communications and Collaboration, brings together the different methods of business communications, such as IM, audio and video, into one robust tool. Users can run meetings, whether they are ad-hoc or scheduled, whiteboard ideas and share files, all from their desktop or mobile device.

Business Continuity

A flood, earthquake or other natural disaster can knock out power or Internet to your office making it difficult to manage call volume. Think about how your business would be affected if your phone system failed. A Cloud UC System solves this problem. The solution resides in a redundant, secure data center, that allows you to easily conduct business as usual – from inside or outside of your office. Calls are rerouted immediately to an alternate number, such as a mobile device or POTS line or to another location.

Reduce IT Pressure

A Cloud UC Solution takes pressure off information technology and administrative staff, reduces long-term investments and increases productivity and mobility of employees. Design, training, management and installation of equipment are supplied by most providers. Simple web-based administration for moves, adds and changes makes phone management straightforward and reduces the volume of IT and administrative support hours required by a company.

Also, incoming calls can easily be matched to work with your CRM, such as Salesforce.com. Outgoing phone calls may be initiated from Outlook using click-to-dial or a soft phone, which keeps all customer information centralized. The ability to integrate the system with a variety of email systems, office documents, “click-to-call” systems and even full CRM systems is possible and easy to achieve with minimal cost or customization.

The status of a user within the system, or presence, can also be displayed to internal and even sometimes external callers. These displays may indicate information such as a user’s location or type of device they’re using.

Fewer Security Concerns

You might increase efficiency and save money with this solution – but is it safe? Cloud UC services enhance overall cloud security, while reducing the already significant load on IT personnel, including:

- Administrators can set web portal access levels on a per-user basis, ensuring that only the appropriate staff has powerful high-level functions.
- International call capabilities are adjustable, allowing an administrator to stop, enable or disable calls on a per extension basis. They can also set spending limits, which prevent costly unauthorized calls.
- Remotely disable a phone using a web-based management portal, if an employee leaves the company but doesn't return their phone.
- Individual servers are protected by industry-leading encryption to further enhance security.

Is UCaaS Right for Your Business?

Transitioning from an older, traditional telephone system to Cloud UC can provide considerable savings over time, and make telephony costs more predictable. Monthly per seat costs include upgrades, versus a traditional PBX, where businesses can expect to pay an annual maintenance fee to have upgrades available to them. Advanced features, such as web management, collaboration and mobility features bring increased productivity to the SMB market, keeping employees connected, regardless of their location.

Cloud UC provides a highly scalable platform for SMBs, and a solution that will grow with your business.

About Magna5

Magna5 is a nationwide provider of network services, unified communications, infrastructure technology and managed services. By bringing together enterprise-class platforms from leading providers and a 24/7/365 Operations Center, Magna5 has the unique ability to leverage leading software, carrier diversity and customize solutions that drive value to customers and vendors alike.

In working with private and public businesses of all sizes, from government agencies to manufacturing organizations, small businesses and large-scale operations, we believe that focusing on the needs of our clients through a boutique approach to customer service is key. With more than two decades of experience in the telecommunications and managed services industry, we've acquired the experience to understand the needs of your organization, the changing landscape of providers and diverse technologies to deliver targeted, strategic solutions that make a difference.

Whether you need voice solutions, managed services, security services or are looking to move to cloud-based infrastructures, Magna5 helps your business make smart connections.



CONTACT US

Corporate Office
3001 Dallas Parkway, Suite 610
Frisco, Texas 75034
844-624-6255
www.magna5global.com