



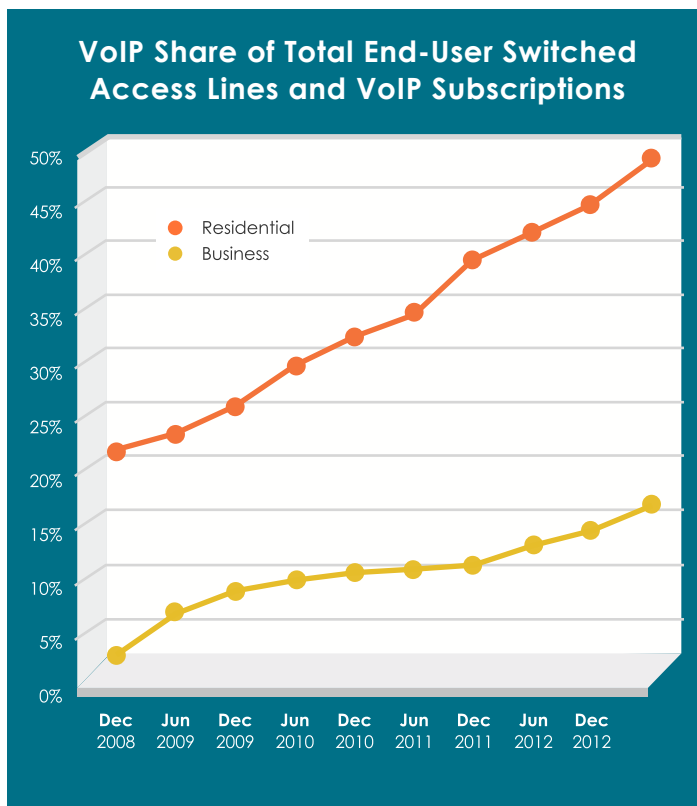
Conquering the 4 Fears of Cloud Phone Systems

Moving Up to Modern Business Phones
That Do Far More Than Just Dial



Every day, businesses are moving mission-critical applications — data storage, payroll, accounting, customer relationship management (CRM) — to the cloud to save money and improve profitability. But for all the buzz about cloud computing, out of fear or lack of understanding, most businesses have yet to move one key asset to the cloud: their phone systems.

According to the Federal Communications Commission, just 15.4 percent of American businesses used cloud-based communications – or Voice over Internet Protocol (VoIP) in 2013. VoIP adoption among businesses is accelerating, however. Business use of cloud-based phone systems rose by an average of 19 percent year over year between 2009 and 2013. Why have more than four out of five American companies stuck with traditional phone systems?



Information from the Federal Communications Commission.

This resistance to adopting new technology is understandable from one perspective: Businesses need phones to survive. They trust traditional phone lines to work every time. At some point, tradition must be broken when it blocks your business' ability to improve efficiency, enhance collaboration, delight customers and outmaneuver the competition.

As a leader in cloud-based communications, Fonality often hears four common fears about moving to cloud-based phone systems:



1. **“If it ain’t broke, why fix it?”** The comfort factor of traditional phone lines makes companies reluctant to change.



2. **“The sound quality isn’t good enough.”** Many businesses base their impressions of cloud-based phones on free or basic consumer-grade services.



3. **“I can’t risk my phones not working.”** Traditional phones are like Old Faithful – they work like clockwork – and organizations fear newer communications won’t be as reliable.



4. **“I can’t control it.”** Moving from a centrally located PBX box in the main office to a remote service creates anxiety about losing control of communications systems.

Let’s look more closely at how modern cloud-based phone systems make these fears a thing of the past.

1: “If It Ain’t Broke, Why Fix It?”

To many growing businesses, installing their first Private Branch Exchange (PBX) system feels like tangible proof that their company is going to make it. They’re getting enough calls from customers that those calls need to be managed.

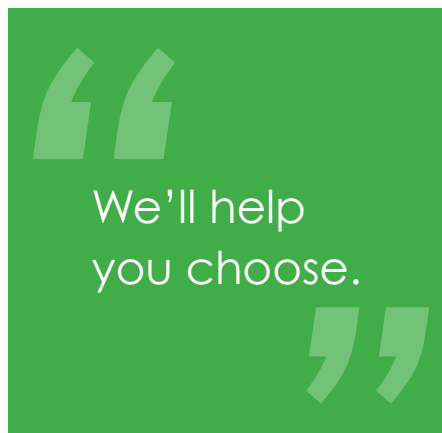
So they wire up their PBX systems and get back to work. A coffee-stained phone list lists everyone’s extensions. A blinking light and perhaps Caller ID alert employees when they have a call and who’s calling. Everyone dials 9 for an outside line and gets a dial tone. Why change when you’re comfortable with the status quo?

