Moving to the Cloud

The Ultimate Guide to UCaaS and Cloud Services

SANGOMA

A SANGOMA PLAYBOOK

Businesses are increasingly compelled to look for effective ways to reduce telecommunication expenses due to the growing trend of workforce mobility and budgetary constraints. To reduce equipment implementation, maintenance costs, and expenditure on IT staff training, businesses are rapidly switching to cloud-based UCaaS platforms.

UCaaS stands for Unified Communications as a Service, and it is an all-in-one Unified Communications platform that combines a cloud-based phone system with collaboration and conferencing tools, all with the ability to be accessed from your computer or your smartphone.

With a UCaaS solution, businesses simplify their operations, gain the flexibility to scale, improve user support, and reduce the cost of both communications and collaboration. Your team can work seamlessly anytime, anywhere.

Choosing the most suitable UCaaS platform should be easy. However, the choice can be complicated with a dizzying array of available packages of different feature sets with accompanying pricing packages, differing contract terms, need for remote collaboration, network requirements, e911 considerations, faxing (yes, it's still a thing), integrations to other software or cloud platforms, queues, recordings, security, support, etc.

To help simplify your decision-making process, this playbook provides a closer look at the things you'll want to consider in making your decision on a UCaaS platform for you and your company. We hope you find this playbook to be a great resource, and we look forward to helping you with your decision. To that end, I invite you to schedule a demo with one of our technical team members for a tour of Switchvox Cloud.

David Hardy
Vice President of North America Sales

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Overview

Part of running a successful business is having the ability to recognize industry trends. Knowing when to "jump on the bandwagon," or when to sit idly by and let the trendy wave pass. There is perhaps no other industry more trendy or rapidly changing than technology. If you want to keep up with the on-going trends in business, then you should seriously consider moving to the Cloud.

In the past 5 years, there has been a tremendous amount of chatter in the IT circle about moving on-premise communication platforms to the Cloud. In fact, Gartner predicts that by 2021, 90% of IT leaders will not purchase any new premise-based Unified Communications (UC) infrastructure. In 2018, that number was sitting around 50%.

It is evident that this is not a transient opinion; it is a fact that cloud will be the preferred deployment method of UC in the very near future.

According to Frost and Sullivan, there were 23.3 million installed UCaaS users in North America in 2018. Of that, small and medium-sized businesses (SMBs) accounted for 70% of installed users. Frost and Sullivan went on to report that the total installed users will grow by 16.9% to reach 69.2 million in 2025.

The surge of vendors coming into this market place is already well over 150 solutions and growing. This substantial number of choices can be overwhelming for business owners to narrow down their options and make the best decision for themselves.

We know the trends have been proven, and the analysts have predicted where the industry is heading. But we want to arm you, the business own-er, with everything you need to make the educated decision for your business.

Navigating the

Language of Cloud

Hopefully these terms will help you '**talk shop**' with any vendor or technical partner you decide to do business with.

Please feel free to call us at **256-428-6000** with any questions

The hosted phone system industry is riddled with acronyms and terms that vendors and partners will use over and over again. If you are in the tech industry, these terms may be common for you. But for the majority of business owners and executives trying to make a decision, it could be the first time you hear these words. Here's a quick overview of some common terms in the cloud industry.

Hosted PBX

Stands for hosted "Private Branch Exchange," which is simply a private telephone network used within your company. In this case, it's hosted, or managed, in the Cloud by the phone service provider. There are also on-premise versions, or on-premise PBX.

UC

Stands for "Unified Communications" and refers to a phone system that integrates (or "unifies") multiple communication methods within a business. Examples include, chat, video conferencing, reporting, recording, call queues, IVR (interactive voice response,) mobility, and more.

VoIP

Stands for "Voice over Internet Protocol." This means that the voice traffic will be traveling over your internet connection. Examples of this are hosted phone systems and SIP trunking. The opposite of this would be analog or PRI lines.

ISP

Stands for "Internet Service Provider."

