



7 WAYS UCaaS IS A GOOD CALL FOR YOUR BUSINESS

Opinion Paper





Key telephony terms defined

- **Hosted telephony**
The movement of your business communications from on-premises to the cloud.
- **VoIP**
Voice over Internet Protocol
- the delivery of voice communications using the internet.
- **UCaaS**
Unified Communications as a Service.



Telephony has historically been a job tagged onto the end of IT teams' ever-growing 'to do' list, or an unwelcomed distraction from more critical IT tasks. With switch-off of PSTN (Public Switched Telephone Network) and ISDN (Integrated Services Digital Network) being less than 5 years away, and the natural convergence of IT and telephony services, it's never been more important to review your current telephony solution.

Migrating to cloud-hosted telephony gives businesses the opportunity to transform their communications from a simple necessity, into something capable of improving employee efficiency, driving collaboration and boosting innovation.

1Connect is a Unified Communications as a Service solution built on a fully redundant cloud-platform, allowing you to host your telephony off-premises and augment the service with other valuable communication capabilities.

Not only does this cut down on the physical footprint of your telephony solutions, but it also means reduced maintenance, management and expenditure for your IT team. The pain points businesses face with traditional telephony services can be addressed by migrating to UCaaS. Here's how:

Pain Point #1 I'm sick of downtime and an unreliable connection

In this 'always-on' world, communications outages can be a killer. Losing important calls could mean lost revenue, lost business and potentially lost clients. Organisations also face a hike in business costs during outages as employee mobile phone usage surges, in some cases on their personal devices.

If something does go wrong, or if you just want to ask a question, it's vital that you know you've got a solution you can rely on. 1Connect has operated without downtime for more than 4 years, and in fact can boast a 99.999% uptime since service launch 16

years ago. Their 24/7 customer service team answer calls on average under 5 seconds. If something does need fixing, the average fix time is just 2 hours.

99.999%
uptime for more than 16 years

Dodgy connections frustrate your customers and undermine your business credibility. If a customer has a poor experience of your communications, then this could also reflect poorly on your brand. 1Connect's solution is built on Broadsoft technology, which is the world's leading cloud-based Unified Communications provider. Over 70% of all VoIP users globally choose to rely on this platform, but other providers simply can't match 1Connect's uptime and customer service.

Pain Point #2 I've heard that my traditional copper phone lines won't work after 2025?

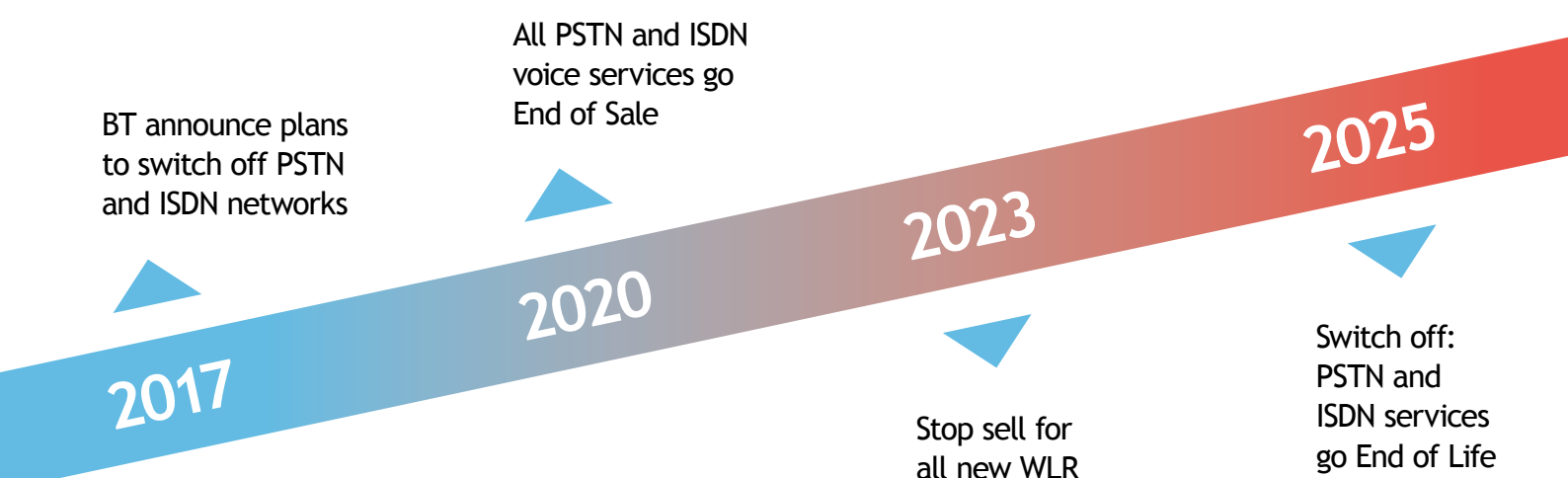
2020 is the year that marks the beginning of the end for historical PSTN (Public Switched Telephone Network) and ISDN (Integrated Services Digital Network) networks. Wholesale Line Rentals (WLR) are being permanently withdrawn, and will no longer be sold from 2023 onwards. In 2025, these lines will be turned off completely, so End of Sale for the supporting hardware starts now.

