



5 reasons to swap your traditional phone system for the cloud

CHANGE IS CALLING AND THE
TIME TO ANSWER IS NOW

Stop Risking Your Business with Unreliable PBX Telephony

Old, reliable relationships – we’ve all had them. Whether it’s the romance that ran its course and now feels monotonous and tired or the pair of shoes that have taken you where you need to go, but are now worn and full of holes. The time comes to let them go, as they are no longer fit for purpose. However the change can be scary. The natural instinct is to stick to what you know.

It’s the same with your business phone system.

Your traditional PBX telephony system has been there for you throughout the years – it’s familiar, it’s served you well. But time has moved on and now this tired, legacy system isn’t just outdated and unable to keep up with accelerating technological innovation, it’s putting your business at risk. With PBX telephony, your phone lines will cause a costly issue at some point – whether that’s with a surprise outage or business disruption when the PSTN is switched off. It’s a costly trap.

Moving your communication to the cloud, is no longer just a shiny new option for your business. Now, it’s an imperative step you need to take to safeguard your business, to meet the needs of the modern workforce and your customers, reach your business and sales goals and stay ahead of competitors.

We’re going to show you why the time is right to leave your outdated PBX telephony behind and move on to a cloud communications solution that doesn’t just future-proof your business, but takes it to the next level.

Simplify Your Communications into One Platform from One Provider

THE PROBLEM

Most legacy communications systems are made of various, separate solutions for specific essential capabilities. A typical system might include:

- A PBX for core call control

Plus different solutions for services such as:

- Instant messaging
- Directory/Presence
- Web collaboration
- Video conferencing
- Contact Centre solutions

The issue? With information siloed across multiple platforms, vendors and systems – managing your solution is complicated, with various separate contracts to manage and costs to keep track of.

In a Nutshell

- From deployment to management, and troubleshooting, multi-vendor solutions cause issues at every turn.
- Disconnected communications = slow response times, diminished sales opportunities, reduced revenues and decrease in customer satisfaction.
- Locked into legacy devices and infrastructure causing you to pay more to replace components as they become outdated.
- Little cross-platform integration = inconsistent employee experiences resulting in lowered productivity, as they juggle multiple apps and services to complete duties.

Simplify Your Communications into One Platform from One Provider

THE SOLUTION

With cloud VoIP (Voice over IP) you eliminate the enormous time and cost associated with deploying, integrating and managing disparate, multi-vendor systems. With one unified communications platform you integrate:

- Voice
- Instant Messaging
- Directory/Presence
- Web collaboration
- Video conferencing
- Contact Centre solutions
- And more

With all services within one solution, you consolidate your vendor relationships into one, easy-to-manage bill.



Your Communications Solution Grows with Your Business



THE PROBLEM

To put it bluntly, traditional PBX has the flexibility of an iron rod. The modern business needs an agile solution that can bend, flex, scale and adapt to:

- Business changes – especially those that are unseen/unpredictable, such as the pandemic
- Hybrid work models
- Mergers and acquisitions
- New locations
- Accommodating new hires

Your business has grown? Great! Except, if you want to expand your on-premise PBX solutions, this is going to be slow, labour-intensive, and involve countless nests of wires, routers and switches. In short, on-premises PBX is just not cut out for what the modern business needs anymore.

Your Communications Solution Grows with Your Business

THE SOLUTION

For cloud systems, there's only one connection required – an internet connection. No phone wires to run, no infrastructure to babysit – all of the complexity is moved off your premises, off your plate and into the cloud. Deployment is reduced from several months to a matter of weeks or even days. Need to scale your system up or down to accommodate the number of users? Setting up new locations and adding/removing users takes a few minutes, from anywhere and without needing to work with vendors or IT specialists.

The silver linings to this cloud doesn't stop there. As cloud systems often combine multiple capabilities, you can rapidly scale your phone services alongside everything else your enterprise requires, either incrementally or all in one go, including:

- Modern desk phones
- Video meetings
- Contact centre
- Instant messaging
- Internet faxing
- Mobile capabilities



Improve Business Operations with Advanced Features



THE PROBLEM

Within business and the wider world, communication has changed vastly. Where we once relied upon voice calls and emails to stay connected, users demand a new realm of communications that traditional PBX systems were never designed to support.

Call-forwarding, ring-groups, auto-attendants and mobile voicemail notifications are all classed as basic voice features nowadays, but for legacy PBX systems, introducing them is complex.