Because modern phone systems are about more than just a dial tone. Cloud-based communications put the power of the Internet to work for them by packing powerful functionality into their phone systems.

- **Unified Communications (UC)** – Know when your staff are online, collaborate with built-in chat and video conferencing and manage your system and reporting from anywhere.
- **Contact Center Features** — A cloud-based system helps businesses like you “play above your weight class” by deploying services usually reserved for large call centers and corporate help desks. Route calls to the right folks, monitor and coach sales and service employees and manage call queues to improve customer satisfaction.

- **Massive Mobility** — Smartphone and tablet apps put all your UC functions at your fingertips on any device that has an Internet connection.
- **Customer Relationship Management (CRM) Integration** — Finding, tracking and nurturing leads is incredibly easy and efficient when CRM functionality can be integrated into your phone system. This is impossible with traditional PBX systems.

Another key advantage is simpler information technology (IT) structure. Your system provider maintains all the software and hardware – reducing IT costs and complexities – while using standardized systems that can easily scale up and down with your company's needs.



At the same time, the best providers offer solutions customized to your business' needs. Not just what they want to sell you. At Fonality, you'll find one of the richest feature sets in the cloud-based communications industry. We'll help you choose between public cloud, private cloud and hybrid-hosted deployment options.

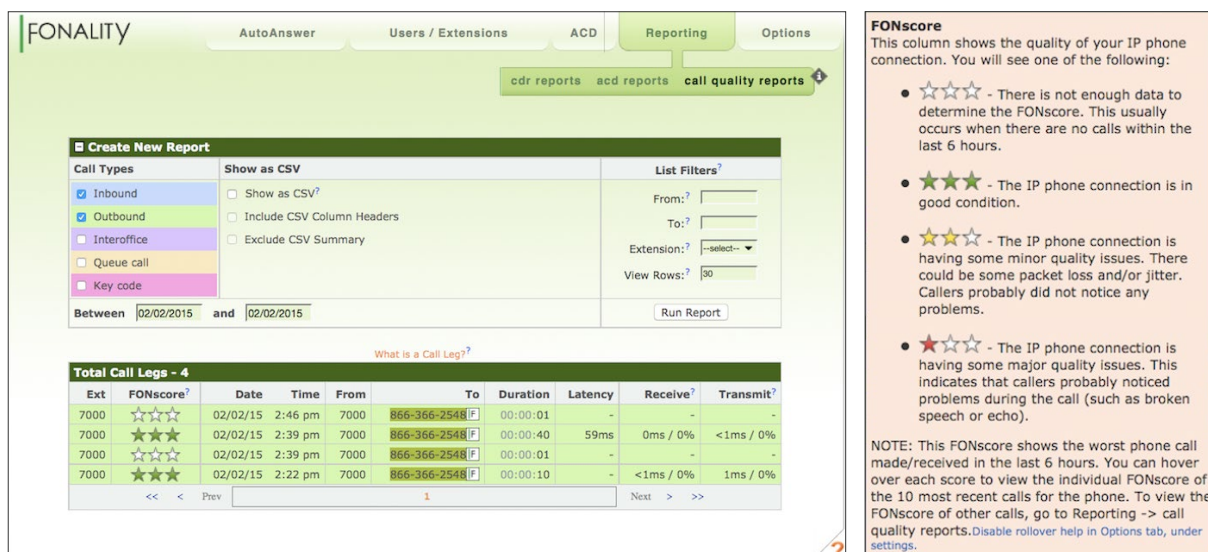
2: The Sound Quality Isn't Good Enough.

There's no doubt that some impressions of business-quality VoIP have been colored by experiences with no- and low-cost providers of consumer services. Skype and Vonage, for example, provide basic, economical voice and video services. As the saying goes, you get what you pay for.

Few realize, however, that any time you make a phone call, local or long distance, some portion of that call is being switched from digital to analog and back, thanks to the emerging market for wholesale VoIP services. Whether you know it or not, you're using VoIP technology today in many types of communication — and it could be your trusted phone company or cell provider.

