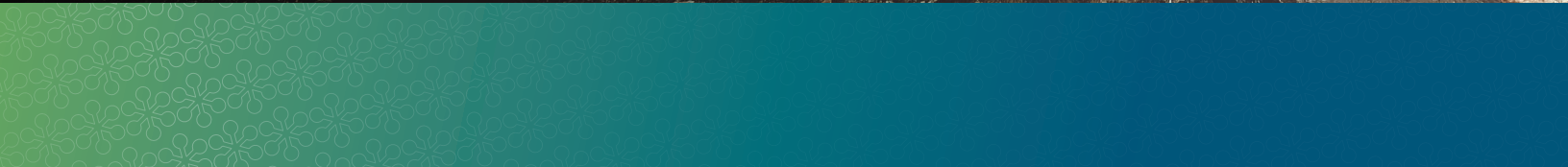




**RAISE YOUR BUSINESS
TO NEW HEIGHTS WITH A
CLOUD PHONE SYSTEM**



CONTENTS

Introduction	3
Eliminate Unnecessary Distractions	4
Simplified, All-Inclusive Pricing and Predictable Budgets	4
Reduced Hardware Requirements and Maintenance/Upgrade Responsibilities	5
Remote Customer and Technical Support	5
Capitalize on the Latest Telephony Tools and Features	6
Virtual Features Available on an Unlimited Basis	6
Easy Management with a Visual Dial Plan Editor	7
Actionable Insights from Call Analytics	7
Expand Your Organization	8
Seamless Scaling for New Hires and Locations	9
Custom Integrations with Third-Party Software Providers	9
Mobile Apps to Accommodate Remote Workers	10
Conclusion	11
References	13

INTRODUCTION

Prevailing technology trends are driving businesses like yours to adopt services like cloud phone systems. What trends? The proliferation of personal mobile devices used for work, the rise of the remote workforce, the demand for more detailed data, and the opportunity to jettison expensive on-site infrastructure in favor of streamlined software solutions, to name a few. A cloud-based phone system empowers businesses to harness these developments to raise their companies to greater heights of success.

With your phone system in the cloud, you can:

- **Eliminate** unnecessary distractions that eat away at your productivity and budget.
- **Capitalize** on the latest telephony tools and features to make your employees more efficient and responsive.
- **Expand** your organization with a highly scalable solution that integrates with third-party software providers and offers mobility applications for remote workers.

CLoud IS THE NEW NORMAL FOR ENTERPRISE, MIDSIZE, AND SMALL BUSINESS

It's clear that the cloud is the new normal for businesses, with market revenue expected to surpass \$49 billion by 2023¹. Organizations are budgeting more and more for cloud apps and platforms, and the typical IT department is hosting less and less hardware on site, opting instead for the cloud.

Phone systems are no exception, although the motivation to move this service to the cloud will become more of a necessity than a trend in the future. According to recommendations² made by the Federal Communications Commission, the existing Public Switched Telephone Network (PSTN) will become too expensive (\$13.5 billion over six years³) and out of date to maintain and will need to be retired.

Forward-thinking business should heed this news and take the necessary precautions to future-proof their company before the existing telephone network, like all other legacy systems, reaches its inevitable end-of-life deadline.



ELIMINATE UNNECESSARY DISTRACTIONS

Workplace distractions severely hamper your productivity. According to some studies, one simple distraction can derail your mental processes for up to half an hour⁴ before you're finally able to reorient yourself back to your task. Any distraction will do, from loud copy machines to chatty co-workers. The problem is such that professionals, desperate to avoid idle chit-chat, resort to technology like email, phone, or instant messaging to communicate with co-workers⁵ – even when that co-worker sits next to them.

However, some distractions weigh a business down more than others. Ranking among the top five workplace distractions⁶ is technology—budgeting for it, maintaining it, fixing it when it crashes, and spending time on the phone with technical support. A cloud phone system removes these distractions, freeing your business to focus less on IT issues and more on reaching your goals.

SIMPLIFIED, ALL-INCLUSIVE PRICING AND PREDICTABLE BUDGETS

With a traditional on-premises phone system, the budget can vary month to month. If you own the system outright, then some months may slip by where you get away with only paying for your phone service. However, the hardware powering your system will require regular maintenance and software updates to remain viable. As it grows older, its performance will inevitably degrade, and you'll have to learn to manage the occasional malfunction or breakdown.

