CHECKLIST

Choose the right phone system for your business
Introduction

On-premise PBX hardware served companies well during a time when technology was based on hardware and hard wiring. As the world changed around it to virtual services, businesses are faced with the challenge of adapting for a new model based on agility, flexibility, and mobility.

Businesses looking to new cloud-based platforms discover a reliable solution that is highly adaptable to their changing needs, prepared for new advances and integrations, and mobile-ready for today’s workforce.

There are several vital points to consider when selecting your next communications solution:

- How easily will the system scale to support your fluctuating needs?
- Does supporting multiple locations greatly tax IT resources?
- Is the provider flexible and adaptable to your current and future requirements?
- Can the service enable BYOD and mobile workers across a distributed workforce?
- Will the system make it easier for your IT, admins, and users to make small changes, updates, and fixes?
- Is it possible to unify your communications across your global organisation?
- Does the service reduce costs now and into the future?
Defining your business needs

Before examining your business phone system options, let's first take stock of your needs as they are key in determining the kind of phone system you will want to use and the vendor you will want to select.

### Fewer than 50 employees
- Feature-rich phone system on any device, anywhere
  - The industry's most reliable service bar none
  - Integrated voice, SMS, web meetings, audio conferencing, and fax
  - Easy to use and manage
  - Call, text, and fax from your business line on your mobile device
  - Scale and manage multiple locations easily

### Mid-sized
- Powerful phone system made simple
  - Industry-leading reliability and uptime ratings
  - Bank-level security with end-to-end encryption on any device
  - Top-rated white-glove onboarding and support teams
  - Scale across distributed offices with ease
  - Unify powerful communications tools under one system
  - Integrate communications with Salesforce®, Google, Box, Outlook®, and more

### Enterprise
- Multi-location, easy to use, integrated with contact center
  - Easy to use and manage
  - Intuitive product interface, simplified management
  - Responsive, multichannel contact center solution integrated with cloud phone system
  - Build customer integrations to meet your business needs with open APIs, tools, and tutorials
  - Collaboration functionality
Identifying your phone system requirements

Understanding what you need out of a phone system is only half the equation. Without a firm understanding of how to meet your needs, you run the risk of being “sold” a solution that might look great in the demo or has all the feature boxes checked, but doesn’t work the way you work. Let’s take a look at the top “must have” system capabilities based on business needs.

Fewer than 50 employees
- Easy and fast activation, with plug-and-ring-ready phones
- Convenient online access for admins and users
- Professional call management features
- Cost-effective, subscription pricing

Mid-sized
- Flexible custom settings and workflow configurations
- Intuitive admin and user interface
- Mobility via smartphone apps and desktop clients
- Innovative features such as Business SMS and Google/Box integrations

Enterprise
- Reliable and flexible platform; easily add locations, departments, users
- Centralized system; one solution for all users across multiple locations
- Robust; advanced call management and workflows, integration with business software and cloud services
- Smart communications reporting and analytics
Understanding your options

The good news is you have options. Fundamentally, there are two types of phone systems: traditional/on-premise and hosted/cloud phone systems. One of the biggest challenges in any vendor selection process is truly understanding your options, the pros and cons, and how each will impact your business. The following summarises what you must know about phone systems.

**Traditional, on-premise PBX systems**
- Requires hardware that is costly and complex to manage
- You need to have a PBX at every location
- IT staff is heavily taxed for setup, management of system and service reps, as well as on-going maintenance
- Generally cumbersome for upgrades; requiring modules at additional costs

**Hosted/cloud phone systems**
- No hardware means fast setup and no maintenance or extensive management involved
- Service is flexible and scales to your needs, reduces infrastructure and costs
- One system is used to manage all your locations across the globe
- Systems update fluidly and can support advanced features including video conferencing, contact centers, and integrations with CRM, productivity suites such as Google and Microsoft Office 365™
About RingCentral

RingCentral is the leading provider of cloud-based business communications and collaboration solutions. Easier to manage, and more flexible and cost-efficient than legacy, on-premise communications systems, RingCentral’s cloud solution is meeting the needs of modern distributed and mobile workforces. Delivered on a state-of-the-art cloud infrastructure, RingCentral helps more than 300,000 businesses thrive in a new world of work by providing voice, messaging, text, conferencing, online meetings, team collaboration, a contact center solution, and seamless integrations with industry-leading software. RingCentral enables all businesses, from SMBs to enterprises around the world, to empower their workforces and engage with customers anytime, anywhere.

For more information, please visit ringcentral.co.uk or call 0800 098 8136.