In addition to this, communication needs have advanced to a point where integrating business applications, CRM systems and features, such as video conferencing or instant messaging are required in order to facilitate efficient productivity.

However, when it's possible to begin with, trying to add such features within traditional systems require expensive customisation services, resulting in your business being tied to hardware, which limits choice, increases costs and keeps you tied into your old system.

Improve Business Operations with Advanced Features

THE SOLUTION

The versatility and agility of cloud communications allows you to deploy the full range of features, applications and tools that empower your team to be productive from anywhere. Even highly-sophisticated features are easily integrated within a cloud communications platform, including:

- Mobile collaboration
- Hot desking
- Monitoring (barge, monitor, whisper)
- Integrations with business and productivity apps like CRMs & emails

Features are simple to deploy from any location, remotely, over the internet with minimal IT assistance, which reduces frustration, confusion and IT costs. Your solution will be eternally up-to-date, as upgrades are frequent and rolled out without disruption to your users – no downtime and no loss of functionality, whilst the latest applications are integrated within your system.



Better Visibility and Rich Insights Into Your Communications



THE PROBLEM

Business communication is at the heart of the experiences of both your team and your customers, so it makes sense to measure and monitor it. With traditional PBX, you're left in the dark with very little in the way of reporting and analysis. What scarce insights you can squeeze out of your legacy technology is slow, difficult to produce and pretty unsuitable for any real, practical use. Without this information, how can you gauge the success of your communications, discover improvements that need to be made and analyse the benefits of your investments in communication systems? Not accurately is the answer.

Better Visibility and Rich Insights Into Your Communications

THE SOLUTION

Cloud-based communications replaces guesswork and estimations with real-time, data-driven insights, created from advanced analytics and rich reporting capabilities that enable you to make informed business decisions. Alongside improved decision-making, you can also collate data that helps to boost employee collaboration, the services you provide and discover areas that require improvement.

With better insights, you will have a clearer understanding of your customer's journey and experience with you. For example you will be able to see the average wait time for a customer calling into your business or have visibility on how many customers are waiting in your call queue. Data like this can enable you to streamline communication channels into your business and provide the best experience for your customers.



No More Costly Outages, Downtime or Unforeseen Issues



THE PROBLEM

Do we feel a bit bad for giving traditional PBX such a hard time so far? A little.

However, this final point will relieve a lot of the guilt as it really hits home why this legacy technology poses such a threat to your business.