OpEx

Stands for "Operational Expenditure," meaning you will pay over time for a service or product (ex: monthly) versus up front, (which is CapEx, or Capital Expenditure).

Network Readiness

This is a term that refers to having your internet connection ready for a hosted phone system or service. We recommend at least 100Kbps. You can take our network readiness test here and see how your internet network measures up.

DID

Stands for "Direct Inward Dial" and is simply your phone number. For example, our Sangoma Sales Team's DID is 256-428-6000.

E911

Is the DID that will ensure where emergency services will be routed. It's recommended to have at least one at every location to make sure emergency personnel arrive at the destination where the 911 call originated.

PoE

Stands for "Power over Ethernet." Some businesses have PoE switches (A PoE switch provides power that can be used to run IP devices via the Ethernet cabling,) and some do not. If you do not have a PoE switch, then you will likely need a PoE adapter for your IP phones. If you have a PoE switch, then you do not require PoE adapters for your phones.

BYOD

Stands for "Bring Your Own Device." This is very trendy in today's communication solutions. BYOD means you can use your personal devices, such as your mobile phone, and it will tie into your business phone system, allowing you to work remotely and still transfer calls and be connected to your staff.

Things to Consider

when Upgrading your Legacy Phone System to the Cloud

Whether you have officially decided to move to the Cloud, or if you are still deciding if it's the move for your company, we've put together a list of everything you should consider when you do make the switch to any hosted service.

It's all about the Internet!

In general, we recommend at least 100Kbps per concurrent call, both internal and external. You can check your network's bandwidth, latency (delay), packet loss, jitter, and quality of service by using our free comprehensive VoIP network test.

Double check your current phone service provider contracts

to be sure you are at a place where you can migrate to a new hosted vendor. You also need to make sure your numbers are portable to a new service before you cancel your contract. If you cancel too soon, you could end up in a situation where your old provider owns your numbers, and you cannot retrieve them.

Make a paper trail

with emails when communicating with your current provider so you have a record. Setting up the number port in advance of the cancellation will help you avoid awkward situations and ensure a smooth migration.

Interview vendors and partners

to make sure you find a solution that fits your unique business needs. Ask for detailed quotes, demonstrations, get a partner to come out and give you an estimate of the total cost of the project.

Educate yourself on the product

and the cloud industry in general. Knowledge is power, and the more you know about your requirements and vision for your business's future communication needs, the more confident you will be when you make the important decision of who your hosted phone system vendor will be.

Stuck in a contract or just prefer on-premise?

Stuck in a contract with your current phone service provider or just want to stay on-premise? That's a situation we totally understand.

But that doesn't mean there's not a cloud service that's right for you. Consider SIPStation SIP trunking. Our award winning SIP trunking service is on average 60% cheaper than traditional analog or PRI service.

SIP trunking is also a great way to enable business continuity by securing a secondary voice service in case another fails. In fact, every month we see schools, healthcare providers, and other businesses that can't afford a busy signal using SIP as their primary service (because it's so cheap) with an analog or PRI line as back up. You can easily connect SIPStation to a legacy system using one of our gateway appliances. If you decide to move to the Cloud or add more SIP trunks, the migration is seamless, and our 24/7 support team is always standing by.

As with a hosted phone system, SIP trunking is also dependent on your ISP (internet service provider). Make sure you can support at least 100Kbps per concurrent call. You can work with support to ensure call forwarding between your phone service providers is set up correctly.

Contact our sales team now
to see how much you can save off your current phone bill with SIPStation SIP trunking services.

Check out page 12
to learn more about SIPStation and FAXStation (our Fax over IP solution).

Questions to Ask when

Comparing Cloud Providers

Moving to the Cloud gives all the powerful phone system functionality necessary for most businesses while eliminating CapEx and reducing the burden on company IT staff. All of the server and software maintenance is taken care of by the provider for a predictably affordable operational expense.

But after you've made that important decision to adopt a cloud phone system, you have to ask which cloud provider. And the answer to that will depend on your unique situation. Here are some questions to guide your decision-making process.

Business Needs?