With a cloud phone system, you pay a monthly subscription that gives you access to an off-site system and is usually bundled with your dial-tone service. In most cases, the subscription fee is based on how many “seats” – or devices – you use. It also tends to be all-inclusive, meaning no special added charges for voice features or usage, which gives you a predictable month-to-month phone system and service budget. Additionally, any system hardware or performance issues are handled by the provider, not you. For these reasons, companies that move their phone system to the cloud often save between 50 and 75 percent⁷ on their IT budget.

WITH UNIFIED COMMUNICATIONS, A COMPANY OF 100 EMPLOYEES CAN SAVE:



191
hours/day
company-wide



6,207
8 hour days



Equivalent to more than
27
employees/year

REDUCED HARDWARE AND MAINTENANCE/UPGRADE RESPONSIBILITIES

Much of the drastic difference in budgeting between a traditional and a cloud phone system is due to the hardware requirements for each system. A traditional system typically involves purchasing the complete system, or private branch exchange (PBX), which you then maintain in your office. The system itself is an expensive initial capital expense, and once it's installed, any upkeep or repairs during the system's lifespan (on average between five to seven years⁸) falls on your shoulders. You probably won't perform any of the maintenance yourself, but you'll need a dedicated staff member with the appropriate certifications to handle any system problems. Also, if your business expands to another location, you have to repeat the process and purchase a new system.

Moving your communications to the cloud eliminates most hardware requirements that come with a traditional phone system. There's still a PBX involved, but it's maintained off-site by the cloud system provider. The provider also handles all system maintenance and software updates. In most cases, the only in-office hardware requirements for a cloud-based phone system are cloud-compatible* phones and a business-class router. The lack of extensive hardware demands also makes it far easier to expand your system to accommodate new hires and offices.

REMOTE CUSTOMER AND TECHNICAL SUPPORT

When traditional phone systems experience technical issues that are beyond the ability of your dedicated staff member to fix, then your only option is to call a technician. Odds are the technician is scheduled out and doesn't have an opening that day, which means that business's phone system is down for an indeterminate amount of time. When the technician is available, he charges for his services. The older that system gets, the more the company has to rely on that technician to maintain it.

Since cloud phone systems are managed remotely and delivered on a virtual basis, fixing technical issues can often be handled over the phone. Leading cloud system providers also include customer service and technical support as part of the service's monthly subscription fee, so getting the help you need doesn't come out of your budget as an extra IT expense.

***WHAT'S A CLOUD-COMPATIBLE PHONE?**

A cloud-compatible phone is one that transmits your calls over the internet instead of through the traditional Public Switched Telephone Network (PSTN). It does so by converting the audio signals of your call into data signals.

A cloud-compatible phone is also known as an:

- Internet phone
- Internet Protocol (IP) phone
- Voice over Internet Protocol (VoIP) phone
- Session-Initiated Protocol (SIP) phone

CAPITALIZE ON THE LATEST TELEPHONY TOOLS AND FEATURES

Lower costs and predictable budgets can be beneficial to businesses, but only so long as the savings don't cut off their employees from tools that are essential to their productivity. A report from Dimension Research reported that 59 percent of workers say they face challenges with the collaboration tools their companies provide.⁹ So how do you trim your phone system budget and still equip your employees with the right set of voice features so they can successfully fulfill their roles?

VIRTUAL FEATURES AVAILABLE ON AN UNLIMITED BASIS

Cloud phone systems hold a natural advantage in the business-communications ecosystem. Since a cloud system is delivered through an internet connection instead of a copper-wire phone line, its features are delivered on a virtual basis. That means the voice features you can access aren't limited to the type of server and number of ports available through your in-office system. In the cloud, you can have as many auto attendants, extensions, voicemail boxes, and conference bridges as you need. And because upgrades are handled on the vendor's side, you don't have to swap out your system for a newer one to gain access to newly available features.

