

A CIO's Guide:
Why it makes sense to evaluate
a cloud-based phone system



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The evolution of cloud-based phone systems has crossed the technology chasm. More and more companies are adopting voice over IP and reaping the benefits of decreased costs, increased functionality, and ease of administration.

Clearly, it is well worth an IT executive's time to evaluate cloud phone technology from sheer cost-savings alone, but reliability is also mission-critical when it comes to communications infrastructure. And making a technology change is almost always a challenge—in any company.

Why does it now make sense to evaluate traditional phone systems against cloud-based ones? Below are some factors to consider.

Cost

Cloud-based phone systems are typically more economical than traditional phone systems. One of the primary reasons is traditional phone providers have a huge infrastructure investment. Cloud phone systems take advantage of an infrastructure that is already built—the Internet. And these hosted systems come with lots of open source and open network solutions already in place. Typical customers who switch from traditional phone systems report up to 65 percent savings.

Maintaining a traditional PBX phone system usually requires internal staff or an IT contractor to ensure uptime, manage configurations, and troubleshoot issues as they arise. On the other hand, when a cloud-based or hosted system is updated, you are instantly updated. No technical work is required from your end. Since all updates and upgrades happen automatically, you are freed from having to hire staff to maintain the system.

The potential additional cost of a cloud-based system is new phone hardware. However, there are alternatives, such as an SIP trunking solution. This allows the VoIP signal to travel through the PBX into a digital gateway, which converts the signal to analog or PSDN. This enables you to keep your existing phone hardware, which makes it less expensive to switch from a traditional phone system to VoIP, if you already have significant investment in phone hardware.

Reliability

The reliability of your PBX phone system depends on its proprietary hardware, software, and subsequent upgrades. With VoIP, reliability depends on the stability of your network. If you have a solid network in place, your cloud-based phone system will also be solid. If you need to upgrade your network to ensure you are capable of supporting VoIP, you will end up creating a better network—everybody wins. The key to reliability is to manage the configuration, which is done on the front end by your VoIP provider.



A New Look

VoIP technology has changed and improved right along with the Internet. It is a stable, reliable, and secure platform. Companies of all sizes should consider the immense economic advantages and the robust feature set found in VoIP technology.



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For further information about Nextiva's cloud-based communication solutions, please contact a member of our account management team.

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