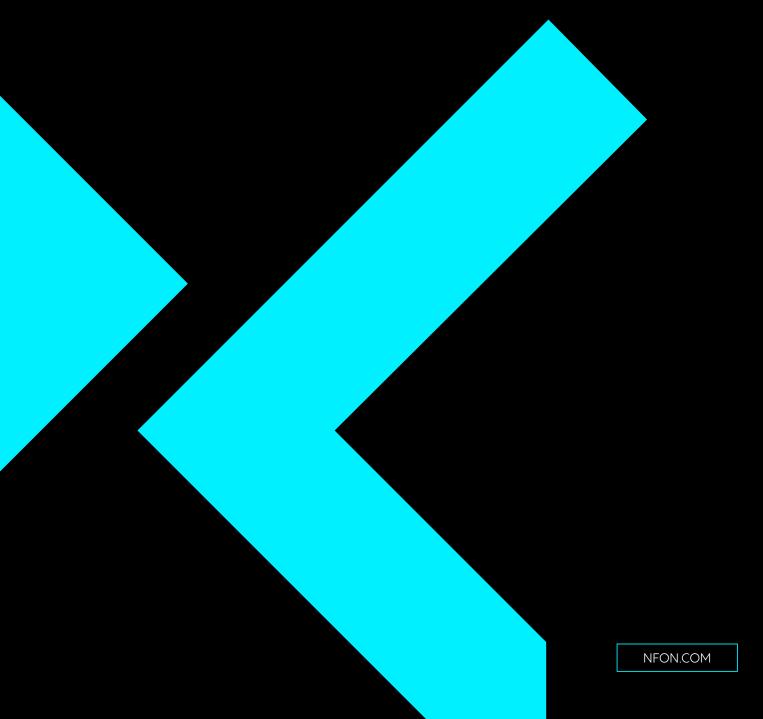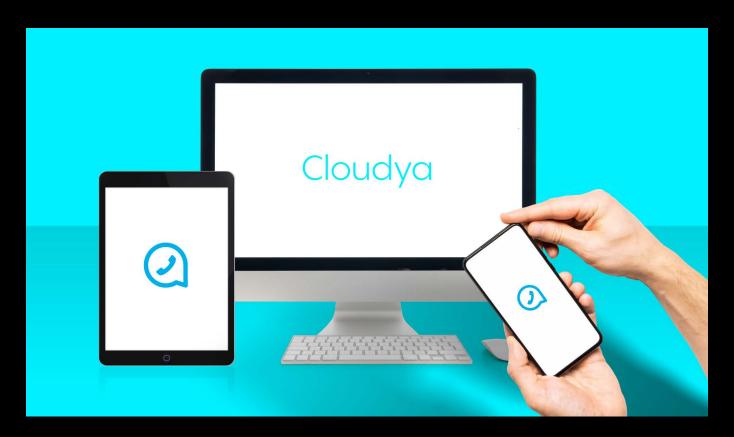# How a smart cloud communications platform can **boost your business success.**

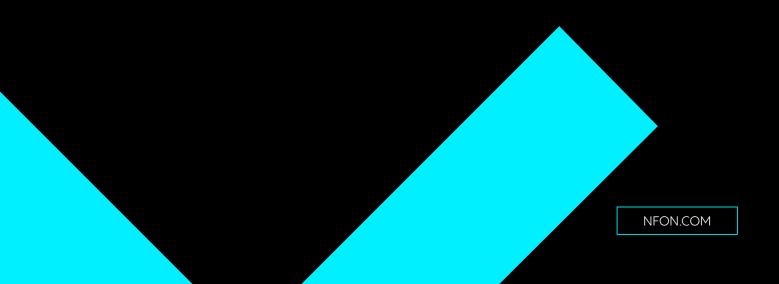The new freedom in business communications.

You depend on your communication systems every minute of every day. As long as your people can stay in touch, you can deliver projects on time, provide great experiences for your customers and keep everything running like clockwork.

