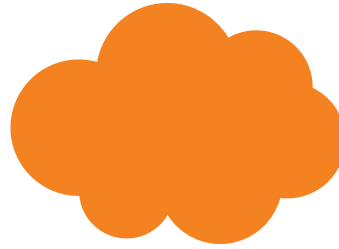




# THE BUSINESS GUIDE TO CLOUD COMMUNICATIONS

How a cloud-based phone system can make your businesses more agile, flexible and innovative

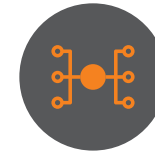


## WHY CLOUD COMMUNICATIONS?



**Growing businesses are on the lookout for services and tools that will help them level the playing field.**

So, when a product as synonymous with business as the telephone is revolutionized, it's time to take a closer look.



**A cloud-based phone system can make your businesses more agile, flexible and innovative.**

Cloud Communications are often more affordable, flexible and reliable—providing greater access to innovative features.

This guide identifies the top ways your small business can benefit from a cloud-based phone system. Each chapter takes an in-depth look at the features of this new telecommunications technology.

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**THE TOP REASONS FOR  
PURCHASING A  
NEW PHONE SYSTEM**

## THE MAIN REASONS GROWING COMPANIES ARE INTERESTED IN PURCHASING A NEW PHONE SYSTEM

17%

Specified lack of reliability as a pain point with their current phone system

Wanted a phone system with increased functionality

14%

15%

Needed a system that accommodated company growth

Worried about call quality

10%

15%

Wanted a phone system that saves them money

Buyers also noted customer support as a major pain point



**DO ANY OF THESE PURCHASE FACTORS  
RESONATE WITH YOU AND YOUR COMPANY?**

Source: <http://www.softwareadvice.com/voip/buyerview/report-2014/>

# 2

## A CLOSER LOOK AT CLOUD COMMUNICATIONS

## WHY CLOUD COMMUNICATIONS?



### A key benefit is value

There are no long distance charges and maintenance and installation fees are either very low or nonexistent. This is beneficial for growing businesses, especially smaller enterprises.



### Cloud Communications allows businesses to have a full phone system wherever there's an Internet connection

You can change answering rules, access voice mail and view call activity anywhere there is an internet connection.



### Cloud phone systems require minimum or zero on-site equipment

This eliminates the need for a PBX (private branch exchange) box taking up space in a closet. This is especially helpful for any company without an in-house IT department.



### Integrate apps into a cloud phone system

CRM, ERP, Scribe, Fax and other apps turn a cloud phone system into a communication hub that enhances business.



**HAS YOUR BUSINESS CONSIDERED A VENDOR THAT EXCELS AT CLOUD COMMUNICATIONS?**

# 3

## CLOUD COMMUNICATIONS AND YOUR BUSINESS

## IS CLOUD COMMUNICATIONS RIGHT FOR YOUR BUSINESS?



### Is your business growing or scaling back?

Companies that are either expanding or downsizing benefit from the flexibility provided by Cloud Communications.



### Is your business phone-dependent?

If your company requires employees to be in constant communication with clients and prospects, a managed cloud phone service is a wiser choice, given the higher call quality, security and reliability.



### What tools does your company need?

A cloud-based phone system provides advanced features, such as contact center call queuing, interactive voice response, computer technology integration, multimedia recording, and mobile phone management—to name a few.



### Do you have time to manage a phone system?

For businesses that do not have the time and IT staff to dedicate to installation and management of their system, Cloud Communications offers expert installation, ongoing support and automatic software upgrades.



**DO ANY OF THESE FEATURES RING TRUE TO YOU AND YOUR BUSINESS?**



**4**

**CLOUD  
COMMUNICATIONS  
MAKES YOU  
MORE FLEXIBLE**

## CLOUD COMMUNICATIONS HELP BUSINESSES BE MORE FLEXIBLE, NIMBLE AND RELEVANT



### These days, growing businesses need to be nimble and tenacious

The ability to watch your bottom line is more important than ever. You have to be able to make changes faster and without a lot of overhead costs.



### Your business phone system has to be flexible enough to keep up

With a cloud-based phone system, you can set up with less installation costs and hassles—just plug your system in and use it right away.



### You can scale up and scale down to keep up with growth

When you're facing growth, or rapid spikes in business, you can add as many seats or offices as you like, easily.



### Face it, sometimes your colleagues are out of the office or working from home

A cloud-based phone system provides mobile access to employees, so they can communicate anytime, anywhere and on numerous devices.



