



City Communications

City Cloud Phone – Business Owner



MORE THAN COST SAVINGS: THE TOTAL VALUE OF HOSTED COMMUNICATIONS TO YOUR BUSINESS

The tide is turning for business communications. With employees becoming more dispersed, whether they're in different sites, at home or on the move, never has anytime, anywhere communications been more important.

At one time companies of all sizes felt the only option was to have a dedicated switchboard or PBX on premise. But, as businesses become increasingly virtual and employees work from their mobile devices more frequently, PBX solutions are quickly outdated and don't keep up with the unified communication needs of the modern workforce.

Hosted solutions, on the other hand, can make fixed and mobile convergence seamless for organisations, enabling voice calls whenever and wherever. With cloud services now proven to be both flexible and reliable, hosted services are looking more and more appealing.

The cost savings of hosted services over legacy kit and lines are something that most businesses with limited IT budgets can't ignore, particularly as the savings compound over time, with lower total ongoing in-life and maintenance costs compared with PBX solutions. The flexibility to add or take away not just seats, but additional services as needs change also means businesses can not only plan easily, but will never pay more than they need to.

But, it's not only the black and white cost savings that are appealing. The ability to increase productivity by meeting the needs of today's dispersed workforce, enabling them to communicate from any iOS or Android device, wherever they are, delivers a compelling return on investment. Hosted communications allow businesses to not only keep pace with technological advances, but also to open their futures to scale. In this way, an investment in hosted services is an investment in future-proofing your business in a rapidly evolving digital world.

This paper is designed to calculate the overall value a hosted unified communications solution like City Cloud Phone could offer your business, including providing a way for you to work with us to calculate the total cost of ownership savings you could make by switching to a hosted solution.

City Cloud Phone will allow you to make and continue to benefit from cost savings, whether your business has a single site with 20 employees or multiple sites with 100's of employees in each.

Options such as pay-as-you go for IP phones and routers, or attractive bundles including equipment like handsets, can offer significant cost savings and increased value compared to the investment in systems and apparatus required for an on-site hosted PBX and Unified Communications solution. Savings can therefore be made from day one, delivering an immediate impact on cash flow. Importantly, City Cloud Phone can be operational much quicker than an on-site solution, with setup from an easy to use online portal, so the solution will deliver value faster. But it's not just up front costs affected. Free calls between colleagues, the reduced fee for local, long-distance and mobile calls offered by IP, and a lack of software upgrade charges, will bring down in-life costs significantly.

As well as supplier savings, one of the biggest in-life reductions in cost is the decrease in the amount of resource required to manage an on-site solution. Because City Cloud Phone offers an easy to use configuration portal, customers don't need a large, dedicated team of people, including qualified engineers, to support the system and its users. Instead, members of the IT team can simply manage features themselves from any device, with <insert name of provider> managing any future planning.

CALCULATING YOUR COST CONSIDERATIONS



City Communications

How big a cost saving could you make by switching to City Cloud Phone from your existing PBX system? There are a number of costs to consider when comparing the two approaches – some one-off and some recurring. The table below will help you to calculate your existing costs and the City Communications team would be happy to work with you to fill out the City Cloud Phone costs so you can accurately compare the two.

One-off costs

One-Off Costs	PBX			City Cloud Phone		
	Quantity	Unit Cost	Total One-Off	Quantity	Unit Cost	Total One-Off
Lines and Connectivity						
Customer premises equipment (CPE)						
Installation and Professional Services						
Call Management Reporting						
Number Sub-Allocation						
Geographic Number Import						
Router						
Other						
Totals:			£0.00			£0.00

Recurring costs

Recurring Costs	PBX					City Cloud Phone				
	Quantity	Unit Cost	Monthly Cost	Quarterly Cost	Annual Cost	Quantity	Unit Cost	Monthly Cost	Quarterly Cost	Annual Cost
Lines and Connectivity										
Licenses										
Site Add-Ons										
User Add-Ons										
Maintenance										
Power and Cooling										
Professional Services										
Call Costs										
Other										
Totals:										

THE VALUE OF PRODUCTIVITY

While the cost savings are significant, the value of integrating an innovative and seamless unified communications package into your current infrastructure should not be ignored. Investing in City Cloud Phone doesn't just offer a replacement for a legacy PBX system. It delivers a flexible tool that can change the way your employees work for the better, by delivering time efficiencies that boost their productivity.

Businesses can truly embrace flexible working with each employee being given 'one number' that they can use to make and receive calls from multiple devices. So they can work from different locations, including home and on the go, and still be connected. Even in the office City Cloud Phone offers flexibility, with the service enabling easy hot desking and multiple ways to communicate with colleagues from a single platform, including Instant Messaging (IM), screen and document sharing. And with high-quality audio and video conferencing there's no need to travel to collaborate with colleagues, partners, prospects and customers, saving both time and money.

Rather than replacing your existing tools, City Cloud Phone includes a range of app integrations to facilitate collaboration across your business – so your employees can continue doing what they do best, but more efficiently. This, in addition to hosted voice, call logging, call handling, voice recording, smartphone integration and more, gives your organisation the competitive edge in terms of productivity.