With less than 5 years to go, it's essential that you're looking to the future when considering your next communications investment. Organisations also need to be embracing this unavoidable change for the great innovation opportunities it presents.

The average length of phone contract is just 3 years before businesses need to refresh their systems. It's said that at the end of their contracts, 90% of businesses will consider hosted telephony as an option. With VoIP having the capacity to save businesses over 70% in call costs and legacy systems facing end of life, businesses are migrating in higher

numbers than ever before to hosted telephony and UCaaS. Switching sooner allows your business to get ahead of the curve and get the edge over your competitors.

It's understandable that those still using traditional phone lines may have some concerns around the capability of their bandwidth to support hosted telephony. Right from the outset, tests will be run on your network, so configuration or bandwidth changes can be made as necessary. The incoming solution is designed not just for where your organisation is now, but where it wants to go next. The rigidity of legacy phone systems is a thing of the past, and onboarding new users, or even entirely new branches becomes easier. Likewise, the modern workforce is more transient, with average length-in-post time being shorter than ever. In response, 1Connect accelerates the time taken to set up new users and transfer lines, allowing you to react faster and enjoy costs that flex with your business.





Pain Point #3 My overheads are too expensive, so I'm trying to cut back on my on-premises resources

Historically, communications solutions rely on on-premises PBX systems, which are hardware-intensive and require regular investment in terms of maintenance, upgrades and overheads. Built to provide basic telephony services, PBX systems offer limited freedom to scale; so as soon as your company runs out of lines, your only option is to buy new hardware to meet demand. As your business grows, so too does the physical rack space appliances inhabit.

On average a PBX system will require upgrade once every two years, which becomes a costly and time-hungry exercise for a growing organisation. Conversely, moving to the cloud brings with it regular, remote updates to the system, eradicating ad hoc upgrade bills and allowing you to improve commercial planning. In fact, those who switch to 1Connect's UCaaS service typically experience a 30% reduction in net communications costs compared to their PBX systems.



90% of IT leaders will stop purchasing on-premises communications by 2021 (Gartner)



There are approximately

20m

unhosted telephony endpoints, 15m of which are sat on-premises on PBXs: be ahead of the curve

As businesses modernise the technology in their workplace, choosing apps and services to be delivered through the cloud is becoming commonplace. The heritage of telephony often means it is overlooked as part of this process of modernisation. 1Connect offers the chance to manage and pay for telephony services in the same way. A pay-as-you-go service, it promises the freedom to grow and shrink in-step with your business demands.

As you migrate to 1Connect, any residual value remaining in legacy hardware will be realised through recycle and disposal services for potential reinvestment in IP-compatible handsets.

Pain Point #4 We have remote workers whom I'd like to be better integrated into the business

Remote working is mainstream, and helps businesses to cut back on overheads and ensure that recruitment is dictated by individuals' talent, rather than geographical proximity. However, ensuring business consistency can be a challenge if you have employees spread across numerous locations, especially when they are not connected to the business network. 1Connect allows businesses to unite disparate workers with phone services that can be used from anywhere whilst delivering an identical experience to that they would receive in the office.

With 1Connect's solution your phone lines are user specific, rather than device specific, and users can install their phone line on up to 4 devices simultaneously. The softphone app, available as part of 1Connect's solution, enables these devices to sync and ring simultaneously. If a remote worker visits the office, they can simply log in to any desk phone as one of their devices, and it will immediately inherit their preferred extension configuration.

20% of remote workers say that their biggest struggle is collaboration and communication

In a recent report into the state of remote working, it was uncovered that two of remote workers' biggest struggles with working remotely are collaboration and communication, and not being able to unplug. With 1Connect, employees can work in a way that suits them, by using the on/off mode to stay in control of their working hours, even if they have the application installed on their personal devices. A happier workforce will work harder and be more inclined to stay with their employer.

