



 **CRYSTALLINE**
Managed Business Communications

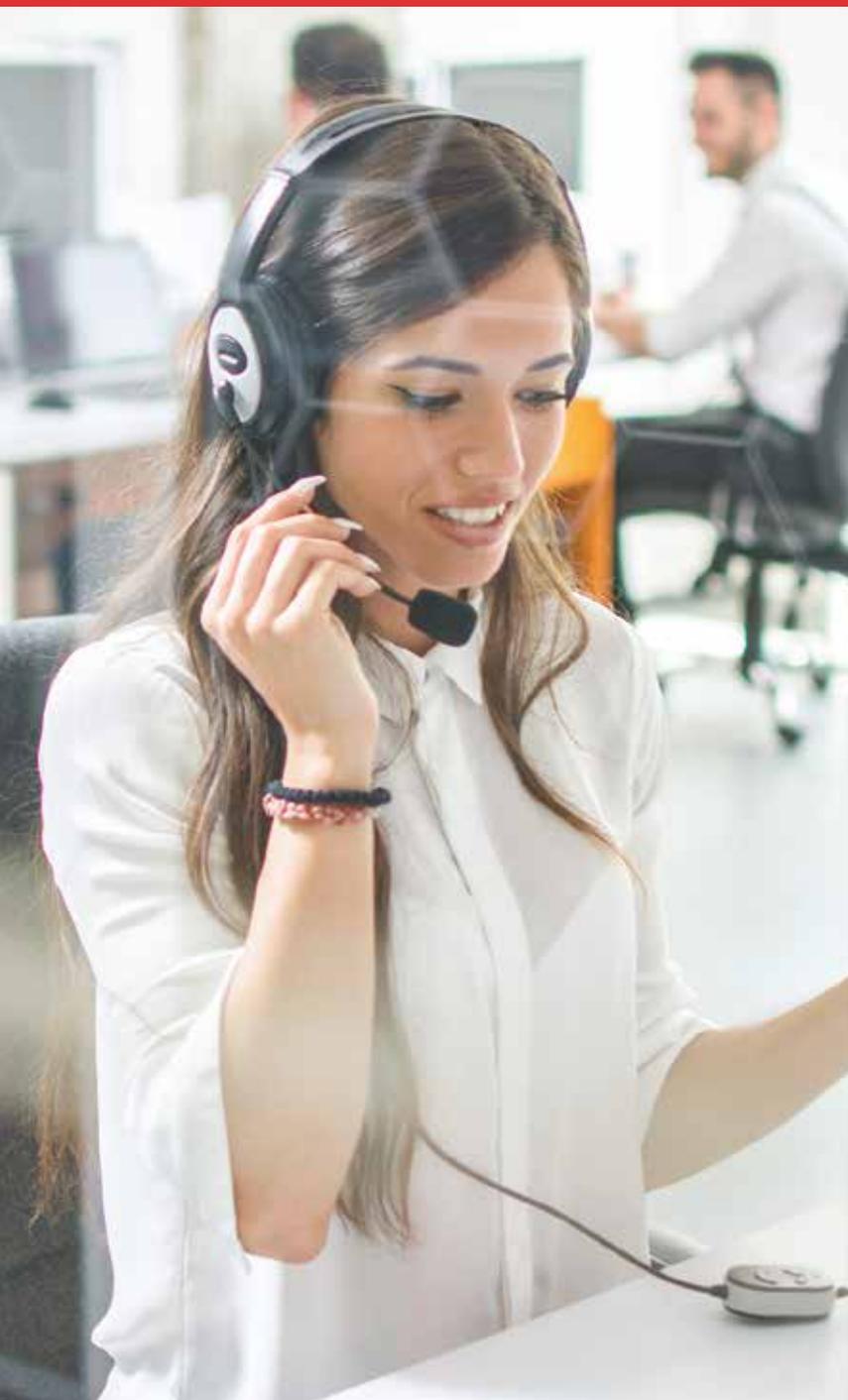
CLOUD COMMUNICATION

QUALITY COMMUNICATION HAS MOVED TO THE CLOUD

Struggles in maintaining legacy networks, advances in technology, the changing demands of modern businesses and the ever-present need to save money have all compounded in recent years.

