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The Case for Cloud

Five reasons why **moving your communications now** could be the **best investment you make**

Introduction

Modern business presents decision makers with unprecedented challenges. From keeping up with technology to wading through regulatory guidance to responding to consumer demands, guiding your business through today's environment can feel like a navigating a never-ending maze of obstacles.

Your communications shouldn't be one of them.

As companies look for better ways to manage finances, connect with customers and keep business running seamlessly in the face of disruptions, decision makers are increasingly looking to cloud-based services for mission critical systems – including communications.

- A 2018 study by IDG Communications found that **45%** of companies surveyed either **already had cloud communications or were planning to migrate within the next one to three years**.

- According to a 2017 survey, **87%** of customer communications stakeholders said that **cloud communications are essential to their companies' success**, and **93%** of cloud communications users said **embedding cloud communications in web and mobile apps led to higher customer satisfaction**.

- The '**2019 State of the Cloud Report**' from RightScale found that **84%** of respondents have a **multi-cloud strategy** and **94%** of respondents **use cloud services** in some form.

As more and more companies migrate systems to cloud services, the case for moving communications to the cloud has never been clearer. Allstream's Unified Communications Cloud Voice (UC Cloud Voice) solutions can be a key piece of your overall business strategy.

Here are five reasons to consider migrating your communications to the cloud with UC Cloud Voice:

1. Business Continuity

Business disruptions happen – sometimes on a daily basis. From global pandemics to natural disasters to building floods, cloud voice services allow companies to keep operating seamlessly. With UC Cloud Voice, customers and colleagues never need to know whether employees are in the office, at home or in another branch.

Allstream's UC Cloud Voice solutions:

- Give employees the necessary tools to **conduct business from anywhere at a moment's notice**. Whether it's a minor business emergency or a global crisis, employees can quickly adapt to the needs of the moment without missing a beat.

- Allow employees to **stay connected with customers anywhere, anytime, on any device** without changing the customer experience.

- **Make collaboration and teamwork easy** across geographies, roles and remove work preferences.

- **Offer peace of mind that premise systems can't offer**. While premise systems can be physically compromised by building emergencies, UC Cloud Voice remains up and running through any business disruption.

2. Scalability

UC Cloud Voice solutions provide the scalability you need during periods of rapid change. With premise systems, hiring one additional employee could push your company into the next level of pricing or service, creating unnecessary volume and expense. Cloud services, however, are priced according to licenses. As you bring on additional employees, adding licenses is easy and your costs stay predictable.

Cloud-based communications systems can also:

- **Equalize communication options for remote workers**. Workers in other geographies can access the same communication functionality as employees in the office.

- **Reduce the burden on IT departments.** With communications hosted elsewhere, the IT department can spend time on more important functions. Changes to the cloud communications system are easily handled by a single phone call to the communications vendor.
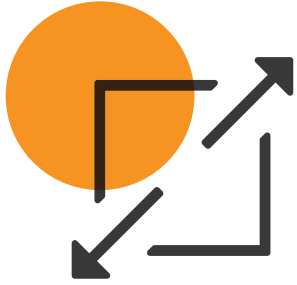
UC Cloud Voice also offers the flexibility to expand communications options as the company's needs change and evolve. As customers ask for communication options such as text, chat or web and video conferencing, companies can add those services or apps without completely overhauling the entire system. With one phone call to an Allstream representative, you can roll out a new feature or app to the entire enterprise.

3. Affordability

Many companies choose to stay with premise systems under the assumption that cloud systems will be cost prohibitive. **In reality, cloud-based systems are more cost effective in the long run.** Premise systems come with many ongoing costs, especially as they age and require regular maintenance and replacement parts. When a premise system becomes obsolete, the cost of replacing the entire system can mean a lengthy approval process coupled with a major capital expenditure.

Cloud services **reduce communications expenses over the lifetime of the system**. Because UC Cloud Voice solutions are a monthly operating expense, they allow companies to fit communications into a monthly budget and reduce unplanned communication maintenance costs.

UC Cloud Voice solutions also:

- Allow companies to **add apps or services for small monthly fees rather than as large capital expenses**.

- Offer the opportunity to **swap out phones more frequently without a major additional expense** to stay on top of the latest technology.

- **Make scaling less financially impactful**, allowing companies to stabilize and predict monthly expenses.

4. Security

Anytime the subject of cloud services comes up, questions inevitably arise about security. Not only do businesses want to ensure the security of their own private data, but they also must **comply with an ever-evolving list of regulations and requirements designed to keep customer information safe**. The publicity around major data breaches can understandably give decision makers pause as they consider the dangers around putting communications across the Internet.

Allstream uses a **private connection between businesses and the data center**, so **security issues are virtually eliminated**. No outside user is going to hack into a company's communications to wreak havoc, and businesses can rest assured that their data is as secure as a provider can make it. And Allstream experts can help companies design solutions that meet their individual security needs – whether that means helping to communicate policy solutions at the internal level or meet compliance regulations.

UC Cloud Voice:

• Provides remote workers with the **secure connection they need to work anywhere, anytime**.

• Offers a variety of **options** designed to **solve the particular security needs of our customers**.

• **Encrypts data across a secure connection** without requiring a complicated log-in process.

5. Evergreen Technology

Communications systems have changed in unprecedented ways over the last decade or so, and modern systems involve a lot more than just a phone plugged into a wall. Most telecommunications manufacturers are **moving away from hardware-based systems to software**, precipitating the **decline of available options for premise based-hardware solutions**. Also, with premise systems, phones can quickly become obsolete as technology evolves, and companies that want to remain competitive will be left behind as technology outpaces their communications systems.

Cloud-based systems make communication systems evergreen, allowing companies to stay on top of the latest innovations – and remain competitive and responsive to their own customers.

With UC Cloud Voice solutions, your company can:

- **Add new apps or services as soon as they become necessary**. When customers ask for SMS text or web-based chat options, your company won't fall behind the competition because of an outdated communication system.

- **Update software automatically** without worrying about old or obsolete hardware.

- **Stay on the leading edge of technology to provide the best customer experience**. Cloud allows you to communicate in the way in which they prefer - voice, email, chat, text, video or any of these in combination.
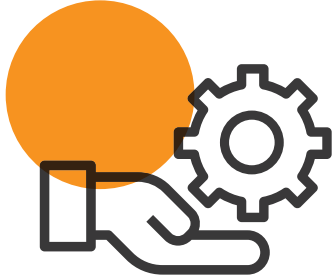
Allstream works with you through the entire process to make the move to cloud communications simple. We install your new system in parallel to your existing system, complete with project management coordination and on-site training for a seamless transition to your new cloud system.
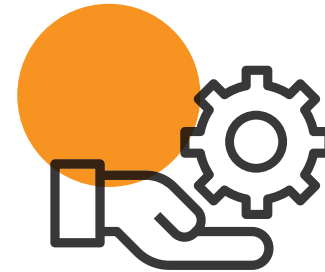
How we help.

Allstream offers the suite of cloud voice and collaboration products and services you need to grow your business.

Voice and collaboration

Connectivity

Managed Services

With a focus on simplifying your business communications, Allstream's range of mission-critical business voice, collaboration, connectivity and managed IT solutions can help you and your teams stay connected. Our focus is on exceptional customer service to our customers across North America, and our sales and service teams are experts in moving customers from premise to cloud.

Making the move to cloud communications has never been easier. To evaluate whether you are ready to move to UC Cloud Voice, **request a no obligation consultation with an Allstream expert.**

Contact