![Parallel Technologies, Inc. logo]

5 WAYS UPDATING YOUR PHONE SYSTEM DRIVES BUSINESS SUCCESS

If you're like many businesses, the only time you think about your phone system is when it's not working. But the 'set it and forget it' mindset can cost you in more ways than one. The way we work – and how a business interacts with its customers – has changed.

Has your business phone system kept pace with the times? More importantly, is it capable of helping you meet tomorrow's challenges? This ebook outlines five components to consider when evaluating either your current phone system or a new communications solution.
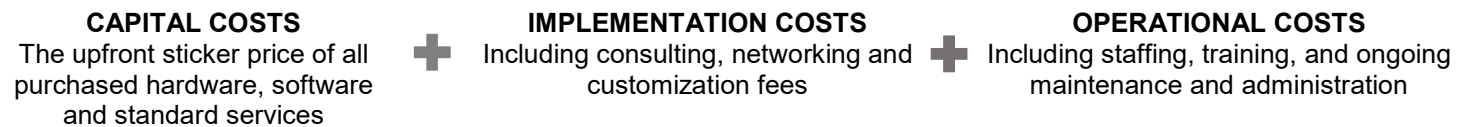
1 | VALUE Is your phone system cost effective?

2 | MOBILITY Can your phone system support today's 'anywhere, anytime, from any device' mode of doing business?

3 | PRODUCTIVITY Does your phone system help or hamper employee productivity?

4 | SCALABILITY Can your phone system scale to support changing business dynamics?

5 | ADAPTABILITY Can your phone system support future and emerging technologies?

1 | VALUE

Is your phone system cost effective?

Cost is not just about the price. Consider the Total Cost of Operations (TCO) to determine overall value and cost effectiveness:

CAPITAL COSTS
The upfront sticker price of all purchased hardware, software and standard services

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IMPLEMENTATION COSTS
Including consulting, networking and customization fees

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OPERATIONAL COSTS
Including staffing, training, and ongoing maintenance and administration

2 | MOBILITY

Can your phone system support today's 'anywhere, anytime, from any device' mode of doing business?

The majority of smartphones used in the workplace are PERSONALLY OWNED DEVICES.[1]

Today's workforce is more mobile than ever. Employees are expected to work on the go, wherever they may be. Tech-savvy workers expect their business communications to be just as sophisticated and easy to use as their personal apps. Does your current phone system provide the same easy features and functionality to all staff members, no matter their location or device?

Although many people use their own personal device on the job, they may be hesitant to share their personal number in a professional setting. In addition, use of personal devices further complicates racking and reimbursement of call costs. Most important, those using a personal device should have the same features and functionality provided by the office system.

3 | PRODUCTIVITY

Is your phone system boosting worker productivity or draining it?

Reduce employee frustration and increase productive work time with these features:

> *50% OF U.S BUSINESSES cited increasing employee productivity as a top priority for employee engagement on mobile devices.[2]*

- **'Find Me'** Follows employees so they can get the call the first time around, regardless of the device they are using
- **Presence** Enables employees to see when other co-workers are available, in a meeting, on a call or out of the office
- **Collaboration Tools** Make it easier to exchange ideas and get work done with video, instant messaging and desktop sharing
- **Application Integration** Boosts the power of your CRM by seamlessly integrating calling features, call histories and customer data

4 | SCALABILITY

Scale to maximize business growth.

Nearly every organization can benefit from the agility to quickly align its phone system to meet business needs. Look for these attributes:

> *Agility was cited as the MOST COMPELLING REASON TO CONSIDER cloud communications.[4]*

- **Plug-and-Play** Provides phones that are easy to install without costly upgrades
- **Flexibility** Easily scales to support both the office and your mobile workforce
- **Reduced Complexity** Avoid hindering the ability to scale and adding significant costs
- **Intuitive** Enables new users to quickly be productive

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5 | ADAPTABILITY

Does your phone system support future and emerging technologies?

Modern times call for modern solutions. Make sure your phone system can keep pace with technological change, and has the ability to embrace cloud-based and customized solutions as required.

> *"Mainstream adoption of new digital technology options is reshaping expectations for what is normal. Most companies recognize that **CONTINUOUS CHANGE IS NOW UNAVOIDABLE**. The difficulty for these companies may ultimately lie not in their **propensity to change,** but in their ability to change at the pace the market requires."[4]*

Plan for the future.

A phone system needs to have the flexibility to accommodate changes over time. Look for these features and attributes:

- **Open APIs** Open source software that allows for easy customization and integration with third-party software, to take advantage of cloud-based business process applications
- **Easy & Intuitive** Users will be quicker to adopt communications tools that are simple to use, and that look and work as easily as the consumer apps they've come to love

Think beyond your current on-premises solution.

More companies are increasingly embracing cloud-based technologies. While you may be planning to maintain an on-premises phone system, various needs over time may point to a cloud or hybrid solution.

CLOUD
- Applications are hosted remotely, run either by the provider or a hosting partner
- Business consumes the service as a monthly subscription expense
- Cloud provider manages the service, relieving
- IT of most or all network-related tasks

HYBRID
- A mixed deployment with some elements remaining onsite and others hosted in the cloud
- Balances a mix of models based on comfort level, budget, locations and priorities
- Look for vendors that can seamlessly link onsite and hybrid deployments

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Something to consider.

With a hybrid deployment, you can transition to the cloud at a pace suited to your needs. This combined,
flexible approach protects a company's investment in its current phone system while still tapping into benefits of the cloud.

Hybrid scenario examples:
- Your business is adding new offices and making greater use of remote workers
- You want onsite control with remote sites supported in the cloud, while providing a consistent user experience for all
- You're looking for a simple way to gradually transition to cloud telephony
- You want a solution that will work with what you have today, preserving your investment while also giving you the greatest flexibility for the future

WHY WAIT?

Your phone system is vital to business success. If your current phone system is holding you back, it's time to explore new options.

SOURCES:
1 Gartner Press Release. Gartner Survey Shows That Mobile Device Adoption in the Workplace Is Not Yet Mature. November 2016.
2 Forrester's Global Business Technographics® Mobility Survey, 2016
3 The State of Cloud Communications, No Jitter 2015 Survey
4 Gartner, Predicts 2017: Lead, Follow, or Get Out of the Way — A Gartner Trend Insight Report Published: 16 December 2016