This has meant that operations have been pushed to discover new solutions that help, rather than hinder, the business's ability to succeed. Cloud-based communication platforms, like SIP Trunking and VoIP services, have exploded in recent years as a result of this desire to find a better solution.

This guide will help you understand how your phone system may be damaging your profitability and how, by embracing new SIP and VoIP technology, you can directly benefit your business both in the short and long term.



LANDLINES WON'T BE AROUND MUCH LONGER

Whether you like it or not, change is coming. BT announced back in 2019 that the current 'landline' network, specifically the PSTN and ISDN networks, will be deactivated in 2025.

New connectivity technologies like Broadband and Fibre, the surge in mobile connections, as well as the cost of maintaining the network are all factors but ultimately, the network can no longer handle the sheer volume of traffic that is being sent and received.

So, by 2025 businesses MUST find a replacement if they want to be able to continue making and receiving calls, no matter what.

WHAT HAS CHANGED?

Since the PSTN network was originally rolled out in 1981, the ways in which a business operates, and the technology it uses, have developed immensely and the way our teams collaborate has evolved too.

Employees are mobile

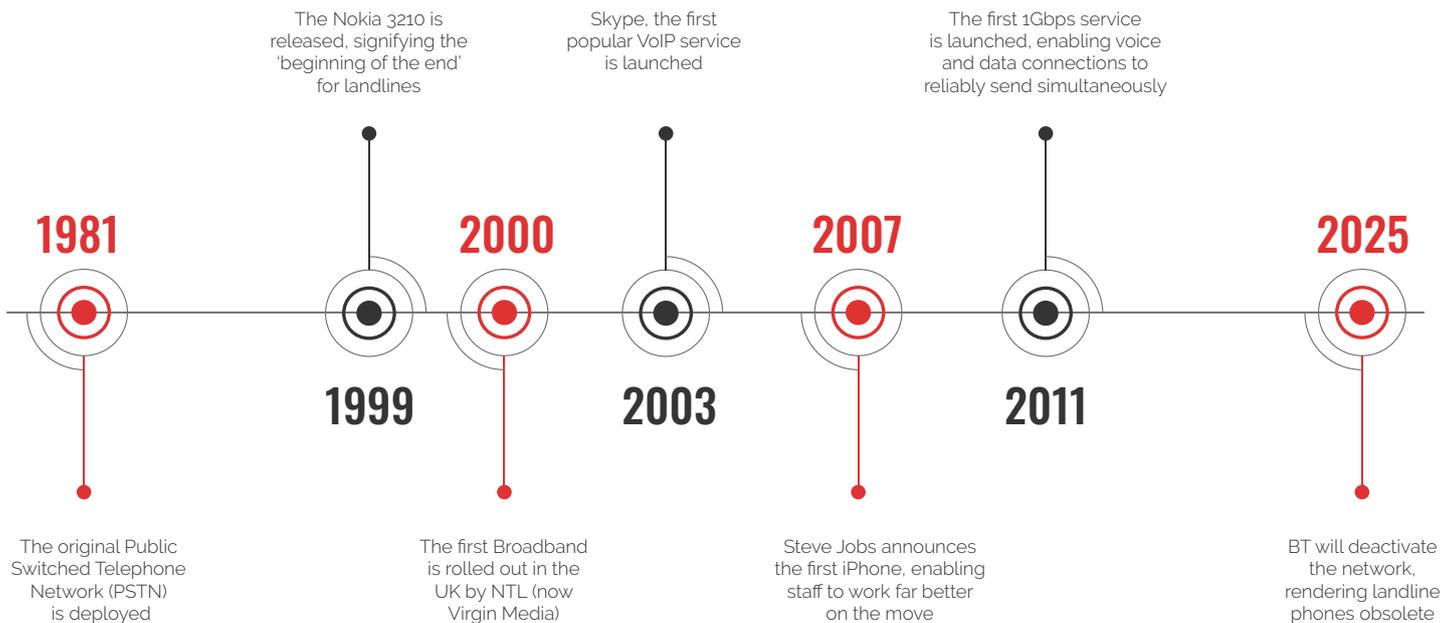
Fixed phones are no longer a reliable contact and businesses need a model that allows their staff to be reached anywhere, at any time.