The first and most obvious question is whether a particular vendor is equipped to meet the needs of your business. Can they support your number of users while guaranteeing quality of service? How adept is their cloud service to future growth and adaptation?

Conversely, is your organization's current network robust enough to take the new bandwidth demands in stride? As stated before, 100Kbps is a good benchmark for using any cloud service, especially when using real-time communication over the Internet.

For our free network readiness test, visit Sangoma.com/Network-Test.

As you compare hosted providers, you have to think through all considerations, but ultimately, **a vendor should be more than willing to provide helpful advice and guidance** in this important upgrade.

Equipment?

SMBs are often operating on severely lean budgets as they try to grow as much as possible with what they have. So something to consider is whether any given vendor can utilize any equipment your business already owns.

If a vendor's solution can use existing equipment (for example phones), it could save some money. But if they cannot, make sure to compare the cost of buying appropriate equipment versus renting it.

Expenses?

Make sure you know all the fees and sign-on costs. Ensure that the monthly fee advertised and offered is not a promotion that will end before your contract does.

Once you have all the numbers figured out, find out what type of onboarding services they provide. You want to be confident that you are choosing a vendor who will make sure you start off on the right foot and support you every step of the way.

Support?

Because a hosted phone system is intended to be an ongoing service, a good question to ask is what level of customer support you can expect.

Just like onboarding services and training, you want to have peace of mind knowing that your cloud vendor is a quick call or email away when you have a tech problem or user error.

Continuity?

Finally, be sure to plan for worst case scenarios. To what extent can you rely on any given vendor's offerings as part of a business continuity plan in the event of a disaster?

Because cloud services are accessible from any location, they possess unique capabilities as a disaster recovery tool. But this possibility is only as good as the service's ability to adapt and provide seamless service, even if the primary location and devices are inaccessible.

Switchvox® Cloud

Offers Enterprise-Grade Features at a Price You Can Afford

MOBILITY
Access the power of your desk phone anywhere you go with Switchvox Softphone apps for iOS, Android, and desktop or laptop computers. Receive, transfer, and create conferences, change your status, and more.

PRESENCE
See who is in the office, on a call, or away from their desk. Call rules update automatically based on an employee's presence.

UNIFIED MESSAGING
With voicemail delivered to your inbox or mobile device, you can stay connected wherever you are.

REPORTING & CALL LOGGING
See details about all calls in your system. Custom, statistical reports can be scheduled and emailed to you automatically.

COLLABORATION
The Switchboard's multimedia chat lets you communicate with a customer or coworker using voice, video, screen sharing, or text. Multimedia chat lets you share the camera or the screen on your desktop or laptop.

RECORDING & MONITORING
Great for training and auditing calls, managers can easily monitor, whisper, barge, and record calls from the Switchboard. You can also record calls directly from your D-Series phone.

CALL QUEUES (AUTOMATED CALL DISTRIBUTION)
Not just for the contact center, Switchvox and D-Series phones bring powerful call queuing functionality to even the smallest business that needs to efficiently handle inbound calls.

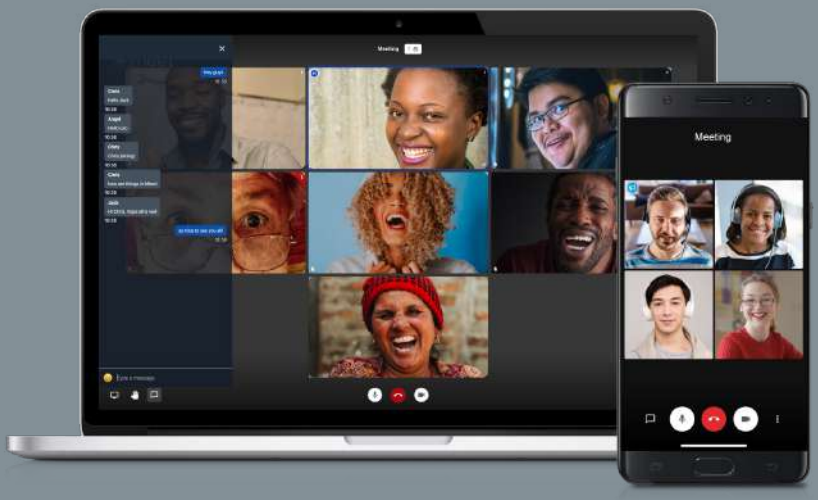
CRM INTEGRATION
Switchvox is integrated with Salesforce.com. Your sales and service organization will have customer information right at their fingertips when they get a phone call. What a productivity boost!

