

The Business Owner's Cloud Communications FAQ

Unsure how cloud communications differ from legacy on-premises phones and why you should move your business phones to a cloud-based unified communications system? We've assembled and answered some common questions that business owners ask.

HOW DOES A CLOUD-BASED SERVICE SCALE WITH MY BUSINESS VS. AN ON-PREMISES PHONE?

| On-premises phone system | Cloud phone system |
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| <p>Requires a server called a private-branch exchange (or PBX). Some are scalable (you can add more capacity) and others simply will not scale beyond a certain number of users. In some situations, you have to purchase phone lines in modules, e.g., you buy capacity for 12 users when you only need 9 lines.</p> | <p>Scales with your business one user at a time, so you are never paying for users you don't need. You purchase service for the exact number of users you have. Adding a new employee is as simple as ordering service and plugging in another phone.</p> |

CAN MY BUSINESS DEPEND ON THE CLOUD? HOW RELIABLE IS IT?

On-premises systems can be completely taken down if there is a power outage or natural disaster including fires, flooding, or severe weather. Cloud based phone systems are run outside your physical office location with multi-region datacenters that have built-in redundancy that ensures an outage in one server or datacenter doesn't bring the whole system down. Electricity or internet outages may impact your office's phones, but not the service itself. The included mobile app is always available to make and receive business calls, texts, and instant messaging with other users.

IT SOUNDS COMPLEX. HOW DO I SET IT UP AND WHAT'S INVOLVED IN TRAINING?

Setup is all web-based and we assist you every step of the way. New phones are generally provided and they use the businesses existing internet wiring to each desk. User training websites, videos, and live webinars make it easy for new users to get started quickly.

HOW DOES PRICING COMPARE TO MY CURRENT SYSTEM?

It's priced on a flat monthly fee per user with features like voicemail, call forwarding, conferencing, video conferencing, team messaging, and other communication features all included in the cost. Typically, it ends up being less expensive than an on-premises system when you take into consideration all of the additional, included features which you can stop paying for separately.

HOW MUCH DO I NEED TO WORRY ABOUT CALL QUALITY OVER THE INTERNET? LIKE STATIC, ECHOES, AND CHOPPY AUDIO?

You shouldn't have to worry about this at all—we will run a network test and pre-qualify your network before any kind of deployment to ensure call quality and clarity. Cloud phone system call quality should be as good as that of land lines.

WHAT'S THE BIGGEST BUSINESS BENEFIT TO CLOUD COMMUNICATIONS?

"Biggest" depends on what matters to you. But cloud communications in general are more affordable, more reliable, and easier to set up than on-premises phones. They also scale with your business more flexibly and deliver communication and collaboration features that your customers and employees are used to having on their mobile devices. Last, the included mobile and desktop apps give your employees the ability to make and receive business calls from wherever they are currently working.

WHAT HAPPENS TO MY EXISTING BUSINESS PHONE NUMBERS IF I SWITCH? AND WHAT ABOUT MY 800 NUMBERS?

You keep your existing phone numbers when you switch to the cloud. Moving phone numbers is called "porting." Porting local phone numbers typically takes about 2-4 weeks, and porting toll-free numbers typically takes about 1-2 weeks. Generally, your existing phone numbers are forwarded to your new system so there is NO downtime or change in how you do business.

Elevate: The easy, reliable, and affordable business phone solution

Making the move to the cloud is simple, in fact it is crazy simple. Elevate is a reliable, full-featured cloud communications platform that includes integrated video conferencing, screen sharing, chat, file backup and sharing and more. With the included desktop and mobile apps your employees stay connected no matter where they are or what mobile device they are using.

If you haven't considered a move to the cloud before, now is a great time to start.