

Moving Enterprise Communications to the Cloud



Across a range of industries and geographies, a core set of digital technologies, including mobile, social, the cloud, and big data are transforming the way companies and their customers interact. Increasing customer expectations are now forcing business communications to change and bring a new dilemma for CIOs and CTOs; to move or not to cloud communications.

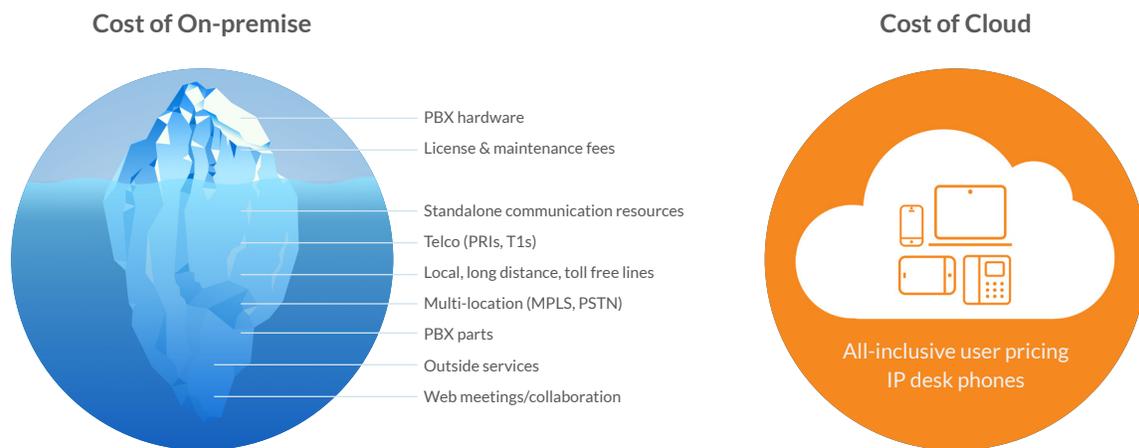
Although many business applications have already moved to the cloud, CTOs and CIOs are still hesitant to move their business communications to the cloud. Losing control, increased security threats, data protection, as well as poor performance and uptime are all concerns. However, most of these issues have now been addressed and resolved by cloud providers, and the benefits of cloud largely surpass the fears.

Why should enterprises move their communications to the cloud?

Enterprise communications and collaboration in a cloud environment make sense for several reasons, ranging from cost savings through flexibility, security, and disaster recovery. However, enterprises need to carefully select their partners for a smooth and successful transition to the cloud.

Reduced cost

Cloud is more cost effective from a capex and opex perspective. It delivers a better scaling model, and it allows enterprises to deploy new communications features to users across more locations faster and more securely than ever before. As communications equipment nears end of life, a cloud service is particularly appealing.



Business agility

One of the strengths of cloud communications is the speed of deployment. Enterprises have the flexibility to roll out communications without the time and resources associated with a legacy deployment model. Additionally, a cloud communications solution is ideal for enterprises with growing or fluctuating needs as it is easy to scale the solution up and down.

Future proof

With the cloud model, upgrades are regularly and automatically rolled out, available immediately, without any disruption on your service. Your cloud communications platform will never become obsolete or lag behind technology innovations. Plus, most cloud communications solutions seamlessly integrate with existing systems and business applications, helping businesses to build a complete and connected business digital ecosystem that will grow with the business.

Disaster recovery and business continuity

Cloud-based communications services are hosted in data centres away from your business and safe from harm. In case of disaster, your goal is to provide business continuity and minimise the impact on customers. With cloud communications, operations will continue from anywhere with the same communications capabilities as in the office, and your customers will still be able to reach you.

Best-in-class enterprise communications powered by RingCentral

RingCentral makes it easier for enterprises to move to cloud communications. We have been investing for more than a decade to build the industry's most advanced and secure business communications system offering a leading phone system as well as a leading contact centre solution.

RingCentral has been recognised a leader in the cloud communications space by leading enterprise technology analysts such as Gartner and is trusted by over 350,000 customers globally.

The RingCentral advantages include:

- A level of stability ensured only by technology built from the ground up—we lead the industry in reliability and uptime ratings. All of our data centres have built-in geo redundancy and reliability to ensure continuous operation. RingCentral invests in a world-class Network Operations Centre, which is monitored 24/7/365 by highly skilled engineers to support up to 99.999% availability.*
- Industry leading security for every call—RingCentral has the only system that protects every call with robust encryption, no matter what device starts the call. We also have the highest standard of physical and environmental security with SSAE 16 and ISO 27001 audited data centres, protected by the most robust electronic prevention systems, on-site engineering specialists, and security guards.
- The most complete, highest-quality customer experience in the industry—From the intuitive product interface, to the top-rated white-glove on boarding and support team, you will notice the RingCentral difference from day one.
- Integrations with SaaS applications such as Salesforce®, G Suite, O365™, Box, and Zendesk® ensure that you have integrated communications interwoven into your most indispensable applications. RingCentral will seamlessly integrate in your existing or future cloud ecosystem. We also have open APIs, tools, tutorials, and a thriving developer community to engage and inspire your own developer to build custom integrations to meet your unique business needs.

Join 350,000+ businesses using the RingCentral cloud communications system