Teams are virtual

Businesses need ways to bridge the gap between geographically disparate teams and a simple phone call just doesn't cut the mustard anymore.

IT has moved to the cloud

The average employee uses 8 SaaS applications regularly. This constant back and forth increases data usage but has also caused employees to expect the same level of access from other areas of the business – telephony being one of them.



WHY CHANGE YOUR TELEPHONE SERVICE?

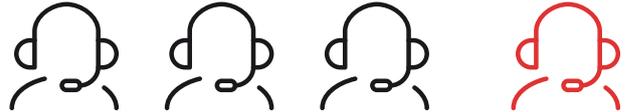
You're losing money

Businesses that still struggle with an outdated system are haemorrhaging money. Lost sales, unhappy workforce and low quality customer service all have an impact on your bottom line.

If your PBX doesn't connect your callers first time to the right person, are you making a good first impression? No, you're putting your profitability at risk by putting off prospects before the sale is closed.



89% of business leaders believe that customer experience will be their primary basis of competition.



75% of customers think calling is most effective way for a quick response - but 53% are irritated if they don't speak to a real person immediately.

Inflexible Working

If your staff can't work around their home lives and how they are most productive, output drops and staff may look to work for an employer with a more flexible working policy.

Poor Service

If your phone system doesn't deliver the audio quality and functionality that your customers expect, they will start to look elsewhere.

Cheaper Alternatives

Modern telephony solutions require less hardware and are usually priced per-user. They also save money in the long term, as calls are cheaper and line rental is a thing of the past.

Stay Competitive

Businesses are looking for partners that make collaboration easier. If your competitors are making it easier for their partners and customers to get in touch, you need to be at least matching those services to stay competitive or you risk losing customers and partnerships.

WHAT HAS CHANGED?



Security

Updates are sent out automatically to ensure your devices always remain as secure as possible.



Cost

With less hardware required, lower cost calling and simple per-user pricing, you could save up to 25%, compared to a legacy system.



Mobility

Enable your staff to be contactable wherever they may be – office, home or travelling – from just one phone number.



Flexibility

Only pay for the lines you need. Add and subtract extensions with only a few clicks and manage the system from anywhere with a connection.



Simplicity

Get rid of bulky, complicated hardware for easier operations. Budgeting for staff and operation costs is much easier too.





WHAT'S THE SOLUTION?

You've got two options; VoIP or SIP Trunking, though it's not quite as simple as that. While VoIP (Voice over Internet Protocol) basically describes any voice call made over the internet, SIP is a communications protocol that can be used for VoIP implementation, but also supports more modern features like instant messaging and video calling.

VoIP

This could be a single application on a computer or a complex Unified Communications implementation that works across an entire office's handsets, desktop & laptop computers and mobiles. These solutions are usually cheaper than SIP, though many basic VoIP service plans offer a far more limited feature-set.

SIP Trunking

SIP trunking routes your calls through your internet service in the same way but can also provide your business with other features that will help your staff work more efficiently. From text support to conferencing and mobile forwarding, ideal for larger businesses and those that want a seamless approach to communications.



DIFFERENCES BETWEEN VOIP AND SIP

- VoIP is only for calling. SIP systems can also make video calls and use other forms of messaging like IM.
- Reliability – added redundancy is possible with SIP
- VoIP handsets usually have to be plugged in to a computer, SIP phones can be standalone devices
- VoIP systems filter and direct data through one central network, whereas SIP operates peer-to-peer meaning it goes directly to the handset at the other end of the line.
- Unlike VoIP-only platforms, SIP systems can integrate into your cloud applications like Office365 or Salesforce.com



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