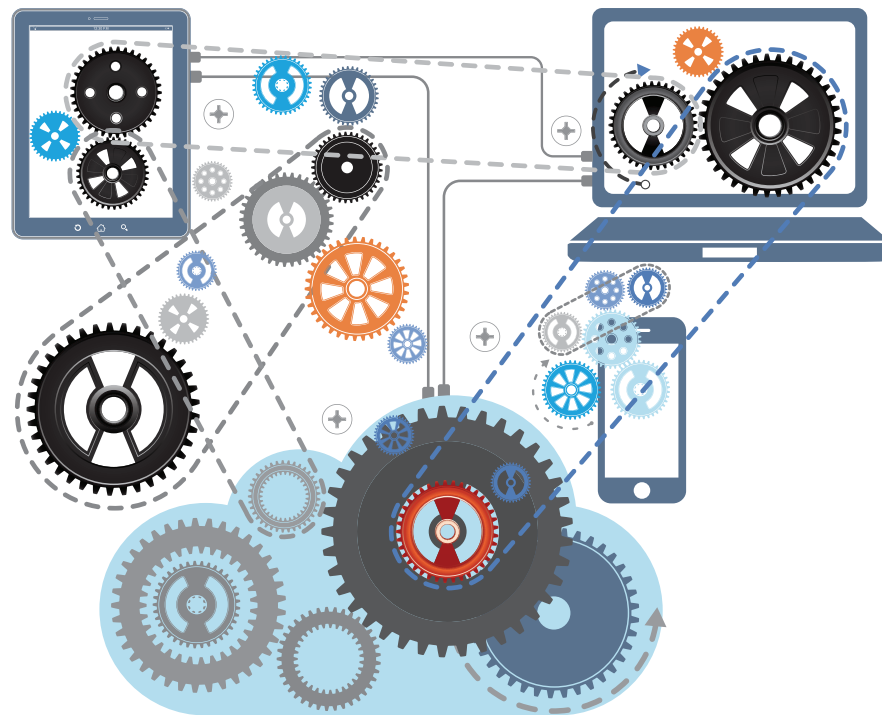


# WHITE PAPER

## Business Benefits of Hosted Unified Communications



BY UNITING VOICE, VIDEO, MESSAGING, AND COLLABORATION “IN THE CLOUD,” YOU’LL HAVE THE FLEXIBILITY TO STAY CONNECTED FROM ANY DEVICE YOU CHOOSE.



WITH HOSTED UC,  
NO TWO SYSTEMS  
ARE ALIKE.  
FEATURES CAN  
BE ENABLED OR  
DISABLED ACROSS  
THE ENTERPRISE  
OR PER USER.

## TECHNOLOGY IS ALWAYS EVOLVING

That is especially true for communications technology. Think back to 20 years ago, when the fax machine dramatically reduced the time needed to deliver a document. Just ten years ago, the BlackBerry gave us our first taste of “anywhere” connectivity with a smartphone. Today, fax machines and smartphones are commonplace. And the latest technology following in their footsteps is hosted UC.

### What is hosted UC?

In today’s hyper-connected world, waiting around for a phone call is no longer acceptable. You need a more efficient way to stay in touch with the people who matter most to your business.

A hosted Unified Communications (UC) service gives you the power to select the right communications tool for every

situation. By uniting voice, video, messaging, and collaboration “in the cloud,” you’ll have the flexibility to stay connected from any device you choose. Hosted UC unleashes your productivity by providing a full range of advanced features and functionality, combined with the benefits of outsourcing the management of your communications system. And it does all of this at a fraction of the cost of an equivalent premises-based UC system.

No wonder more and more companies are adopting this powerful, yet affordable solution. Even though companies both large and small heap praise upon this solution, many business people are still unaware of the difference hosted UC can make to their business. In this guide, we’ll provide some answers and useful insights on how hosted UC can impact your business communications immediately and for years to come — providing more features and more flexibility, all for significantly lower costs than you might expect.

WITH MANY PREMISES-BASED SYSTEMS, CAPITAL COSTS CAN ADD GREATLY TO THE ANNUAL INVESTMENT. A SMALL-SCALE SYSTEM COSTING APPROXIMATELY \$10,000 COULD HAVE OPS COSTS TOTALING \$1,200 PER YEAR — OR OVER 30% OF THE TOTAL EQUIPMENT COSTS IN A THREE-YEAR PERIOD.

