

# IS YOUR PHONE SYSTEM HOLDING YOU BACK OR HELPING YOU FLY?



## 1. Communications are a critical enabler of success



Mobility



Customer expectations



Staying competitive



Responsiveness



Collaboration



By 2020, over 70% of UK organisations will have adopted flexible working.<sup>1</sup>

75% of the workforce will be made up by the Millennial generation (born between 1982 and 2003) by 2025.<sup>2</sup>



64% of employers expect their employees to be reachable outside of the office on their personal time.<sup>3</sup>

## 2. The traditional PBX model was the norm and largely unquestioned



**Purchase**  
You buy the kit and install it in your office



**Ongoing management**  
An employee has to manage it



**Maintenance**  
You pay a third-party to maintain it



**Upgrade**  
If you want more features, you pay for an upgrade



**Outgrow it**  
If you outgrow it, you throw it away and buy a new one



**Failures = Serious disruption**  
If you experience PBX failures, you experience serious business disruption

Traditional communications – the great divide between phone and IT systems:



**Phone systems**  
Making and receiving phone calls



**IT systems**  
Digital communications and information management

The fact that both systems are essentially concerned with communications was considered immaterial!

Today's communications – the worlds of telecoms and IT have converged



Employees are mobile



Teams are virtual

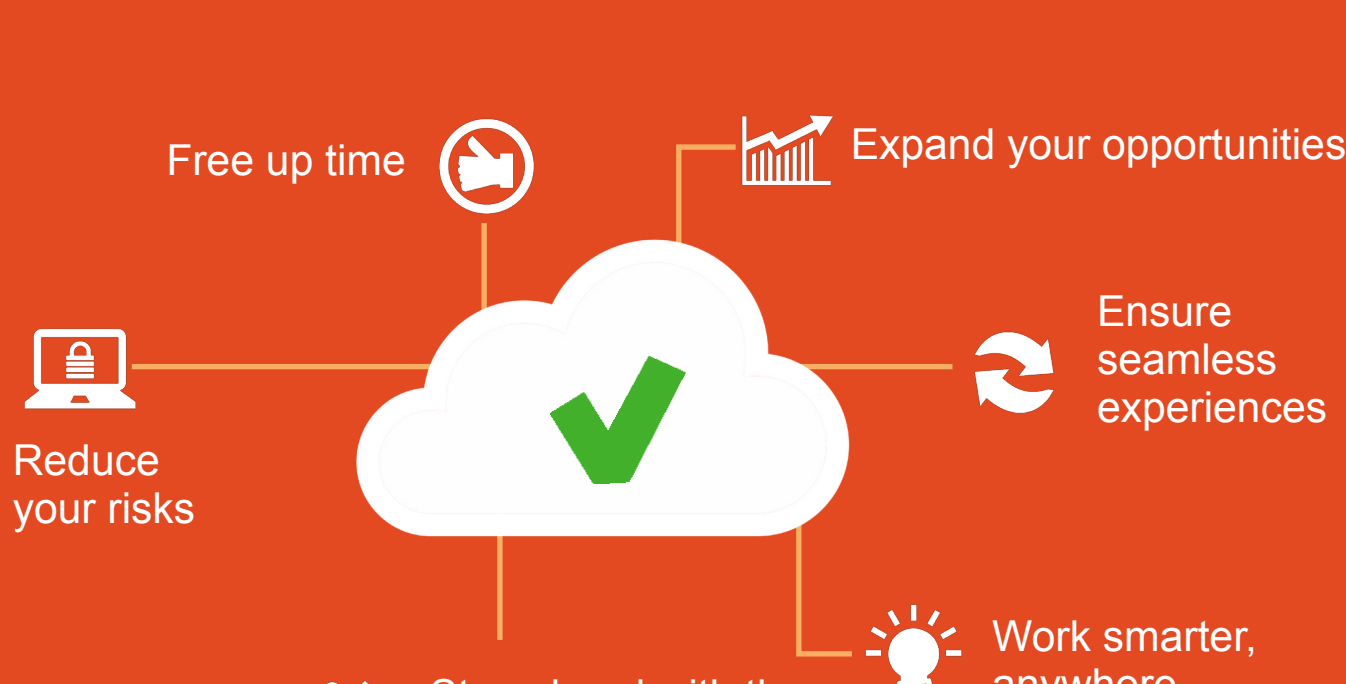


IT has moved to the cloud

The traditional on-premise phone system is no longer a match for modern businesses

## 3. There is a better alternative

Cloud Communications offers a range of advantages over the outdated PBX



The longer you shackle your business with an outdated phone system, the more growth opportunities you're missing out on.

Sources:  
1 Working anywhere, a winning formula for good work? Feb 2016, The Work Foundation  
2 Deloitte Millennial Survey, 2014  
3 2015 Workplace Flexibility Study, WorkplaceTrends.com, 2015