But the wrong communication system can hold your business back. It might be difficult to reach colleagues who are working out of the office, for example, which impacts your productivity. Your phones may also be difficult to deploy, maintain and use, increasing workloads and frustration.

To overcome all this, you need a single number for reaching employees, wherever they're working and whatever device they're using. You also need communications tools that are simple to use and look after, and always available when you need them. That's what we call freedom in business communications.

In this short paper, we look at how upgrading your communication system can free your communications, reduce your operating costs and boost your business success.

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Is communication **easy for your employees?**

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Does your communication system make it easy to contact your colleagues and customers, anywhere, any time?

With multiple phone numbers, inboxes and communications tools, your employees can get behind and miss important calls and messages.

To make things better, you need an easy way to stay in touch – and that means a single phone number and inbox for every employee. That way your call can be transferred through to them, whether they're in the office, at home, or out and about on their mobile devices.

The best communications solutions make all this possible. That means you can connect with employees faster, maximise your productivity and delight your customers.

Are your communications tools simple to manage and support?

Phone systems can be difficult and expensive to deploy and maintain. That's a problem for your tech people, who often find themselves in the office in the evenings and at weekends.

To make life better for everyone, you need communications tools that are not only easy to deploy but also simple to manage and support on an ongoing basis.

The best communications solutions fit this profile, reducing frustration and stress for technical staff. They reduce the physical infrastructure you have to manage. And they offer simple tools for adding and managing users, which makes the whole experience faster and easier.

For easy communications, make sure your solution offers:
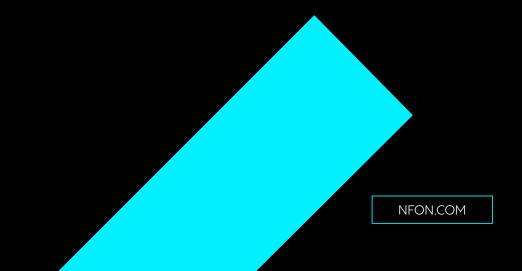
A simple, satisfying user experience, with

» One phone number and inbox per employee

» Call transfer between people and devices with a single swipe of your finger

» Full control over how you want to be reached (office, home or mobile phone) at the push of a button

Increased focus on core tasks, with

» An intuitive UI and simple communication features

» Presence awareness showing colleagues' availability

» Tools for prioritising important calls and sending less important calls to voicemail

Fast, easy deployment and configuration, with

» Plug-and-play deployment alongside your existing phone infrastructure

» Zero-touch hardware auto-provisioning

Are your communications
independent?

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Can your employees communicate quickly, wherever they're working?

With legacy communications solutions, your employees can only be contacted at the office. That means that response times are extended, making your business less responsive and less efficient. To overcome this challenge, you need a modern, joined-up communications solution that supports quick interactions between employees, wherever they are working.

With this kind of solution, your employees can use their phones, mobile devices or web browsers to stay in touch from the office, from home or on the move. This means you can speed up your communications, react to new opportunities faster and generate higher revenues for your business.

Can you connect remote and home workers cost-effectively?

Providing communications services for remote and home workers can be costly and complicated. Most times an extra desk phone is needed, and there's extra administration to take care of, with additional cost implications.

To increase cost-efficiency, you need to connect remote workers quickly and simply, with no extra hardware.

With a best-in-class communications solution, this becomes possible. Employees can access enterprise-class communications features from their mobile device or PC, which saves you spending money on additional desk phones. You can also offer flexible working arrangements to your staff. And you can ensure that employees can be reached at all times, wherever they happen to be working.

