



Mobility & Cloud Communication Trends for Businesses

This **self-help** guide will detail how cloud communication technology is empowering mobile workforces, and how you can apply this exciting new technology to your small business.

Today's workforce is mobile

The workforce of today relies on **mobility** more than any other time in history. Currently there are an estimated 1 billion mobile workers worldwide, or 14% of the world population, according to IDC. By 2015 the mobile worker population will increase to 1.3 billion.

Mobile workers are utilizing mobile devices for numerous reasons: social media, web conferencing, note taking, virtual office on the go and much more.



3 out of **5**

workers say they don't need to be in the office anymore to be productive.

When are you the most productive?

- 46% in the Office
- 38% working from home
- 2% on an airplane
- 2% in a hotel
- 2% in a café
- 1% in public transportation
- 9% no preference

Mobility = productivity

The question many businesses have asked is:
How productive are mobile workers?

In a survey we conducted, three out of five workers said they did not need to be in the office to be more productive.

While 46% of those surveyed said they are most productive in the office, 38% said they were more productive working from home. The fact is, new communication tools have enabled workers to be more productive than they ever were before, wherever they may be.

Do's

DO: Find the solution that works the way you do.

- Apps that make your smartphone business-smart with phone and fax functionality
- Admins can configure settings from smartphone, tablet or any browser
- Users change their own settings and routing rules from their smartphone, tablet or browser
- Show your business number as the Caller ID when making calls on your smartphone or tablet
- Reduce mobile minutes with VoIP
- Visual voicemail and extension dialing from your smartphone, tablet
- View / send faxes on your smartphone, tablet
- Purchase, set up and change phone system settings using the smartphone apps



Leverage the cloud to:

- Stay connected anywhere, anytime
- Maintain professional appearance
- Manage the system right from your smartphone
- Have one network to maintain, one bill to pay
- Scale up as your business grows
- Integrate mobile and desktop devices

Don'ts

DON'T: Assume there is only one option.

When selecting a business communications system, a big mistake many businesses make—especially small businesses—is to assume there is only one option, which is often a basic, legacy phone system. Or, businesses think they need to buy an excessive enterprise PBX system. Many businesses simply aren't aware of the numerous business communications options that are more innovative and have more functionality than ever.



Many businesses fall into the trap of legacy options:

- Business phone systems have changed significantly over the last several years
- Don't miss out on innovative functionality that can improve your communications
- The only options are no longer basic phone service or an enterprise phone system

Do's

DO: Invest in solutions that work for you today and tomorrow.

The most important "Do" is to invest in a communications solution that works for a business in the present and into the future. Cloud communications allows businesses to upgrade easily to the latest communication innovations. Plus, businesses can install a cloud communication system in minutes, rather than weeks. Businesses also bypass costly and complex setup and maintenance associated with other phone systems. Overall, cloud communications systems are a low risk, high value system that requires no hardware or software and gives businesses high mobility, ease of use and new productivity features at a low monthly cost.



Cloud solutions allow you to:

- Set up in minutes not weeks
- Eliminate costly and complex setup and maintenance
- Always have the latest innovation, without upgrade headaches
- Have a low risk, high value solution that requires no hardware or software

Don'ts

DON'T: Invest in systems that cannot scale or adapt with your needs.

It is important that businesses don't get locked into a communications system that is expensive and doesn't have the flexibility and mobility of a system that scales with a business. Legacy phone systems or PBX systems often require extensive technical expertise to install and maintain. Plus on-premise PBX systems simply were not designed for flexibility and connecting multiple mobile users.



Traditional phone systems require hardware that was not built for flexibility or mobility.

- Legacy systems are best for "set it and forget it" needs
- PBX systems require extensive technical expertise to install and maintain
- Costly in terms of time and resources when ever you need to make changes
- Very limited mobility because of the on-premise PBX

Do's

DO: Take advantage of innovation.

Cloud communication provides an innovative communication system with unparalleled mobility features for workers in and out of the office. It has powerful new capabilities to increase efficiency and productivity, features that can be controlled easily, the ability to change greetings, on-hold messaging and add marketing messages when your business needs it, and much more.



Cloud solutions deliver:

- New capabilities that increase efficiencies productivity
- Unparalleled mobility, for when you're in or out of your office
- Powerful features that you can control with just a few clicks
- The ability to change greetings, on-hold messaging and even add marketing messages when your business needs it

Don'ts

DON'T: Miss opportunities to better support your business.

Every business should have a phone system that works for their business, rather than running a business based on the limitations of a particular phone system. Reliable cloud communications does this and more. It helps many businesses avoid the issue of having a missed call turn into a missed opportunity. Plus, it gives a more professional appearance and eliminates the need for potential customers to call through a series of numbers to reach the right person.



Your ability to effectively communicate impacts your business.

- A missed call is a missed opportunity
- Making potential customers call through a series of numbers is frustrating
- You should be able to make your phone system work based on your business, not run your business based on your phone system capabilities



Needed: A Flexible Phone System That Doesn't Limit You or Your Business

- Enable business communications everywhere
- Enable employees to use smartphones for business communication
- Set up and manage your phone system from anywhere

**1**

Understand your mobility needs

The first step is to learn mobility best practices and outline where, when and why mobility makes sense for your business. Businesses should identify how it wants its workers to take advantage of new mobility features.

2

Understand your solution options

Next, a business should outline its phone system needs and evaluate different solutions based on its office, mobile and future needs.

3

Select the right solution for your business

It's important to find a solution that works for the business, rather than the business working under the constraints of a solution.



Contact Us

Contact us to start **empowering** your mobile workforce. We'd love to hear from you and answer all your questions.

To get started, **contact sales today at 1.866.738.1418**