## Minimal capital expense

The last thing you want to do in this economy, or any economic climate for that matter, is spend tens of thousands of dollars on a phone system.

With hosted UC, there are no large servers or systems to purchase. Other than phones (if you choose to purchase them), there are no capital expenditures to depreciate over time — which means it comes off of your books. All you have is an affordable monthly service fee, which typically works out to around \$1 per user per day. For less than the cost of a cup of coffee, each of your employees can connect to a host of capabilities that will dramatically improve their productivity.

For example, let's imagine you were a business that needed to incorporate call center functionality. You receive a quote for a traditional telephony system. It's possible it could cost you more than \$120,000.

In contrast, a call center based on a hosted UC service may be as low as \$1,200 per month! Imagine the impact that would have on your finances.

## Lower cost of ownership

Business is more unpredictable than ever — growth one year, contraction the next year. Ideally, you'd be able to secure the most advanced technologies without having to spend significant money upfront on hardware. Hosted UC makes this possible. With a hosted UC solution, you save from day one on your monthly communications service fees. There's no expensive boxes or systems required — if you choose, you could even go without handsets and use the UC client as a softphone.

You also save money every month because you no longer need to manage both phone and data lines. With hosted UC, you'll no longer need to count up your pennies every time you have to pay the phone bill. Traditional phone lines, and the high price associated with them, are a thing of the very expensive past.

A HOSTED UC SERVICE ELIMINATES MANY OF THE "HIDDEN" COSTS OF A PREMISES-BASED SYSTEM. THINK ABOUT NETWORK MAINTENANCE, USER TRAINING, REDUNDANT CONNECTIONS FOR DISASTER RECOVERY — EVEN THE ELECTRICITY TO RUN YOUR EQUIPMENT.



ACCORDING TO BROADSOFT,  
IF YOU IMPLEMENT A  
35-SEAT PREMISES-BASED  
PBX, YOU CAN EXPECT TO  
PAY UP TO \$54,000/YEAR FOR  
THE TIME IT TAKES YOUR  
STAFF TO MANAGE THE  
SYSTEM. HOSTED UC WILL  
ELIMINATE THAT EXPENSE.



IT'S DIFFICULT  
ENOUGH TO  
PREDICT WHAT  
WILL HAPPEN WITH  
HEADCOUNT THIS  
YEAR. BUT WHAT  
ABOUT NEXT YEAR?  
AND THE YEAR  
AFTER THAT?



### Minimal IT support required

Unlike the complex traditional phone systems that sit in a closet, hosted UC requires very little IT support or training to administer. You can quickly add users, delete users, and enable additional features — all without additional support or staff. The reason? A simple web interface. In fact, a hosted UC solution is so simple and intuitive, users can manage their own features right from their computers. It's one management issue that can be taken off the shoulders of IT. Who knows, maybe they'll even thank you for a change.

