

Picture a switchboard operator at a bank of cords connecting a business. Thank goodness we're beyond that, right? The next stage was a hulking telecommunications hardware setup in your office. One of the companies controlling the market maintains and upgrades expensive phone lines.

We can be past that now, too. Today, businesses can host their own private branch exchange (PBX) in the cloud. This eBook talks about what is involved and how business benefits from hosted PBX.

CONSISTENT COMMUNICATION

Is your business one of the few that has returned to all on-premises work? Lucky you. Across industries many businesses have employees working from home. With hosted PBX, your people can continue to make and receive phone calls as if working in the same building. The customer won't even know the difference.

Hosted PBX services can also include:

- **call forwarding** – forward a call to the right department, and that employee's home office phone rings.
- **toll-free calling** – widen reach with virtual toll-free numbers that workers can receive on-site or remotely.
- **queue management** – reduces customer waiting times by implementing rules to route calls.
- **call recording** – great for companies with agents to train or compliance requirements.
- **auto attendant** – transfers callers without their having to interact with a receptionist.

Companies can also cut disruptions by integrating the existing solution with cloud PBX. If your legacy PBX

supports SIP Trunks/VoIP, you will not even need extra hardware.

COST SAVINGS

Traditional telecoms priced their services based on their monopoly over supply. Customers had few choices of provider and doing without a business phone was impossible. Plus, the business wanted its own dedicated phone lines. So, the company could charge for expensive hardware installation, maintenance, and upgrades.

Cost savings begin with a cloud-based PBX at the hardware level. Instead of the big upfront capital expense, you budget a monthly operational expense. You also regain space on premises previously taken up with the phone equipment and reduce your power bill, which contributes to sustainability efforts.

As for the phones themselves, there are several handset options, but you can also choose from soft clients (like apps). They work on iOS and Android smartphones and tablets, or PC and Mac desktops.

With hosted PBX, you also get more value out of your data expenditure, as you're now using those lines for voice, too.

You can also save with a voice communications solution that is not limited by geography. When your workers are global, get a plan including unlimited and international coverage. Finally, with hosted PBX, you're only paying for what you need, when you need it. We'll talk more about scalability next.

SCALABILITY

Unlike a traditional phone system, adding and removing users in hosted PBX is much simpler and convenient. As your business grows or you decide to scale down, these users can be increased or decreased. The scalability of hosted PBX becomes even more attractive for companies dealing with seasonal employees. Increase the number of users during peak season and reduce when things calm down.

As described above, not only can you add and remove users, but some hosted PBX also allows you to add optional features based on the needs of the business whether for short term or long term. Such changes do not require any downtime and in most cases are available within few minutes. In addition to adding features to all users, the system can be intelligent enough to publish certain

features only to certain users and thus save money by not rolling out to all users.

Another area where hosted PBX helps is when an employee's employment is ended. In that case, the business can quickly transfer services to its replacement or disconnect that user and save on billing.

Auto-attendants are one of the most popular and cost saving features provided by Hosted PBX. Business can add additional numbers to auto-attendant whenever they wish. For e.g., to monitor the effectiveness of an ad campaign, they can introduce a new number in their marketing material. That way they can track, how many calls are coming from a particular campaign and focus on those ads over underperforming ads. They can even grab vanity numbers and add them to auto attendant and all calls can be field by same personnel.

CONTROL

That dashboard gives you the ability to manage your business communications from anywhere. A cloud-hosted system provides easy-to-use Web portals to check and maintain the network.

These systems also provide access to real-time data. You can track activity from ongoing or missed calls to call rates and active or available agents. You can also dig into individual employee activity, review call recordings, and analyse all traffic to make informed decisions.

Industries with audit and compliance needs gain recording and various reporting tools, too.

One more area of added control? You now have the flexibility to move your communications to another vendor when you want. The traditional telecommunications vendor locks your business. Since provisioning is so much simpler now, it's easier to make changes as needed.

BETTER DISASTER RECOVERY

The traditional telephone system had a single point of failure, but hosted PBX is dependent on the internet, so you no longer rely entirely on actual phone lines that can deteriorate, be vandalized, or, worse, rendered inoperable for days due to a flood, fire, or other natural disaster.



Hosted PBX providers establish a redundant infrastructure to ensure consistent service. They will have many data servers spread out over geographic locations to ensure availability of another option. When there is a natural disaster in one area, the communications can be switched to a healthy server.

WORK SMARTER WITH CLOUD-HOSTED PBX

Ultimately, a cloud-hosted PBX solution gives you reliable, secure voice communications. Enjoy greater flexibility, costed savings, and improved data insights. A virtual PBX offers a competitive advantage, while setting you up for everyday calling and resilience, too.



Interested in moving to a cloud-hosted PBX solution? We can help you identify the best solution for your business needs. We can take responsibility for getting the system installed, too. All you need to do is make a call to (951) 777-2004.



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