CONFERENCING
A built-in conference bridge allows all of your employees to manage their own conference rooms on-demand. Kick or mute conference participants from your Switchboard or D80 phone.

INTERACTIVE VOICE RESPONSE
The extensive built-in IVR allows you to automatically provide information, collect information about the caller, and get the caller to their desired Destination.

TEST DRIVE THE SWITCHBOARD
www.Sangoma.com/Business-Phone-Systems/Free-Demo/

SANGOMA meet™



Sangoma Meet™ is a multi-party, video conferencing and desktop sharing, cloud-based service. Video conferences are launched from meet.sangoma.com from desktop browsers (like Chrome or Firefox) or from dedicated mobile apps (available on iOS and Android).

Users can invite other participants by sharing a URL link, which automatically joins them to the conference or by scheduling a meeting invitation via Google Calendar or Office 365.

- **Includes list of world-wide dial-in phone numbers**
- **Conferences are secured with encrypted password protection**
- **Works with Switchvox or as a standalone service**
- **Up to 50 participants per conference**
- **No account required**
- **Supports dial-in participants**
- **Screen-sharing and built-in private chat support**
- **Moderator functions such as attendee mute, kick, and private chat**
- **HD audio and video**

Reliable, affordable auxiliary
Cloud services from Sangoma

SIPSTATION and FAXSTATION

SIPStation Features

- **Scalable:** Add or remove channels with ease - growing with your business
- **RCF - Remote Call Forwarding:** never miss important calls
- **Number porting:** Bring your telephone numbers with you
- **DID:** Affordable DIDs and toll-free numbers
- **E911:** Ensure access to emergency services
- **Fax:** T.38 (fax) pass-through support
- **Migration:** Legacy access to cost-saving SIP trunk with a Sangoma gateway

FAXStation Features

- **Use your existing fax machine:** FAXStation works with existing hardware
- **Plug-and-play installation:** the FAXStation appliance comes pre-provisioned
- **Cost effective:** choose between lite fax service or high fax service
- **Manage faxes online:** use your portal to manage faxes and upload documents
- **Low bandwidth? No problem:** FAXStation can work over speeds as low as 2kbps

Sangoma provides high-quality, cost-effective SIP trunking and FoIP (Fax over IP) services. With SIPStation and FAXStation, you can experience a higher standard of hosted phone service by replacing traditional phone lines and reducing your monthly phone bill. service providers is set up correctly.

Sangoma's award winning SIPStation and FAXStation services give your company the ability to enjoy an end-to-end solution. With affordable SIP trunks, powerful UC solutions, and high quality IP phones, Sangoma provides the total communication solution for your organization. Contact our sales team now to see how much you can save.

NAMED NUMBER ONE IN CUSTOMER SATISFACTION

Source: Eastern Management Group, Inc.

Sangoma's SIP trunking service, SIPStation, was named

#1 in Customer Satisfaction

out of 29 SIP trunking providers.

Contact Us

Our Sales Team cannot wait to answer your questions and start helping you design your new phone project. They have years of experience with customers from different industries all over the world. They understand common concerns and necessary features that IT administrators, executives, sales and support managers, and contact center employees require to do their job the best they can.

Our Solution Specialists will explore your initial project requirements and make a recommendation. Our Account Executives are product experts, ready to demo our UC solutions and, if needed, get you in contact with a local partner in your area. Our Sangoma Channel Partners are trained professionals who can help install and oversee your project, while being as hands-on as you desire.

When you are ready to start brainstorming your next hosted UC phone project, Sangoma is here and ready to help.

SANGOMA

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