The features the cloud system delivers are also smarter, enabling intelligent, automated operations on a greater scale throughout your organization. Thanks to this added automation, teams with a cloud phone system save on average 32 minutes in productivity per day per employee.¹⁰

POPULAR FEATURES OF A CLOUD-BASED SYSTEM

The leading features and tools preferred by businesses, and delivered on an unlimited basis via a cloud phone system, include:



Auto attendants
(interactive audio menus)



Find Me/Follow Me
(intelligent call forwarding)



Voicemail to email
(forwarding voicemail messages to email)



Hold music and hold message
(customized playlists and greetings)



Conferencing
(for most providers this is 3 way calls and conference bridges but the best providers also offer web and video conferencing)

EASY MANAGEMENT WITH A VISUAL DIAL PLAN EDITOR

A visual dial plan editor is an essential tool for managing your communications. Rather than wait for a technician to come and assign extensions and hook up phone lines, a dial plan editor gives you the freedom to quickly and conveniently map out where incoming calls will go, and to make those changes in real time. A dial plan editor also lets you include elements like auto attendants, wait times, voicemail boxes, sound clips, ring groups, and more.

Our Dial Plan Editor was the first tool in the industry that allowed customers to map out their own call flow visually using a drag-and-drop canvas. Since then, other cloud phone system providers have released their own visual dial plan editors. Meanwhile, we've improved and streamlined ours. Access to the Dial Plan Editor in GoTo solutions isn't restricted by a service charge or feature tier. It's included in the basic monthly service charge, and it doesn't require someone with an IT background to run it. Our Dial Plan Editor is so intuitive that most customers pick up how to use it in less than an hour.

ACTIONABLE INSIGHTS FROM CALL ANALYTICS

Few business and technology trends have commanded as much sway during recent years as the demand for what's now called big data. A Gartner survey revealed that in 2016, 48 percent of companies invested in data collection¹² to help their business, up three percent from 2015.

Companies have also discovered the value of collecting call data, a task made much simpler by cloud phone systems. Call data collected through a cloud system is easily accessible, often in the form of real-time reports available through the phone system's online portal.

Call data can include time-of-day reports and heat maps indicating from where the call emanated. With easily available sources of call data, like our call analytics, you can more efficiently:

- Schedule your staff
- Fine-tune your customers' experiences
- Track marketing campaigns
- Monitor business growth

DATA IS GROWING FASTER THAN EVER¹¹



Every second, we perform 40,000 search queries (that's just on Google).



By 2020 it's estimated that every human being on the planet will produce 1.7 Mb of new information every second.



Also by 2020, a third of all this data will pass through the cloud.

EXPAND YOUR ORGANIZATION

Every business wants a problem like “growing pains” – it denotes a thriving business that now has to meet the challenges of higher demand, greater exposure, and squaring off against bigger competitors. The problem is, to keep up with growth, your expenses increase as well. You’ll need more employees, and they’ll need smarter, more integrated tools to handle the heightened demand for effective communications, analytics, marketing, and accounting solutions.

These challenges exist for startups and enterprises alike. On the startup side, around 50 percent of small businesses fail within four years.¹³ This is usually attributed to:

- **Premature scaling** - or not scaling soon enough
- **Not hiring the right employees**
- Not hiring the right employees
- **Losing focus** (i.e., worrying more about expansion efforts over growing revenue and increasing profit¹⁴)

On the enterprise side, you often have to ramp-up your IT infrastructure to support your initiatives. This has to be approached carefully because half of all large IT projects run 45 percent¹⁶ over budget, seven percent past deadline, and deliver 56 percent less value than promised. In a few cases (17 percent of the time), these projects can go so badly that they threaten a business’ existence.



50%

of all large IT projects
run 45% over budget



70%

of startups struggle
with expanding¹⁵

And yet expansion must happen. It simply requires deliberation, with an eye towards facilitating further growth in the future. It’s these early stages leading up to expansion that are perhaps the most critical. Several businesses have adopted cloud phone systems as a future-proofing measure because these systems enable seamless scaling (especially when you’re spread across multiple locations), integrations with other business-expanding tools and applications, and provide simple-to-implement accommodations for remote workers.

SEAMLESS SCALING FOR NEW HIRES AND LOCATIONS

Adding hires and new office locations can be complicated enough, but connecting them with a single office phone system can make it twice as difficult. For new hires, a traditional system generally forces you to call and pay for a technician to come out and add a phone line and program a new extension. A new office usually requires its own phone system, giving you another huge capital investment and two separate PBXs to manage and maintain.

A cloud phone system simplifies this process. You can create a new extension for your latest hire using the online portal and program that extension to a specific handset with a few simple clicks of a mouse. And since the system is accessed remotely anyway, it doesn't matter if you're in one office or another. Calling an extension that's physically located in a different city or country is treated the same as though it was in the same building as the caller. As long as there's an internet connection, a business-class router, and an IP phone on the premises, you have a phone system that will grow smoothly with your company without the cost of an expensive capital outlay.

