

 Dialpad

# How a Cloud Phone Impacts Your Business



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## Redefining the future of work

A workplace revolution is happening with cloud technologies as they provide businesses innovative new ways to communicate, collaborate, interact, and work. Many enterprises will be making moderate-to-heavy cloud investments in the near future as they transition into full reliance on cloud technologies. In fact, [34% of enterprises](#) will have 60% or more of their applications on a cloud platform within the next two years.

It's clear to see why. Cloud-based communications have given businesses improved operational system capability, flexibility and simplicity in order to revolutionize the modern workplace. By giving companies of all sizes access to information technology that was previously affordable for only the largest of companies, the cloud has levelled the competitive playing field.

Capitalizing on recent advancements in technologies, most businesses have moved their email and storage capabilities to the cloud. However, they're still using outdated systems for their phones which are not only costly, but also, inefficient and stressful to use. The future of work will involve unifying communication needs through a single vendor in the cloud. This eBook will explore how having a business phone system in the cloud can help your business.

## Why you need to move your business phone to the cloud

Cloud computing is big business. With the [market expected to reach \\$40 billion](#) in five years, more than 75% of small businesses in the U.S. will have [moved to the cloud by 2020](#). The true power of the cloud lies in what the technology can unleash for you.

A business phone system in the cloud is designed for the way companies work today. It keeps employees connected to customers and teams wherever they are working, on whatever device they are using and however they are collaborating. A cloud-based phone system can help you save costs, streamline operations, improve productivity and scale your business.



## SAVE COSTS

Cloud communications not only allows organizations to invest more back into their business, it also increases profits by saving costs. Using a cloud phone system for your business will help you generate more revenue by saving on capital expenses and making better use of your resources, no matter how scarce they are.

- **Eliminate startup costs and deployment expenses:** Setting up the necessary technology is a vital yet expensive step for an early stage business. Many businesses opt for cloud solutions when getting their company off the ground as it reduces the upfront investment for email, web and document hosting and even [phone systems](#). Because cloud technologies are synonymous with lower software and tech maintenance requirements, they will help you avoid the costs and challenges associated with traditional on-premise deployment.
- **Optimize resources:** The cloud can save you money and time by helping manage the important parts of your business from procurement to finance, inventory to talent so you can optimize resource planning. Because cloud technologies offer solutions to some core business challenges, using them can help you make the most of your limited resources. Think of a sophisticated phone system capable of handling all of your business needs. With traditional phone systems, the setup of the hardware alone will take weeks of dedicated IT resources. Then consider

number porting, account setup and employee training take even more resources. With a modern cloud-based phone system that doesn't require setup time or costs, you can direct your resources to boost innovation and improve your productivity.

- **Get rid of maintenance and upgrades:** In the world of on-premise telephony, the buying cycle typically begins with a consultant helping to choose the required equipment who then charges for customizing and implementing the system. Traditional phone systems also require paying multiple license fees to access additional features. In addition, monthly phone bills can add up with all the per minute charges. Once deployed,

*“Using a cloud phone system for your business can help you generate more revenue.”*

support, upgrades and maintenance carry costs for years to come. In contrast, cloud-based business phone systems don't require any hardware, carrier integrations, or costly IT maintenance. Since cloud phone providers often operate on a software as a service (SaaS) subscription model, the focus is on building a long-term relationship. Upgrades are automatic and free to keep your employees happy and your company future-proof.

## Case Study



[CoachArt](#) is a nonprofit organization dedicated to matching chronically-ill children and their siblings with volunteers who want to share their passions in the arts and athletics. Together, CoachArt and their volunteers give children the opportunity to participate in both one-on-one and group activities, including in-home lessons and CoachArt clubs.

When CoachArt Executive Director Dr. Kara Allen Soldati started working there in May 2014, she said they were utilizing valuable resources on tools that no longer met the team's needs and instead of spending directly on their programs. Dialpad quickly became a resource that made their job better, faster, easier, and more efficient by exceeding their expectations not just in terms of a reliable phone system but also as a cost-effective product.



**STREAMLINE OPS**

Another benefit of cloud communications is streamlining business processes that can be difficult to automate. For instance, according to an [Oxford Economics](#) study, 32% of businesses use cloud computing to streamline their supply chains today. This figure is expected to increase to 56% in three years. By cleaning up areas of inefficiency, you can streamline operations and spend more time growing your business. Phone systems are usually the last on IT managers' list to move to the cloud, however, they can help modernize infrastructure, minimize risk and help you secure data that's important to your business.

- **Modernize infrastructure:** Given its elasticity and self-service nature, the cloud has become a popular alternative to expensive storage or disaster recovery infrastructure. Cloud-based phone systems are often more sustainable compared to on-premise

legacy phones and related hardware that may be aging or outdated.

- **Minimize risk:** When employees are tied to their desk phone, they tend to just use their own personal devices. A decentralized system can cause security risks and makes it difficult to re-provision company contacts or phone numbers when employees leave. With a cloud phone system that works across devices, you can minimize future risks for your company by easily managing users.

- **Secure important data:** Because your information is stored remotely in the cloud, you can retrieve the latest versions of your data in case of an on-site system failure or a disaster. With automatic and free updates no matter what your device, you don't have to worry about losing important information. A phone system which designates business phone numbers to your departments and teams ensures that your contacts and other company information stays with you even when your teams change.