Pain Point #5 We need to modernise the way our workforce collaborate and communicate

The ability to log in on any phone, including mobile devices, opens up the possibility of hot desking, and the choice to work remotely with minimal fuss. Without being tied to a single desk, people can more freely circulate across locations and remain 'plugged-in' when they are not in the office. As long as an employee has internet access, they are a fully-functioning member of the team.

Internal and external communication is transformed thanks to 1Connect's integration with Microsoft Teams and Office 365. Huge numbers of businesses are using Office 365 every day, and are not capturing the full value of their investment by failing to integrate it with their telephony solution.





By integrating the two solutions, you can make and receive calls through the Microsoft interface, but with the added enhancement of 1Connect's proven and superior voice quality.

1Connect is also primed to seamlessly integrate with a variety of other collaboration tools including Dropbox for Business, plus accounting and CRM applications, allowing users to merge their contact lists, access company-wide lists, and create personalised lists of their most regular contacts. Inbuilt hunt group capabilities boost business productivity, as unanswered calls will bounce to pre-determined numbers, ensuring that lost calls become a thing of the past. Other features that help users to get more out of their communications include call recording, video calling, IM capabilities and intuitive conference calling.



Pain Point #6 I'm considering cloud telephony, but will my data be protected and my business remain compliant?

Security is high up in every organisation's priority list, if not at the very top. Telephony isn't exempt from this.

With the modern threat landscape being as advanced as it is, and with the risk level increasing all the time, the need to secure your data is paramount. 1Connect's cloud storage facilities ensure that businesses remain legally compliant by adhering to Mifid II, PCI and GDPR regulations. Any sensitive information and call recordings are encrypted and stored securely in the cloud. 1Connect also has safeguards in place that automatically monitor call behaviour and block any unknown endpoints. Frequently issued updates mean that your telephony remains protected from the most up-to-date threats.

Another aspect of telephony security that businesses need to take into account is their special line rentals. After PSTN lines are switched off in 2025, all lines that are used for payment terminals, alarm lines, payphone lines and other special services must be tested by the device manufacturer. Once the lines are switched off, there will be a big rush to check all devices, so switching your services early will help to protect you from becoming exposed.



Pain Point #7 Reporting using my current phone system is time-consuming and complex; I'd like to have better control and analysis of my data

Without easy to access insight into how your phone system is being used, it's challenging for businesses to know where improvements can be made. Legacy phone systems are notorious for reporting shortcomings or overly-complex methods to obtain management information.

1Connect's reporting capabilities are quick and intuitive to use, with the ability to run both historical and real-time reports in just a few clicks. Reports can be easily tailored to show role-based information, and can either be scheduled or exported on-demand. The data exported allows management teams to get a true measure of their success and identify where staff may need additional support or training.

1Connect's integration with other industry-standard applications means that businesses with high levels of calls can use wallboards to instantly display call statistics such as average talk and wait times, the number of inbound calls, and the number of calls waiting. This allows staff to have better visibility of their colleagues' workloads, and what the current level of customer demand is.

1Connect in numbers

24X7
SUPPORT
CENTRE

26,000
UK USERS

99.999% UPTIME

4+YEARS
NO OUTAGE

2 HOUR
AVERAGE FIX TIME

SUB-5 SECONDS
CUSTOMER SERVICES CALL PICK-UP

Within the 1Connect platform, users have access to a presence dashboard, allowing them to see whether their colleagues are available, already engaged, or in offline mode. Calls can not only be routed faster, but can be routed more effectively by being transferred directly to someone who can answer their query.





SERVIUM AND 1CONNECT

The 1Connect platform enables more effective communications for less cost. Servium's partnership with 1Connect means that we are able to offer our customers this exceptional service at outstanding rates as part of your wider cloud or managed services strategy.

THE NEXT STEP

For your free, 30 minute, 1-2-1 online demo of 1Connect's user platform, get in touch with your Account Manager, or contact us at www.servium.com/contact, email us at hello@servium.com or call on **+44 (0)303 334 3000**.

ABOUT SERVIUM

Servium is dedicated to creating great IT experiences - we seek to win the hearts and minds of IT strategy-makers, professionals and users. Our attitude is that no challenge is too big, no detail too small. We tackle both the ordinary and the extraordinary with the same focus and originality of thought that ensures solutions make a difference. It means we're one partner ready to assemble all the technology and know-how every medium to large organisation relies on. Matched by straight-talking, real-world experience and amazing service, our customers enjoy exceptional value; the product of the best innovation, latest thinking and a thriving ecosystem of technical experts.

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