For truly independent communications, make sure your solution offers:
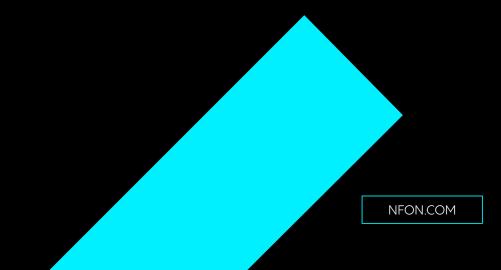
Full device independence, with

» Native apps for Android, iOS, macOS and Windows

» Calling from any device, including your office phone, home phone, business mobile or personal mobile

Full location independence, with

» Access to user accounts from any internet-connected device (app or web browser)

» The ability to stay in touch using Wi-Fi, 4G data or even cellular voice networks

» Freedom from traditional office or home phones that previously tied you to specific work locations

More independence for your admins, based on

» Reduced workloads, with web-browser access to accounts

» The ability to support your company and your users from anywhere, at any time

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Is your telephony
reliable?

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Are your communications tools always up and running to support your business?

All too often, legacy phone systems fall over, interrupting operations and impacting revenues. Many also require constant maintenance just to keep them running, driving up IT costs and causing frustration for technical teams.

To make things better, you need a communications solution that's built on fully redundant architecture. You also need great technical support, with fast access to experts who can answer your questions and keep your solution optimised.

This is the case for the top communications solutions available today, which use redundant infrastructure and network connections to eliminate single points of failure. With expert 24/7 support, your employees can also continue working efficiently and productively for the business.

Does your communications solution comply with regulatory controls?

Many communication systems store data in unprotected server rooms or in cloud data centres abroad. This means it's difficult to comply with regulations for data storage, particularly where information needs to stay within the European Union, for example.

To streamline compliance, your communications solution needs to store data in fully compliant, EU data centres.

This is what you get with today's top-rated communications solutions. As a result, you can be sure that you are complying with EU data storage and management rules, which helps to minimise the risk of regulatory fines and reputational damage.

Is your data secure?

Many legacy communications solutions store data in unprotected environments in the server room or in the cloud. This creates obvious security risks that can lead to data breaches, reputational damage and regulatory fines.

To counter these risks, the best modern communications solutions offer end-to-end data protection. They also build in additional checks and balances, such as audits by trusted third-party security experts.

For reliable communications, make sure your solution offers:

High availability for voice services, based on

›› Fully redundant infrastructure that runs below 50 % capacity for real-time failover in the event of an outage

›› Redundant routing infrastructure and connections to multiple service providers and Internet exchanges

›› Geo-redundant data centres for availability in the event of a disruption at a particular site

Excellent quality of voice services, with

›› In-house service management from end to end

›› Regular quality checks by independent auditors

End-to-end data security, with

›› Secure by design' architecture

›› Strict controls, with no risk of inadvertent data sharing with third parties

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The **new freedom** in business communications.

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Cloudya

Cloudya is a smart cloud communications platform that allows you to break the chains of traditional communications solutions. This reliable business partner, brings simplified voice calling, easy video conferencing, and semaless integrations for CRM and collaboration tools.

Easy

With intuitive access to powerful voice features; one login and password; and a dedicated phone number for reaching colleagues on any device, anywhere in the world

Independent

On any device from anywhere in the world, including your mobile phone, office phone, home phone, or any web browser on any Internet-connected device

Reliable

With a fully redundant architecture (including geo-redundant EU data centres); end-to-end data security; and voice services that are designed and managed in-house

More remote workers. More distributed teams. More urgent communications needs. In the face of these challenges, legacy solutions are struggling to keep up, negatively impacting your business success.

The good news is that the best modern communications tools can help you get back on track. You can assign just one telephone number and inbox to every employee to make communications simpler and faster. Wherever they are working, they can respond immediately and deliver even more value for the business.

The top communications solutions also simplify deployment and management, saving you time and costs. And with full redundancy and end-to-end security, you can be sure your critical communications tools will never let you down

Free your business communications with Cloudya.

The easy to use, reliable and independent cloud smart cloud communications platform from NFON.

For more information on how Cloudya can help you overcome your communications challenges and maximise your success, please contact vertrieb@nfon.com or visit nfon.com

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