### Business continuity

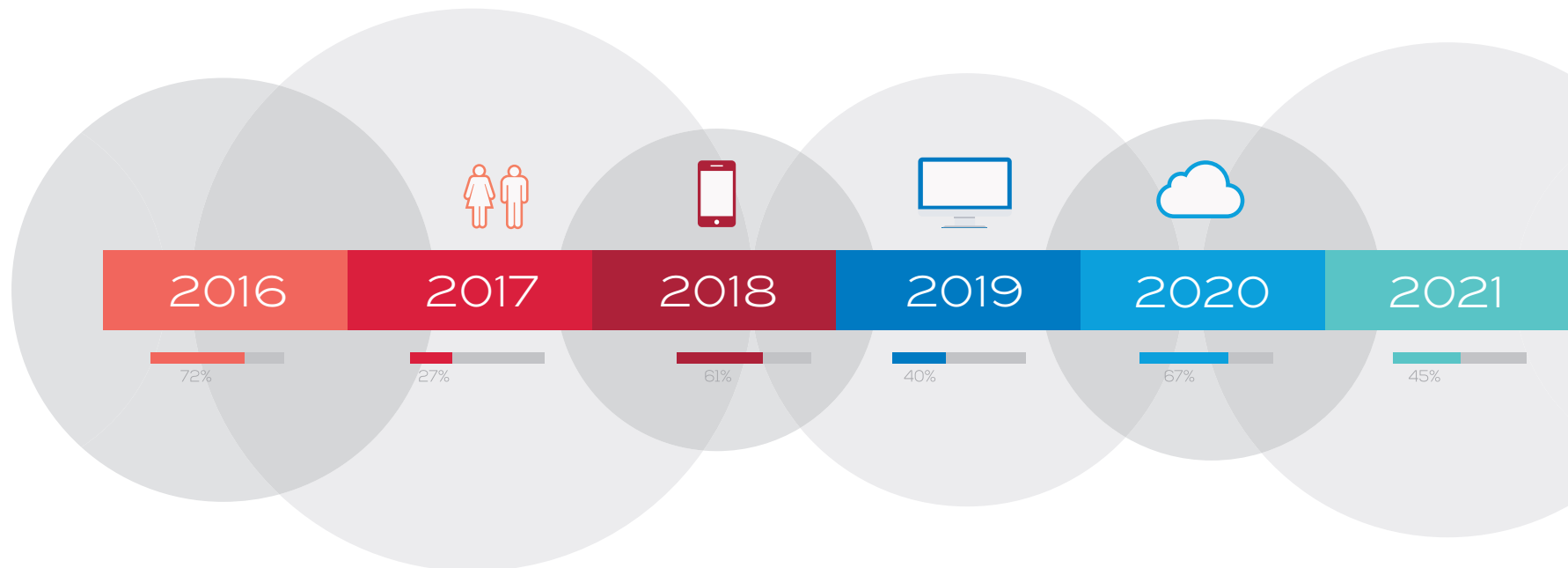
Let's assume some worst case scenarios: Your building is flooded. Or a disgruntled employee wreaks havoc. Or an ice storm knocks out power for miles around. Now, let's assume you have hosted UC. Want to know how things would be? Business would go on...uninterrupted. Since no physical box resides on your premises — it resides in redundant and secure datacenters — customers can still connect with your business

because your employees can work from anywhere. It's an incredibly fast, easy way to take control of a disastrous situation and ensure that anything major becomes just a minor incident.

### Easily scale up or down

Five year projections? Ten year projections? Frankly, for most businesses, it has become nearly impossible to make accurate predictions. It's why you need a highly-flexible technology like hosted UC. Hosted UC is a sure way to give you the peace of mind that comes from not being constrained by a phone system that only supports a fixed number of employees and can be costly and complicated to expand. If resources become squeezed, you can quickly scale back.

On the other hand, if you open a new branch office, or need to provide remote communications, or just need to prepare for a spike in demand around the holidays, it's quick and easy to scale up without any disruption to your business. Total flexibility. Easy to manage. Quick to deploy. Hosted UC is a decision with only upside.



A HOSTED UC PLATFORM CAN “AUTO-EVOLVE”... A HUGE ADVANTAGE OVER PREMISES-BASED SYSTEMS, WHICH OFTEN REQUIRE ANNUAL MAINTENANCE FEES OR BIG ONE-TIME UPGRADE FEES IN ORDER TO KEEP THE SYSTEM CURRENT.



### More functionality

Even if you're jaded about technology, once you see all of the advanced features and functionality that are available from a hosted UC system, you'll be seriously impressed by the impact it can have on your business. And the best part is you can activate only those features that you need to make your company more productive.

It starts with HD voice, the clearest a business call can get. That's just scratching the surface. Through hosted UC, you can have voicemails automatically forwarded to your email account. You can send instant messages and view the presence status of your colleagues. You can make a call from a cell phone or remote office and have it appear as a call from the main office. You also have the ability to integrate your phones with Outlook or your CRM system. Basically, there isn't much you can't do with hosted UC.

### FUTURE-PROOF YOURSELF

With hosted UC, there's no box on your premises, so there's no hardware to upgrade in order to take advantage of new features and technologies. Because your service is outsourced, upgrades are provided through software changes that happen automatically in the background.

Of course, you'll be made aware of any new capabilities as they come on line. That way, you can quickly utilize them to support your employees and better service customers. So stay focused on your business and leave the upgrades to your hosted UC service provider.





A FORRESTER REPORT  
PREDICTS THAT NEARLY  
HALF OF ALL INFORMATION  
WORKERS WILL HAVE SOME  
TYPE OF PERSONAL VIDEO  
SOLUTION IN 2016, UP FROM  
JUST 15% IN 2011.