CUSTOM INTEGRATIONS WITH THIRD-PARTY SOFTWARE PROVIDERS

As your company grows, you'll start eyeing those business tools that promise to improve worker productivity, sales and marketing automation, data entry and record keeping, etc. This year, it's predicted that third-party platforms (including mobile, cloud, analytics, and social media services) will dominate 75 percent of companies' IT spending.¹⁷

There are thousands of services and applications out there that will likely help you manage your company and improve employee performance. The problem is too many tools can create more friction in the workplace. Training employees to use the tool properly eats into valuable time, and implementing a new system inevitably requires working out any bugs that come up. And once all your programs are up and running, switching back and forth between them can lead to unnecessary delays, misplaced data and lose out on opportunities..

The future belongs to those tools that interconnect and work in tandem, making it easier to move data and conversations from one platform to another. That's why more than 50 percent¹⁸ of companies are currently looking for vendors that offer the ability to integrate with other third-party services. That's also why nearly 46 percent of organizations¹⁹ are actively integrating their cloud services—with that number expected to grow rapidly over the next few years.



Cloud phone systems deliver unprecedented opportunities to integrate your other cloud applications with your phones. These integrations offer workflow automation functions like:

- **Simple click-to-call features**
- **Screen pops that pull customer data** from your Customer Relationship Management (CRM) directory before you even answer the phone.
- **The ability to log a call and add call notes** that show up in a customer's CRM file.

MOBILE APPS TO ACCOMMODATE REMOTE WORKERS

The call for work-location flexibility has gained steam in recent years. In 2016, 43 percent of workers said they spent at least some time²⁰ working remotely, four percentage points higher than a similar survey taken in 2012. This only makes sense as employees begin to operate out of multiple office locations and increasingly use their personal mobile devices for business communications.

In another poll, more than half (52 percent) of surveyed employees predicted that most of the workforce will work remotely²¹ in a few years. According to a Stanford University study, offering remote work opportunities²² slashed employee turnover and job attrition rates by over 50 percent. Millennial job seekers (68 percent of them) indicated that a remote work option greatly enhances their interest in a specific employer.

Cloud phone systems offer mobile applications that solve the communication problems that plague remote work initiatives. These mobile apps transform personal mobile devices into extensions of the employee's office phone. Remote workers can then make and take calls using their business number instead of handing out their personal numbers to customers and co-workers. Extension dialing is also available, as is call holding, conference calling, and location-based call rules that contribute to a healthy work/life balance.

115 MINUTES PER DAY SAVED PER EMPLOYEE



30 MIN

Find Me/Follow Me saves a person up to **30 minutes/day** by being able to reach a co-worker on the first attempt.



40 MIN

Unified messaging saves at least **40 minutes/day** by providing one interface to access email, voicemail, and fax.



30 MIN

Mobility increases responsiveness and decreases productivity delays by being able to access office communications remotely, saving a minimum of **30 minutes/day**.

CONCLUSION

To elevate your company to new heights, you need cloud phone systems. This is the clear determination of more and more businesses as they abandon hardware-centric solutions in favor of hosted models. Businesses are motivated to make this change because they see current technology trends that are revolutionizing multiple markets and enabling rapid growth – and they realize that an in-office phone solution will never keep pace with these changes.

Cloud phone systems, on the other hand, are extremely adaptable, able to roll out features and functions that help companies leverage these trends to their advantage, including:

- The virtualization of business communications
- The adoption of big data
- The move to more flexible remote work cultures
- The integration of mission-critical business applications

Moving your phone system to the cloud clears the way for your company to rise to that important next level by:

- **Eliminating** distractions that minimize your productivity and stress your budget
- **Capitalizing on the essential tools and features** your employees need to tackle greater demands and higher expectations
- **Expanding your operations** with minimal hardware, integrated third-party support platforms, and mobile-workforce solutions

These aren't the only advantages a cloud phone system offers your business. To learn more about how a phone system in the cloud could simplify your technology administration and enhance your collaborative efforts, talk to a GoTo representative today at 888 646 0014.