One example is the UC Office Skype for Business plug-in, that means employees don't need to leave the City Cloud Phone platform to access Microsoft Instant Messaging and Presence capabilities. It enables 'click-to-call' numbers in Outlook contacts, email signatures or web pages, and users can receive voice and fax messages in their outlook inbox. And it even supports users moving calls between their desktop, desk phone and mobile.

City Cloud Phone also offers built-in business continuity. With an office-based PBX, a fire or a flood could bring your service down. But because City Cloud Phone is delivered through the cloud, communications, and therefore your business, won't grind to a halt. Employees can work from home, or any other location, so you can keep your business going in a time of crisis.

SAVINGS AS YOU SCALE

We know that businesses don't stand still. They are changing — growing, contracting, evolving — all the time. So, City Cloud Phone offers 'touch of a button' flexibility to meet changing business needs. Scaling is easy. Whether you want to add or remove seats or even sites, your service can easily be changed through our online portal. And because the system is so simple to use as you grow you don't need to invest in more resource in-house to manage it.

The platform also provides a one-stop-shop for all your communication needs. So while you might not need video calling now, if you want it later it can simply be added, again using your portal. And if you find your team simply isn't using it, you can turn it off again. So you can effectively manage excess cost by making sure you're never paying for seats or services that you don't need.

LOOKING TO THE FUTURE

In the coming years we'll see a huge shift in the communications landscape, from infrastructure based on time-division multiplexing (TDM) technology to that based on internet protocol (IP). Voice over Internet Protocol (VoIP) is poised to become the new industry standard, with ISDN set for decommission across multiple countries – the "switch off" date for the UK is 2025, with some other countries even sooner – and a mass migration to next-generation cloud and mobile voice services. Such changes have had impacted the ways in which people work, giving rise to a growing mobile workforce.

Looking to the future, your business can't afford to get left behind with an expensive and out-of-date PBX with legacy PSTN lines that no longer connect. Not only that, but it's vital that you keep up with the increasingly mobile needs of your workforce. This is where an investment in hosted services is a flexible way to future-proof your organisation's infrastructure against the inevitable demise of the legacy network, without risking costly inefficiencies or communications downtime.

WHAT COMMUNICATIONS SERVICES CAN I ACCESS?

City Cloud Phone offers a wide-range of features for you to leverage as your business needs evolve. With strong core services and new hosted innovations, an advantage of City Cloud Phone over PBX is that whether your employees are based at multiple sites, or working remotely, your communications are unified seamlessly without the need for a physical solution on-premise at each site. In addition to managing your inbound calling more easily with core features including Hunt Groups, Auto Attendants and Calling Plans, you can also manage and manipulate your employees' working patterns for improved productivity.

City Cloud Phone includes the following strong core services:

- HD calls
- Sophisticated call analytics
- Alternative number presentation
- Call/voice recording
- 7-year call storage
- Call logging
- Configurable calling plans
- Hunt groups
- Call handling
- Hot desking
- Smartphone and tablet integration
- Built-in mobility with a mobile app

The following additional services can be added as components or bundles as needed:

- Instant Messaging (IM)
- Skype for Business
- Desktop Share
- CRM Integration

KEY BENEFITS

RAPID DEPLOYMENT: setting up the service and plugging the desk phones into a data network is quick and easy, ensuring your team can get on with serving customers

IMPROVED CUSTOMER SERVICE: businesses must provide high-quality customer service across all channels. City Cloud Phone offers:

- HD voice, so your team can always understand customers
- The ability to answer calls anywhere, on any device so customers never have to wait
- Calling Line/Name presentation so calls are always answered in the correct manner
- Calls routed to staff based on their experience, so customers can get an answer quickly
- A consistent experience e.g. the same on hold message to customers whatever department they're contacting
- Record calls for training and PCI compliance

FASTER COLLABORATION: communicating in real-time across multiple sites can be challenging. Group call handling and unified communications apps on mobiles, tablets and desktops help speed the flow of communications across your business. Extension dialling and BLF (Busy Lamp Field) also helps

REDUCED COSTS: consolidating your 'voice estate' to a single provider has proven cost advantages. With infrastructure savings and free calls between all staff across sites both up-front costs and monthly bills will be reduced.

IN CONCLUSION

Why hosted voice?

If you're undertaking a cost-benefit analysis (CBA) on a new voice and Unified Communications solution, City Cloud Phone offers the best of both worlds, a quantifiable cost saving and the promise of additional efficiencies for your business, all with total flexibility.

Why now?

In addition to the in-life cost efficiencies versus an on-premise solution, City Cloud Phone ensures seamless connectivity as your business scales and as technology inevitably evolves. In this way, an investment in hosted voice is an investment in your business' future, protecting your organisation's infrastructure against both the limitations and the demise of legacy networks.

With City Cloud Phone, you'll be confident you've chosen a robust system that will meet your business needs, today and tomorrow. If you're interested in speaking to one of our team about what City Cloud Phone could do for your business contact us on:

Tel: 01158 384284

Email: sales@citycommunications.co.uk

Web: www.citycommunications.co.uk