

# Cloud Communications Buyer's Guide for Small Businesses



As a small business owner or manager, purchasing, implementing, and managing solutions can become a time-consuming task with unforeseen challenges.

With the RingCentral cloud business phone system, you don't have to make compromises to meet your functionality, flexibility, and cost needs. You get the leading business-class phone and communications system that's more powerful than a traditional phone system, with unmatched usability, mobility, and access from anywhere—all without PBX hardware to install or maintain. As you consider business phone and fax solutions for your business, see how RingCentral is addressing all of your needs, including the ability to easily scale and grow with you as you add people, offices, and mobility to keep your business humming.

## I need a system that's easy to deploy and manage

### **Simple setup • Manage from anywhere • We're here if you need us**

RingCentral delivers unmatched simplicity when setting up and managing a phone system, whether it's for one location or 50. Built on the RingCentral custom cloud platform, there is no PBX hardware to purchase or maintain, which eliminates complex configuration and lengthy, multiweek installations. You're able to purchase, set up, and customize your phone system in minutes. Your system is instantly activated; all features are available immediately. When you need to add users, or even set up a new office, you can do so in just minutes, online, from anywhere.

RingCentral is the first phone system to enable setup and management from a smartphone. You can access your phone system from anywhere, without needing to be on site or using client VPN software to make changes. You gain significant savings in both time and money, especially if your business has multiple locations, since any emergency changes can literally be handled from anywhere.

*Basically, any time we need to add a new employee or consultant, it's easy for us to deploy new employees on the system, whether they're local or remote, in a very efficient, cost-effective manner. RingCentral is a plug-and-play solution. —Howard Hellman, Executive, Aerobyte*

## My biggest concern is reliability

### **Bi-coastal data centers with carrier-grade reliability • 2x capacity for growth • Redundant architecture**

RingCentral has world-class bi-coastal data centers that are SSAE 16 compliant, with carrier-grade reliability, and are co-located with all the major US telecommunications carriers. We currently handle over 1 billion minutes of voice traffic per year, and our facilities have more than twice the capacity currently used by our customers. You get the benefit of three layers of redundancy, ensuring that your phone system is always up, utilizing both load-balancing and failover technology.

## I want more time to focus on mission-critical projects

### **Unparalleled ease of management • Eliminate time spent on basic changes • Complete control**

RingCentral empowers you and your team members to be more productive and responsive. Every experience, from faxing to staying connected remotely, is as easy as using a smartphone. Online and smartphone settings are uniquely designed for nontechnical administrators and users, with point-and-click simplicity. Users can instantly customize their phone and fax settings to work the way they want them to. It's easy to share your presentations remotely and enable clients and consultants to share for greater collaboration.

This ease of use reduces the burden on your valuable resources when changes are needed, without IT losing control of company settings. Administrators can easily manage user settings and permissions while having the power to change company settings from anywhere. Employees are able to change their answering rules and extension settings in just minutes—even when they are out of the office.

The result is fewer support calls to IT and the ability to quickly adjust call handling, routing, and system settings rules based on your businesses' changing needs. You are finally able to focus on mission-critical issues and maintain full control of your phone system, without worrying about day-to-day operations.

## I want an all-in-one solution

### **All-inclusive solution delivers the best value • Eliminate multiple bills • No cancellation fees**

RingCentral replaces all your existing phone and fax services completely. You get an all-inclusive solution that contains a robust phone system in the cloud, providing reliable phone service, internet fax, and more, for one fixed monthly price. No cancellation fees, ongoing maintenance fees, or contracts are required. RingCentral eliminates the need for multiple vendors and multiple bills that traditional PBX solutions often involve. No traditional PBX can compare! You can also select brand-name Plug & Ring® IP desk and conference phones that arrive ready to use for each user—no manual configuration required.

# I need the best business-class features at affordable rates

## Advanced functionality • Mobility • Flexibility

No other provider for small businesses offers the combination of advanced functionality, mobility, and flexibility that RingCentral does. With RingCentral, you get:

- A robust phone system in the cloud, with an auto-receptionist, music and messages when on hold, visual voicemail, multiple user and department extensions, and more.
- No billing surprises with unlimited calling and faxing (US and Canada accounts include 1,000 toll-free minutes per month free).
- Device flexibility that enables users to decide where they want to take and place calls. Select from IP desk phones, the PC's/Mac-based softphone, and smartphone apps for the iPhone® and Android™. Users can turn their smartphones into business phones with access to voice and fax messages, extensions dialing, and the ability to show their business number as their caller ID, all from the RingCentral app.
- Access from anywhere means administrators can manage their RingCentral phone systems online or even from a smartphone—a first for the industry.
- Internet fax for each user to send and receive faxes at no additional cost. This is an incredible savings for any organization, eliminating the need for a separate fax provider. Every user's phone number is "smart," meaning it can be used for both phone and fax; no need for a separate fax number or fax machine.
- Free number porting that is handled online, all from your account, at no extra cost. Simply complete the online wizard and required forms, and we will take care of the rest. And so much more....
- For a complete list of features, go to [ringcentral.com/office/phone-system-features.html](http://ringcentral.com/office/phone-system-features.html).



I want a dependable provider

**#1 cloud business phone system • Top industry honors •  
300,000+ businesses and counting**

RingCentral is the #1 cloud business phone and fax solution provider. Over 300,000 businesses, small and large, rely on us for their mission-critical business communications. Building on the RingCentral custom platform, we've taken the best of what a traditional PBX offers, enhanced the capabilities, and placed it into the cloud. Now you don't have to deal with installing an expensive PBX, ongoing maintenance, time-consuming training, and other common pain points.

We've earned top industry honors, including:

- 2013 PC Magazine Editor's Choice Award
- 2013 Best of Show for Cloud Solutions award at ITExpo East
- Top Ten Reviews' Gold and Excellence Awards as the outstanding choice in the cloud business phone system category
- Small Business Computing Excellence in Technology Award
- 2010 World Economic Forum Technology Pioneer Award

Partners such as AT&T and Ingram Micro also rely on the RingCentral platform to deliver services to their customers, all powered by RingCentral.