## IS IT IMPORTANT THAT YOUR PHONE SYSTEM SCALES WITH YOUR BUSINESS?



**5**

**THE BENEFITS OF CLOUD  
COMMUNICATIONS APP  
INTEGRATION**

## THE NUMBER OF ENHANCEMENTS AVAILABLE FOR CLOUD PHONE SYSTEMS CONTINUES TO GROW

Once your company adopts a cloud-based phone system, you can take advantage of the following integrations:



### Mobility

Now, your business line can ring to your desk phone, cell or both. Also, laptops or desktop computers can be turned into “soft phones” by adding a headset.



### Call Recording

Call audio can be captured and delivered to your inbox so you can listen to it anytime.



### Scribe

Vocemails can be transcribed and sent to your inbox.



### Automated Attendant

Your service will automatically answer and route inbound calls to the people best qualified.



### Instant Messaging

You'll have the ability to collaborate and communicate with other employees across the office, across town, or across the globe.



### Desktop + Web Sharing

You can raise the quality of your online meetings by digitally sharing important visual materials.



**DOES YOUR PHONE SYSTEM VENDOR PROVIDE THE RIGHT FEATURES FOR YOUR BUSINESS?**

# 6

## HOW APP INTEGRATION ENHANCES BUSINESS COMMUNICATIONS

## A CLOUD-BASED PHONE SYSTEM OFFERS METRICS AND DATA TO HELP IMPROVE INTERNAL PROCESSES



### Observe. Measure. Optimize.

By utilizing data gathered from integrations with your cloud-based phone system, you will be able to gather data, that you can then use to analyze and optimize.



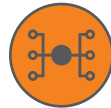
### Data can help you track the amount of time your employees are spending with clients

You'll be able to track which calls are driving revenue, which members of your sales force are responsible for the biggest wins, and who is making their quotas and who is not.



### Works with the Apps you use

Cloud Communications phone systems offer integrations with popular business process applications for stronger team performance.



### Find a Premium cloud provider

Make sure the cloud phone vendor offers pre-packaged integrations to speed implementation and eliminate custom programming fees.



**IS YOUR TELECOMMUNICATIONS PROVIDER GIVING YOU ANALYTICS OPTIONS TO HELP YOU SUCCEED?**

7

HOW  
CLOUD COMMUNICATIONS  
PROVIDES TRUE MOBILITY

## INTEGRATE MOBILE DEVICES WITH YOUR BUSINESS PHONE SYSTEM



### With the right cloud-based phone system, your team won't lose a dropped call when they walk into a building

You can help your organization take control of in-building coverage problems by leveraging wireless LAN networks to provide wireless coverage across your entire enterprise.



### You will have the ability to take advantage of the same productivity-boosting features you depend on in the office

Your team can leverage benefits including video conferencing with room-based systems, peer-to-peer video, web conferencing, calendar access, CRM integration, instant messaging, and presence.



### Connect employees' favorite mobile devices with your business phone system

Employees can BYOD (bring your own device) and stay connected from any location around the world on any network—while keeping business and personal calls completely separate.



### Users can separate their business and personal communications on a single device

Employees will never give a customer their personal mobile number again; instead, their company number follows them from desk to field. And managers can rest easy knowing that customer lists stay with the company, not the employee.



**CAN YOUR BUSINESS BENEFIT FROM GREATER EMPLOYEE MOBILITY?**



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**YOUR SOLUTION,  
MADE SIMPLE**

# THERE'S ONLY ONE CLOUD COMMUNICATIONS PHONE SYSTEM THAT GIVES YOU EVERYTHING WE HAVE BEEN TALKING ABOUT. SHORETEL CONNECT CLOUD.



## More Integrations

ShoreTel Connect CLOUD integrates with countless applications, so your business can do more.



## More Flexibility

If you're moving or adding offices, ShoreTel Connect CLOUD makes it simple and inexpensive to add or subtract lines.



## More Value

There are no long distance charges, no PBX boxes and little to no maintenance fees.



## More Mobility

Now your team can use their business phone line and number through their personal cellphone.



## More Data

With ShoreTel Connect CLOUD, you can capture call data and use it to develop learnings and innovations.



## More Brilliantly Simple

ShoreTel Connect CLOUD provides robust unified communications with an exceptional user experience no matter what device.



**ISN'T IT TIME TO LEARN HOW SHORETEL CONNECT CLOUD CAN BENEFIT YOUR ORGANIZATION?**

# THANK YOU

FOR TAKING THE TIME TO READ THIS EBOOK.

We hope that it has given you a new understanding of your options in choosing your next phone system.

Packet Fusion would like to help you with your business. To learn more about ShoreTel's Cloud, Onsite and Hybrid solutions, visit [packetfusion.com](http://packetfusion.com) or call: +1.866.972.2538