HOSTED UC INCLUDES  
FEATURES THAT RING YOUR  
MOBILE PHONE WHENEVER  
SOMEONE CALLS YOUR  
OFFICE NUMBER. YOU  
CAN ALSO CONFIGURE IT  
TO DISPLAY YOUR OFFICE  
NUMBER INSTEAD OF YOUR  
PERSONAL ONE WHEN YOU  
PLACE AN OUTBOUND CALL  
FROM YOUR MOBILE.



## Productivity anywhere

It's hard to advance your business if it's tethered to convention. And there's no ball and chain quite like a desk phone. Hosted UC is the ideal solution for existing and emerging workforces who demand constant connectivity and productivity from anywhere — and at anytime. Whether attacking issues from a desk, a conference room, or powering through meetings on the road, hosted UC gives you the powerful communications features you need to keep things moving forward, no matter where or when business is done.

## Video calling

Video sure has come a long way, hasn't it? These days, video conferencing is the perfect solution for moving your business forward while cutting back on costs. Facial expressions, gestures, eye contact — they all make communications far more personal and, ultimately, more productive.

Video calling significantly increases the quality of communications. With hosted UC, it's easy to get started with video, and so simple to use. In fact, video calling is as easy as making a traditional phone call. As you'll see, there is nothing quite as compelling as being able to see the people who matter to your business.

## FOCUS ON WHAT MATTERS

To stay competitive you need to focus on your core business, not that box in the closet. With a hosted UC solution, the management of increasingly complex business communications is done for you off-site. It all happens in the background while your employees utilize advanced features and productivity tools (like voice, video, and virtual collaboration) to take up new goals and take down obstacles that stand in their way.

## THE BOX OR THE CLOUD?

That's the question many companies are facing today. Here's a side-by-side comparison to help you make your decision.

	The Cloud: Hosted UCx Service	The Box: Premises-Based UC
IM, video calling, UM, mobility, desktop sharing	Included in the service. Video calling requires a video-enabled endpoint. Mobility available for Android and iPhone users.	Included in the service. Video calling may require additional hardware and services.
Endpoints	Desk phone, softphone, or mobile phone	Desk phone or softphone. Mobile phone integration is possible, but requires additional hardware.
Audio quality	HD quality when calling from one HD-capable device to another	HD quality when calling from one HD-capable device to another
Moves, adds, changes	Self-managed through a web portal	Managed through the vendor
Security	Extremely secure, since the system is hosted off-site by the service provider	Extremely secure
Staff support	IT network technicians helpful, not required	Telecom staff or consultants required
Reliability	Highly reliable; your service provider will offer a service level agreement (SLA) and quality of service (QoS) guarantees	Highly reliable
Life cycle obsolescence	None; your service provider handles all upgrades	Can expect 7-10 years of life before replacement
Equipment maintenance	Your provider's responsibility	Your responsibility
Remote users	Can easily add remote users	Adding remote users may require VPNs or additional hardware
Business continuity and disaster recovery	Your phone system is hosted off-site, allowing many features to continue if your main site is out of service. A backup broadband service can provide a failover connection.	Functionality is impacted if your main site is out of service. No failover service if the system is down.
Support	Your provider supports all equipment and users, and also monitors the equipment and network 24/7/365	The manufacturer supports the system through a maintenance contract. Telecom transport is supported by your provider(s).
Applications	Standard applications are widespread. Custom applications may be limited based on the system and platform.	Proprietary apps may be included or available as add-ons. Custom apps may be limited based on the system/platform.
Multi-site networking	Supported; your service provider handles the configuration	Usually supported, but you must take responsibility for config



ACCORDING TO A STUDY FROM AT&T, 66% OF U.S. COMPANIES EITHER USE HOSTED SERVICES TO AUGMENT THEIR BUSINESS CONTINUITY STRATEGIES OR ARE CONSIDERING DOING SO.



## ABOUT TPX

TPx is the premier managed services carrier that delivers comprehensive communications solutions to 75,000 business locations nationwide. Businesses nationwide trust TPx to manage their mission-critical network services. TPx's award-winning, enterprise-grade unified communications, managed IT, and network connectivity services empower companies to unleash productivity by streamlining processes, proactively monitoring systems, and staying current with rapidly-changing technology. TPx backs its services with a zealous commitment to Customer Care, including a network uptime guarantee and 24/7/365 live-answer technical support.

Ready to move your business communications to the cloud? Call us at 800-399-4925.



[tpx.com](http://tpx.com)

