



# More Than Just A Cloud-Based Business Phone System

Nothing is more important to business success than communicating professionally and promptly with customers and colleagues. The way businesses communicate and handle incoming calls, and everything from faxes to conference calls, affects public perception of the company. Evolving businesses can offer their customers a better service and enhance the way employees work by adopting the most readily available and affordable technology. In today's world, leading edge communication begins and ends with a high-speed Internet-enabled, cloud-based, IP-connected phone service from RingCentral.

## Today's Business Requirements

In today's high-pressure world, a phone system is a lifeline to customers, suppliers and other key contacts. Businesses require an evolved, professional phone system that can be relied upon to not only serve employees located in the office, but the flexibility to accommodate employees who are working both remotely and in other geographic locations. Such a technologically advanced phone system, in turn, needs to allow disparate employees the ability to communicate and work with equal efficiency no matter where they are. As employees change the types of devices they use for communicating and doing business, the phone system needs to adjust seamlessly. Finally, the phone system also needs to support basic office functionality like faxing, conferencing and other forms of communication to all who use it.

Above all, business phone systems need to be reliable. Businesses can't afford to miss calls because of technical glitches or primitive routing features. With many companies moving away from operating from one, centralised office building, the need is critical for a solution that can be accessible from wherever employees are working. With the added convenience of working across not only desktop IP phones, but smartphones, tablets and even PCs, new systems must adapt to the changing face of the modern workforce. Having an entire phone system operating over a standard high-speed Internet connection allows for such a revolutionary innovation.





## An Enhanced Phone System

Today, businesses have a wide range of options to address their phone system needs – everything from the robust, highly technical PBX systems traditionally used by businesses to new, feature-rich cloud-based solutions that provide an easy-to-use alternative. Until recently, this type of sophisticated communications solution was available only to companies with the necessary financial resources to design and implement their own customised phone system. Today, however, the Internet and cutting-edge technologies are driving down costs, lowering adoption barriers and opening new communication options, allowing businesses of all sizes to afford a world-class business phone system.

For years, businesses had no other choice, but to rely on traditional PBX systems comprised of complex hardware that required on-going, costly maintenance and repair. This type of legacy equipment was often housed in a single office building and could only serve the employees who were working on the premises. Seemingly routine changes made to these systems, like adding lines for new employees, required scheduling and often took weeks to fully implement. In the event of a power outage, the equipment could go down for an indefinite amount of time, leaving businesses with solution Now businesses have a choice.



## The Breakthrough of A New Solution

The breakthrough that's bringing affordable world-class phone and fax service to businesses is the cloud-based, or hosted, phone system. By leading the cloud-based phone system revolution, RingCentral is taking advantage of the power, quality and affordability of cloud computing technology to expand the idea of what a business phone system can do.

Having the advantage of a cloud based phone system not only allows a company, and every employee working for it, unmatched flexibility, but also provides for seamless growth and can be easily set up in a fraction of the time it takes to program and install legacy hardware. System administrators can quickly add new users and departments from any device, wherever they're working. With traditional PBX systems, employees had very little control over their own phone and the preference in the capabilities associated with it. Now, each employee can configure their own personalised messages, routing sequences and usage rules and even display their status to colleagues if they choose.



## Breaking Down A Cloud-Based System

Based on a robust virtual PBX and cutting-edge voice over Internet Protocol (VoIP) technology, and managed by the service provider, a cloud-based phone system lets any business take advantage of rich business phone system functionality without the complexity and cost of an on-premise system. A cloud-based business phone system uses the Internet to deliver all the features of an on-premise PBX - minus the costly setup and the bulky hardware. And since the Internet isn't bound to a specific location, a cloud-based PBX easily integrates multiple locations and remote employees. It is the only business phone system that provides affordable, reliable and professional phone system functionality for businesses with one or more locations, and remote and mobile employees.