Fonality puts a priority on ensuring a business-class user experience, using software that does not compress voice communications. Fonality can analyze your network to ensure you have the best possible Mean Opinion Score (MOS) rating — the standard for measuring voice quality on phone networks.

Fonality FONscore



The screenshot shows the Fonality Reporting interface. At the top, there are tabs for 'AutoAnswer', 'Users / Extensions', 'ACD', 'Reporting', and 'Options'. Under 'Reporting', there are sub-tabs for 'cdr reports', 'acd reports', and 'call quality reports'. A 'Create New Report' section allows filtering by 'Call Types' (Inbound, Outbound, Interoffice, Queue call, Key code) and 'Show as CSV' options. A table titled 'Total Call Legs - 4' displays call data with columns for Ext, FONscore, Date, Time, From, To, Duration, Latency, Receive, and Transmit. The legend on the right explains the FONscore ratings: 1 star (not enough data), 3 stars (good condition), 4 stars (minor quality issues), and 5 stars (major quality issues). A note at the bottom explains that the FONscore shows the worst phone call made/received in the last 6 hours.

Ext	FONscore ²	Date	Time	From	To	Duration	Latency	Receive ³	Transmit ³
7000	☆☆☆☆	02/02/15	2:46 pm	7000	866-366-2548 [F]	00:00:01	-	-	-
7000	☆☆☆☆	02/02/15	2:39 pm	7000	866-366-2548 [F]	00:00:40	59ms	0ms / 0%	<1ms / 0%
7000	☆☆☆☆	02/02/15	2:39 pm	7000	866-366-2548 [F]	00:00:01	-	-	-
7000	☆☆☆☆	02/02/15	2:22 pm	7000	866-366-2548 [F]	00:00:10	-	<1ms / 0%	1ms / 0%

FONscore
This column shows the quality of your IP phone connection. You will see one of the following:

- ☆☆☆☆ - There is not enough data to determine the FONscore. This usually occurs when there are no calls within the last 6 hours.
- ☆☆☆☆ - The IP phone connection is in good condition.
- ☆☆☆☆ - The IP phone connection is having some minor quality issues. There could be some packet loss and/or jitter. Callers probably did not notice any problems.
- ☆☆☆☆ - The IP phone connection is having some major quality issues. This indicates that callers probably noticed problems during the call (such as broken speech or echo).

NOTE: This FONscore shows the worst phone call made/received in the last 6 hours. You can hover over each score to view the individual FONscore of the 10 most recent calls for the phone. To view the FONscore of other calls, go to Reporting -> call quality reports. Disable rollover help in Options tab, under settings.

Fonality builds a MOS rating, known as its FONscore, into the Control Panel administrators use to measure system and call performance.

3: I Can't Risk My Phones Not Working.

Many people stick with old systems because they just work. Before you move anything to the cloud, you want to know that it will be there when you need it.

Businesses should make sure their provider is putting safeguards in place to avoid the rare instance when services become unavailable.

At Fonality, that starts with five Tier 1, Grade A data centers around the world. These data centers have redundant storage, backup power, Internet services and voice carriers. Not only are these data centers incredibly stable, they are also built to handle risks related to weather, power outages and mechanical breakdowns. Fonality also uses the same services as its customers, so it's doubly motivated to keep the system up and running all the time.

This reliability is part of what enables Fonality to have one of the lowest churn rates in the industry. The company averages net customer turnover of about 1 percent, and every day more than 300,000 people use the company's service to make and take calls, chat with coworkers and check who's in the office or on the phone.

Furthermore, phone systems with unified communications features are in good company in the cloud. Many businesses have been working in the cloud for years with tools like Salesforce.com to manage their customer relationships, TurboTax to e-file and archive their taxes, and services like Google Drive and DropBox to store and share files with other offices and customers.



Keep the system
up and running
all the time.



4: I Can't Control It.

There's something comforting about a traditional PBX system: You know exactly where to look if it breaks down. You send a technician to one place, and it gets fixed.

With the cloud, it may seem like you don't have that luxury. Your service is part of a mysterious software package hosted in a data center in a remote location. Just like with a cloud-based payroll system, the truth is you just don't need to worry about that stuff with a hosted phone system.

The essence of cloud computing is being able to control your software remotely without regard to the hardware's locale — whether the application is an accounting package or a business phone system.

