



# Why Voice Unified Communications Services Remain Critical to Enterprises

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Recent surveys of enterprise professionals report that a majority of respondents believe that a telephone call remains the best way to solve complex business issues. The rise of new and powerful communications and collaboration technologies in the last decade has certainly changed behavior patterns in different areas of a given organization, but voice service continues to play a critical role in the day-to-day functioning of companies as a whole.

## A STRATEGIC OPPORTUNITY

Given the business-critical nature of voice calls, industry analysts say there has never been a better time to explore a new phone system, especially those that offer deeply-integrated cloud communications capabilities beyond core telephony.

In many enterprises, selection, deployment, and management of telephony systems has historically been outside the purview of the IT department. Increasingly, however, this pattern is changing. Yet many IT decision makers continue to believe the telephone system should be separate from the data network and think its management falls outside of the IT domain.

Because of this, IT departments often fail to take a strategic approach to telephony system implementation. In such a case, buying decisions likely neither match business needs nor address the changing face of an increasingly global, mobile, visual, and social corporate workforce.

Cloud communications solutions can solve these problems. By adopting a cloud strategy that integrates telephony with a range of communications applications and mobile capabilities, companies can significantly lower costs by eliminating multiple vendors and providers. IT can focus on other areas of the business; and employees, regardless of location or device, can easily connect to corporate resources.

## THE CLOUD ADVANTAGE

With a premises-based IP PBX system, all equipment must be installed and maintained by the enterprise. The ThinkingPhones cloudbased voice solution makes your life easier by purchasing, managing, and maintaining these expensive and complex communications systems. ThinkingPhones provides a completely managed service and handles the technology investments, upgrades, and ongoing maintenance, including such tasks as moving, adding, and changing. In short, we give enterprises a seamless, easy, and cost-effective solution.

## THINKINGPHONES VOICE

ThinkingPhones voice is a fully-featured IP PBX voice communications service delivered via our scalable, end-to-end Quality of Service (QoS) enhanced network at much less cost compared to legacy premises systems.

As a managed cloud service, ThinkingPhones voice eliminates the need to purchase costly PBX equipment and software licenses or extend current maintenance contracts. It simplifies service delivery by combining voice and data networks onto a single private connection and manages the system for customers. But, customers retain complete control over their services via our secure online portal.

## VOICE AND DISASTER RECOVERY

Maintaining business continuity is widely acknowledged as a priority for enterprises of all sizes and stripes. Even with business communications that are carried out across a variety of channels, the dependability of a company's telecommunications infrastructure remains vital to the organization's well-being. But often, disaster recovery planning places a disproportionate focus on IT resilience and maintaining the corporate data network in the event of a disaster, with scant attention to the viability of the telephony systems.

The financial and operational implications of a telephone outage on business performance can be dramatic. Cloud communication is resilient and redundant because it leverages multiple data center sites; therefore, the cloud is better suited to maintain business continuity in a cost-effective and productive manner.

With ThinkingPhones voice, business continuity is built-in. If a business location is inaccessible due to natural causes or significant power or Internet failures, phones can be quickly and easily rerouted to designated back-up locations and out to the right devices. Such capability proved critical to Baltimore-based specialty contracting firm, STRUCTURAL, which didn't miss a call during a once-in-a-century weather emergency.

With a distributed workforce of more than 2,000 employees, deployed in 30 global locations, STRUCTURAL needed to address the shortcomings of its premises-based communications system responsible for supporting more than 850 traditional desktop phones and an additional 800+ mobile devices.

When Superstorm Sandy hit the East Coast in 2012, STRUCTURAL lost power in both of its New York locations, as well as at its corporate headquarters in Maryland. The ThinkingPhones system automatically recognized that each of these locations was offline and immediately began routing calls to designated roll-over locations, which included employees in other offices, mobile devices, and even employee softphones. Not a single inbound call was lost. In fact, the day Sandy hit, one of STRUCTURAL's New York-based field crews was able to complete same-day site

inspections of storm-damaged infrastructure because they were able to receive customer calls about the damage.

## CONCLUSION

Voice communication remains a critical way in which business is conducted. Yet dial tone is something that many take for granted. The cloud represents a real opportunity for enterprises to reexamine not only their telephony systems, but their overall communications strategy to eliminate costly and complex standalone systems such as PBXs, greatly improve workforce productivity and business processes, and significantly lower costs. What's more, by deploying critical communications applications to the cloud, enterprises achieve immediate business continuity and disaster recovery.

## ABOUT THINKINGPHONES

ThinkingPhones is helping enterprises evolve their communications capabilities to meet the realities of today's increasingly global, mobile, visual, social, and distributed knowledge workforce. Our cloud communications ecosystem allows organizations with multiple locations and hundreds or even thousands of employees to improve collaboration, access applications securely from anywhere, and significantly improve business processes – all while reducing business costs.

As a Gartner, Inc. Unified Communications as a Service (UCaaS) Magic Quadrant "Leader," our agile and scalable software platform has been recognized for its innovation, for its breadth and scope, for its cost effectiveness, and for the extensive collaborative benefits it provides to our enterprise customers.

Where would you like the cloud to take your communications today?