Not only does a cloud-based business phone system relieve growing companies of the need to own and operate their own on-premise phone system, but it also provides unmatched feature, performance and fixed cost benefits. Besides providing local, national and international phone service, it includes an array of powerful call management features that are critical to sustainable business growth.

## RingCentral System Benefits

Regardless of the size of the company, the professionalism and quality that comes from having a phone system boasting the latest technology and cutting edge features, will heighten the way it is perceived as well as enhance the efficiency of each employee. Using the latest technology will not only improve the capabilities and performance of the phone system, saving both time and money, but can boost business effectiveness with features complimented by IP-based technology.



- Easy to set up for multiple locations and mobile workers. A free-phone or local number serves as the main business number, and an auto-receptionist routes calls to multiple extensions, which can be assigned to employees in one or multiple locations and to mobile workers.
- No hardware installation or technical expertise required. A hassle-free approach to business communications, RingCentral Office eliminates the burden of a company having to manage a big switchboard on company premises.
- No start-up costs. Unlike onsite PBX systems, which require expensive initial investments, RingCentral Office has no activation fees, and there's no charge for PBX hardware or software.
- Low all-inclusive monthly costs. RingCentral Office beats onsite phone systems in terms of monthly costs.
- Superior call quality. The award-winning RingCentral cloud-based phone system is designed to surpass its customers' expectations.
- Smartphone apps. RingCentral provides full control to set up and manage the phone system from smartphones.
- Superior customer service. Businesses appreciate 24/7 RingCentral support, available at no additional cost to customers.

## Advanced Features

Through a standard high-speed Internet connection, employees access their phone system from anywhere and make one-touch changes using web forms or smartphone apps. Extensions can be tailored to play announcements; ring to departments or call queues; take voicemail messages; or ring through to employees, wherever they're located. For businesses wanting a national or regional presence, customisable 0800 numbers or local-number exchanges are available to create location-specific company numbers. For team meetings, the unlimited conference calling feature allows users to schedule an unlimited amount of conferences with up to a thousand attendees and works on IP desktop phones, smartphones and PCs.

Standard RingCentral capabilities also include auto-receptionist, flexible extension structure, multiple voicemail boxes, smart call routing, business answering rules, extension dialling, call transfers, and elegant integration with smartphones. RingCentral provides all the telecommunication capabilities that today's businesses demand and promotes easy to configure and intuitive phone system controls. The innovation to develop new features continues making the system user centric by not only enhancing call quality and reliability, but also adding convenience and flexibility to common individual and group business tasks.



### Businesses Using RingCentral Get:

One system for multiple locations and employees

Unparalleled ease of use – no PBX expertise needed

Ultimate mobility and access from anywhere online to your smartphone

No risk – reliable service with free support 24/7

Best value with an all-inclusive, low fixed monthly cost

## Affordable & Fixed Costs

With only a high-speed Internet connection required, the RingCentral phone system is an out-of-the-box solution, ready to work lightning fast, anytime and anyplace with no upfront investment. With no PBX hardware, it's easy to set up online and manage from a smartphone, tablet or PC. RingCentral desktop IP phones arrive Plug & Ring ready, so businesses may continue working without delay. For one, low monthly cost, users can enjoy the features and convenience needed without additional usage charges.

## Industry-Leading Technology

RingCentral has hundreds of thousands of business customers and has earned top industry honours, including the PC Magazine Editor's Choice Award, the Small Business Computing Excellence in Technology Award, and the 2010 World Economic Forum Technology Pioneer Award. RingCentral houses its core technology infrastructure and global network in multiple, state-of-the-art data centres to reliably deliver business-class phone and fax functionality over the web.

### Learn More

With RingCentral, customers get a low monthly rate and instant activation with no setup fees and no contracts required.

For more information about the benefits of RingCentral's cloud-based phone system, contact one of our Business Associates at: **0800 098 8136** or sign up at: [www.ringcentral.co.uk](http://www.ringcentral.co.uk).