The centerpiece of a cloud-based phone system is an interface that provides access from any computer or mobile device with Internet access. This dashboard provides full control of the system's functionality.

Fonality provides two levels of control. Users access their version of Control Panel to adjust settings for Heads Up Display, or HUD, the dashboard where users route calls, find other users, retrieve voicemails and access CRM data. Admins have expanded access to Control Panel features where they create user accounts, monitor traffic, track phone usage to see who is making the best use of their phone time and perform many more tasks to make your business more competitive. In addition, customers who select a Private Cloud solution have the option to add Enterprise IT Access. This offers IT professionals secure shell (SSH) access to their Fonality server.

As you can see from these features, upgrading to cloud communications actually provides far more control than with a physical PBX.

Still Not Convinced?

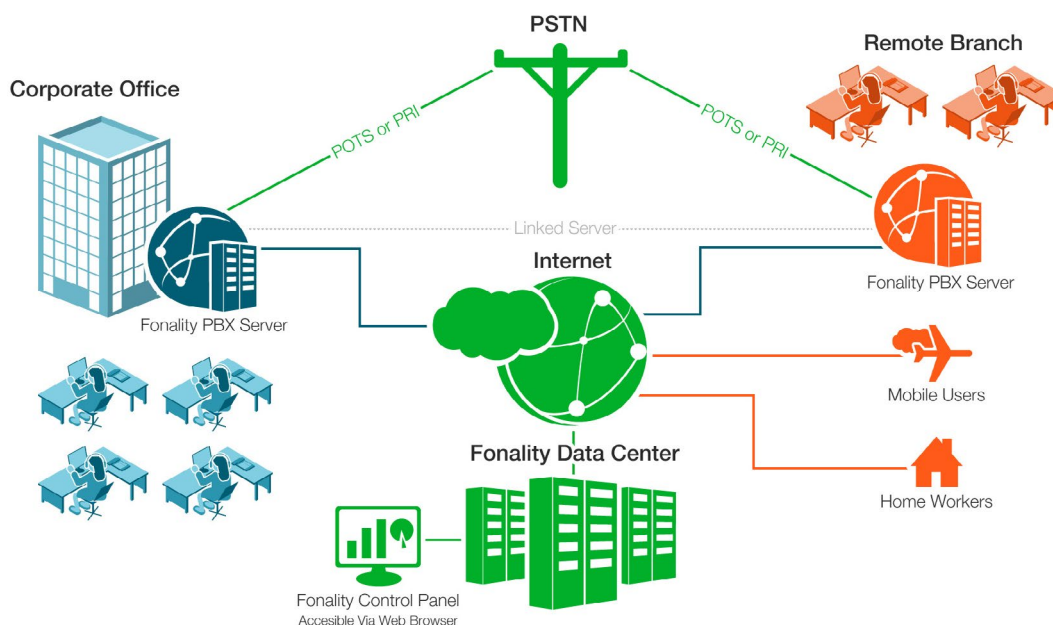
Consider a Hybrid Hosted Solution.

Most companies can, and should, trust the cloud. If you're not there yet, no problem.

Fonality has a hybrid-hosted solution that can give you the best of both worlds, so you can keep your primary rate interface and still enjoy a fully managed service, subscription pricing, unified communications features and an always-up-to-date business communications system.

If your company has critical phone operations such as contact centers or help desks, Fonality can configure your system to ensure that any network outage will immediately switch your phone network back over to traditional phone lines.

According to analysts, nearly half of large enterprises will deploy hybrid cloud systems by the end of 2017. Your growing business doesn't have to wait that long. Fonality can get you started right away.



About Fonality

Fonality has built its business around helping growing businesses use their phone systems to become more competitive and successful. It has been developing Unified Communications systems since 2004 with more than 30,000 clients and more than 300,000 end users around the world.

The company's engineering team developed the Fonality Heads Up Display (HUD) interface and patented hybrid solution to meet the unique needs of emerging companies.

Fonality provides business phone systems and contact center solutions designed exclusively for growing businesses. Fonality is the only provider that can deliver the same user experience in the cloud and on-premise, with innovative features that help smaller businesses save time, communicate more efficiently and reduce costs.

For more information, visit www.Fonality.com or call 1-877-366-2548.



Fonality phone systems offer a variety of equipment options, and its Heads Up Display (HUD) provides unified communications capabilities across desktop and mobile.