**Case Study**

**Mashable**

As the Mashable team continues to grow both here in the U.S. and internationally, keeping everyone connected in a reliable, cost-effective way presented a few new challenges. Mashable has always been on the cutting edge of technology, but with traditional phone systems requiring a larger commitment, the team was looking for a solution that had a light footprint on their network. They chose Dialpad because the ease of installation and activation process was a breeze. Mashable's IT department was able to save considerable time using the administration panel and the ability to seamlessly assign accounts.



- **Recover quickly:** Disaster recovery in the cloud reduces the need for data center space, IT infrastructure and IT resources, which leads to significant cost reductions. For example, if a company lost their traditional PBX system due to flood or fire, it would take weeks to re-deploy the hardware and setup phone numbers. Conversely, a cloud phone system can be rapidly deployed to thousands of employees, speeding up recovery time significantly. In case of an emergency, your information and phone numbers can be stored safely in the cloud.

*“The key to productivity is a flexible work environment and happy employees who can work comfortably.”*



### IMPROVE PRODUCTIVITY

To propel productivity, address the challenges of a changing marketplace and accommodate the new ways employees work, businesses need to innovate, evolve, and adapt to the latest cloud services. In today's modern workplace, the key to productivity is a flexible work environment and happy

employees who can work comfortably without being confined to a traditional office.

- **Flexibility:** Enabled by the nature of the cloud, a flexible work environment can be the single most important factor for job satisfaction. For [77% of millennials](#), flexible work hours would make the workplace more productive for people their age. As they make up a considerable majority of the workforce, flexibility will more than likely become a core business strategy for organizations seeking to attract and retain top talent. [Collaboration tools](#) coupled with phone systems in the cloud that complete a unified communications experience will give modern companies the freedom to frame the dynamic work environment.
- **Mobility:** The impact of mobility for the cloud-computing market is at an all time high. Enterprise mobility has more potential for monetization than consumer mobility and the benefits of mobility both for your company and your employees are massive. With close to [40%](#) of the entire U.S. workforce having tele-commuted in 2015, working away from the office is becoming the new normal. Cloud phone systems make it easier for your employees to be productive on-the-go by fueling the Bring Your Own Device (BYOD) transformation.
- **BYOD:** Thanks to the ubiquity of networks and smartphones, we now have unprecedented opportunities to create, innovate and inform. As more and more employees their own devices for work, [cloud-based phone systems](#) can help you manage your mobile workforce. With assigned [business phone numbers](#),

### Case Study



RealThread is an innovator in the apparel screen printing industry and is passionate about great apparel, building brands and delivering exceptional experiences. With an account management team that worked from home, true mobility was most important to their business. Their main reason for choosing [Dialpad](#) was because it enabled remote teams to use their own devices with dedicated business phone numbers.

“We seek to get a little better each day and believe that in the long run, small wins lead to the fulfillment of grand visions. Using [Dialpad](#), we were able to grow our sales team and extend our business hours to serve more customers and increased our top-line sales.” - Jordan Schiller, Director of Business Development, RealThread



your employees can use the devices they're most comfortable using and navigate seamlessly across devices to be more productive whether they're working at or away from the office.



**SCALE SUSTAINABLY**

Small and medium businesses are increasingly reliant on cloud applications to grow their company. The highest-growth businesses often have geographically distributed operations, so maintaining consistency and storing information is central to delivering their products and services. On-premise phone systems do not scale easily, making it difficult to connect new devices, especially for international offices. A phone system in the cloud enables centralized account management, making it easy to provision new accounts at any scale for staff in-country or in offices around the world.

- **Expand reach:** Replacing on-premise telephony infrastructure with a cloud solution means your phone system can be managed entirely through the web—taking just minutes to deploy to your company. As you scale, add or remove business lines with the same speed and ease as you did setting up your first line. Hosting your business phone in the cloud also means it can quickly adapt to any software updates or improvements, without needing to purchase new hardware.
- **Establish stronger professional relationships:** With advanced features like a company mainline, custom IVR, and advanced integrations, a business-grade phone system gives your company robust communications tools in the cloud so you can build stronger relationships with your customers, regardless of where they are. In addition, a business phone number provides user management features that growing companies need to build brand credibility and increase company accessibility.

**Case Study**



[AODOCS](#), a global SaaS company that enhances Google Apps by turning Google Drive into an enterprise file server and document management platform, serves more than 1,100,000 users across 75 countries, with customers in industries from agriculture to banking. With offices in the US and Europe, the team at AODOCS uses [Dialpad](#) to not only collaborate with remote co-workers, but to connect customers to support, and prospects to sales reps.

“Moving to Dialpad was an easy decision for us. The simplicity of being able to manage our phone system for all of our offices in one web interface and (without IT training), has saved us countless time and thousands of dollars.”  
- Stéphane Donzé, CEO, AODOCS.

# How Dialpad can help move your phone system to the cloud

If your company has already moved your email and file storage to the cloud, your phone system is ready to make the transition, too. Finding the business phone system that makes this transition as smooth as possible for you and for your team is a project that ultimately impacts the success of your business. As the IT leader for your company, you'll want a system that can be deployed and managed easily as your business grows, and for your end-users, a system that will be simple to use and compatible with the way they work.

Built for the modern worker in mind, Dialpad can help you optimize your productivity, empower your users and grow your business. It offers a cloud-based platform with tools designed to provide businesses unified communications services on any device, including a company mainline, custom IVR, integrations, and more. With no hardware requirements, carrier integrations, or costly IT maintenance, you can spend less company resources looking after the telephony infrastructure and more time focusing on other important tasks on the company "to-do" list.

Ready to move your business phone to the cloud? Contact us at [sales@dialpad.com](mailto:sales@dialpad.com) or call our sales line directly on 844-979-4824

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