UNIFY YOUR COMMUNICATIONS WITH GOTO

[Request a Jive Demo](#)

Jive leads the Hosted VoIP industry in customer support and reliability. With all-inclusive features, complete control of its platform, and eleven datacenters distributed worldwide providing redundant service, Jive sets the pace for cloud phone systems.

Millions of users around the world trust GoToMeeting for reliable, professional online meetings and on-the-go collaboration. Nothing can match the momentum of your team or business when it's fueled by an award-winning collaboration solution that works instantly, anytime, on any device.



REFERENCES

1. Unified Communications Market Size Worth \$96 Billion by 2023: *Global Market Insights Inc.*
<https://globenewswire.com/news-release/2016/05/17/840632/0/en/Unified-Communications-Market-size-worth-96-Billion-by-2023-Global-Market-Insights-Inc.html>
2. "Status of Recommendations" - Technology Advisory Council
<http://transition.fcc.gov/oet/tac/TACJune2011mtgfullpresentation.pdf>
3. We Spend Billions a Year Maintaining Phone Lines (Almost) Nobody Depends on. Should We Get Rid of Them?
https://www.washingtonpost.com/news/the-switch/wp/2013/10/08/we-spend-billions-a-year-maintaining-phone-lines-almost-nobody-depends-on-should-we-get-rid-of-them/?utm_term=.3301ca3f758b
4. How Distractions at Work Take Up More Time Than You Think
<http://blog.idonethis.com/distractions-at-work/>
5. The Three Biggest Workplace Distractions
<http://fortune.com/2013/06/12/the-three-biggest-workplace-distractions/>
6. Are Workplace Distractions Costing You Time and Money?
<https://www.allbusiness.com/are-workplace-distractions-costing-you-time-and-money-15200068-1.html>
7. Just the Facts, Please: Your Go-To Lit of Cold, Hard VoIP Statistics
<http://thevoipreport.com/article/cold-hard-voip-stats/>
8. Replacing Your Old Phone System
<http://www.ideacommidwest.com/replace-old-phone/>
9. Cloud-Based Collaboration Tools Can Enhance Communication Across Offices
<http://www.biztechmagazine.com/article/2016/08/cloud-based-collaboration-tools-can-enhance-communication-across-offices>
10. Increase Productivity with Unified Communications
<https://www.megapath.com/blog/blog-archive/increase-productivity-with-unified-communications/>
11. Big Data: 20 Mind-Boggling Facts Everyone Must Read
<https://www.forbes.com/sites/bernardmarr/2015/09/30/big-data-20-mind-boggling-facts-everyone-must-read/#1499459617b1>
12. Big Data Poised to Get Much Bigger in 2017
https://gigaom.com/2016/12/01/xavient_2017/
13. 5 of the Most Surprising Statistics About Startups
<https://www.inc.com/thomas-koulopoulos/5-of-the-most-surprising-statistics-about-start-ups.html>
14. Statistics for Scaling Your Startup's Growth (Infographic)
<http://www.techstars.com/content/homepage/statistics-scaling-startups-growth/>
15. The 7 Biggest Challenges That Small Business Owners Face in 2016
<https://www.inc.com/anna-johansson/the-7-biggest-challenges-that-small-business-owners-face-in-2016.html>
16. Delivering Large-Scale IT Projects on Time, on Budget, and on Value
<https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/delivering-large-scale-it-projects-on-time-on-budget-and-on-value>
17. 12 Enterprise and Mobile IT Predictions for 2017
<http://www.pcmag.com/article/350252/12-enterprise-and-mobile-it-predictions-for-2017>
18. A Dozen 2017 SaaS and Cloud Statistics, Prognostications and Predictions
<http://www.sumoscheduler.com/2017/01/06/a-dozen-2017-saas-and-cloud-statistics-prognostications-and-predictions/>
19. Cloud Computing Trends to Watch in 2017
<https://apiumhub.com/tech-blog-barcelona/cloud-computing/>
20. Out of the Office: More People Are Working Remotely, Survey Finds
<https://www.nytimes.com/2017/02/15/us/remote-workers-work-from-home.html>
21. What Does the Future of Work Look Like
<https://www.martechadvisor.com/articles/marketing-technology/what-does-the-future-of-work-look-like/>
22. Tools to Run Your Business From Anywhere in the World
<https://www.forbes.com/sites/johnrampton/2017/01/03/12-tools-to-run-your-business-from-anywhere-in-the-world/#7d5241e9339b>