

IS YOUR PHONE SYSTEM HOLDING YOU BACK OR HELPING YOU FLY?

1. Communications are a critical enabler of success



Mobility



Customer expectations



Staying competitive



Responsiveness



Collaboration



By 2020, over 70% of UK organisations will have adopted flexible working.¹

75% of the workforce will be made up by the Millennial generation (born between 1982 and 2003) by 2025.²



64% of employers expect their employees to be reachable outside of the office on their personal time.³

2. The traditional PBX model was the norm and largely unquestioned



Purchase
You buy the kit and install it in your office



Ongoing management
An employee has to manage it



Maintenance
You pay a third-party to maintain it



Upgrade
If you want more features, you pay for an upgrade

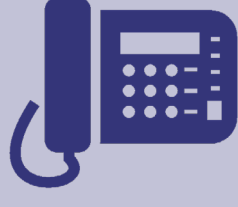


Outgrow it
If you outgrow it, you throw it away and buy a new one

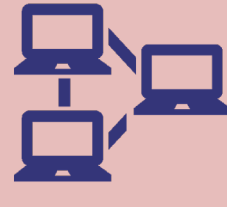


Failures = Serious disruption
If you experience PBX failures, you experience serious business disruption

Traditional communications – the great divide between phone and IT systems:



Phone systems
Making and receiving phone calls



IT systems
Digital communications and information management

The fact that both systems are essentially concerned with communications was considered immaterial!

Today's communications – the worlds of telecoms and IT have converged



Employees are mobile



Teams are virtual



IT has moved to the cloud

The traditional on-premise phone system is no longer a match for modern businesses

3. There is a better alternative

Cloud Communications offers a range of advantages over the outdated PBX



The longer you shackle your business with an outdated phone system, the more growth opportunities you're missing out on.



Sources:
 1 Working anywhere, a winning formula for good work? Feb 2016, The Work Foundation
 2 Deloitte Millennial Survey, 2014
 3 2015 Workplace Flexibility Study, WorkplaceTrends.com, 2015