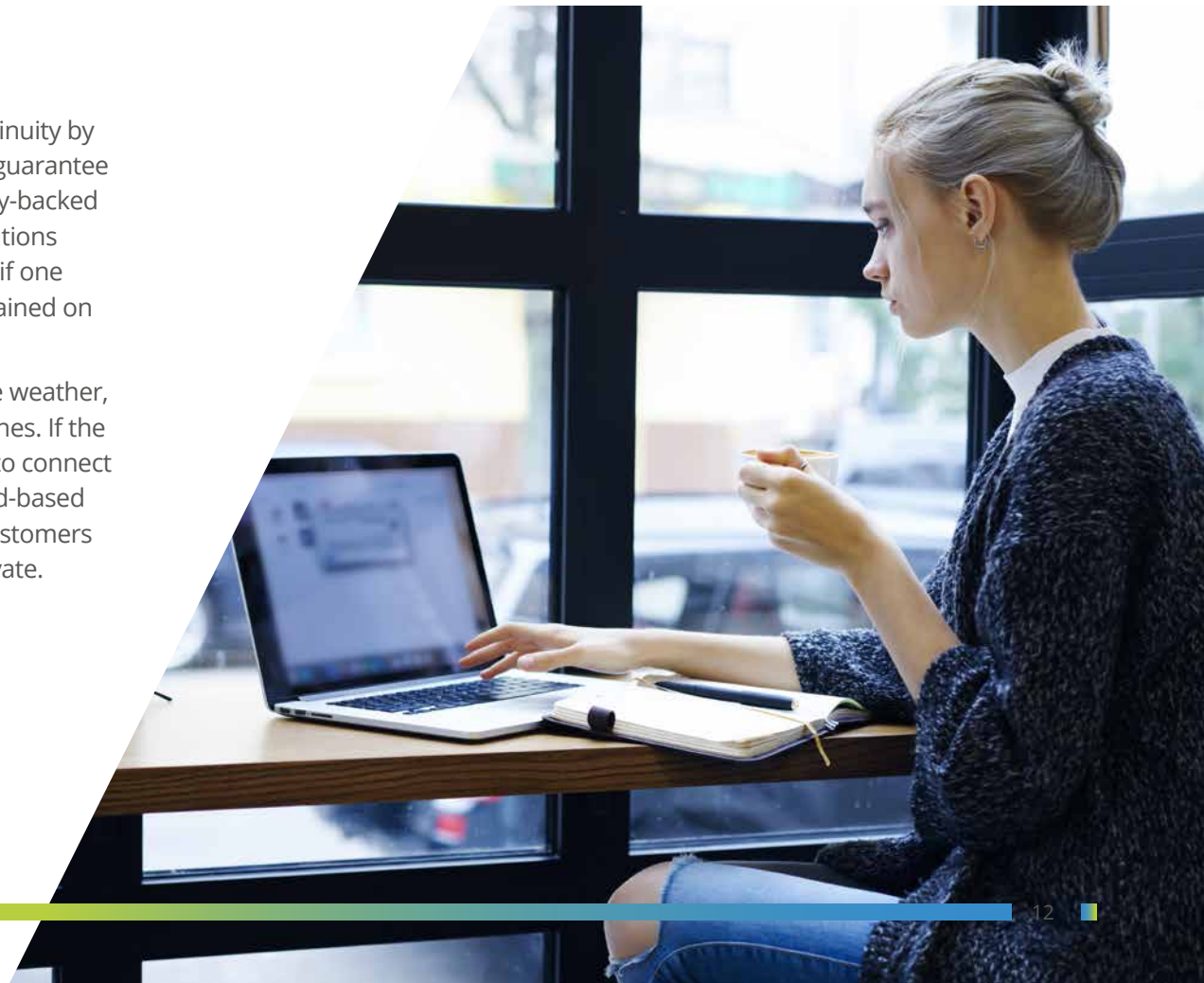
The lack of adequate disaster-recovery and business continuity may be the most serious issue caused by PBX technology. On-site PBX is not designed to provide continuous connectivity in the event of disruption caused by issues like aging infrastructure components, transportation strikes or major construction projects. Outages and downtime are costly, have a negative impact on the experiences of both your employees and your customers and can cause lasting damage to your company's brand and reputation.

No More Costly Outages, Downtime or Unforeseen Issues

THE SOLUTION

Cloud VoIP ensures high availability, disaster recovery and business continuity by design. When on the hunt for a suitable cloud provider, make sure they guarantee no single point of failure in a cloud implementation and offer a financially-backed 99.999% uptime SLA for maximum reliability. The best cloud communications systems are hosted on geographically-dispersed data centres, therefore if one server in one part of the world fails, connections are continuously maintained on other mirrored servers in the system. In short – no service disruptions!

Should you lose internet connectivity, for example during a fire or severe weather, calls within a cloud-based system can automatically route to mobile phones. If the location of your headquarters go offline, cloud VoIP offers the flexibility to connect via the internet, remotely. No matter what is thrown your way, with cloud-based telephony, your employees can still connect with each other and your customers using their business number, whilst keeping your personal numbers private.



Communication is Key

ELITE AND 8X8 SOLUTIONS UNLOCK OPPORTUNITIES FOR YOUR BUSINESS

Lots of things get better with age – cheese, wine, Tom Cruise (ok, the last one is arguable), but your PBX won't.

Business is more competitive than ever before – you need to upgrade to stay ahead. Compared with your aging, existing system a cloud communications solution is:

- Extremely cost effective
- Low risk
- Feature-rich
- Much easier to manage and utilise

Your communications are always available, no matter what.

Ready to make the move to the cloud? Let us take you there

An 8x8 communications solution from Elite Group is the first financially-backed, platform-wide, 99.999% global up-time SLA across an integrated cloud UCaaS and CCaaS solution – a new industry benchmark for cloud communications reliability. The time-tested deployment process from 8x8 ensures the migration to the cloud is straightforward and risk-free.

Alongside a top cloud communication solution by 8x8 that ticks all of the boxes we've mentioned, you have access to dedicated account management, expert support and outstanding service from Elite. Leave your legacy PBX behind and reach new heights with cloud communications from 8x8 and Elite.

The 8x8 logo consists of the text "8x8" in a white, bold, sans-serif font, centered within a solid red square.