

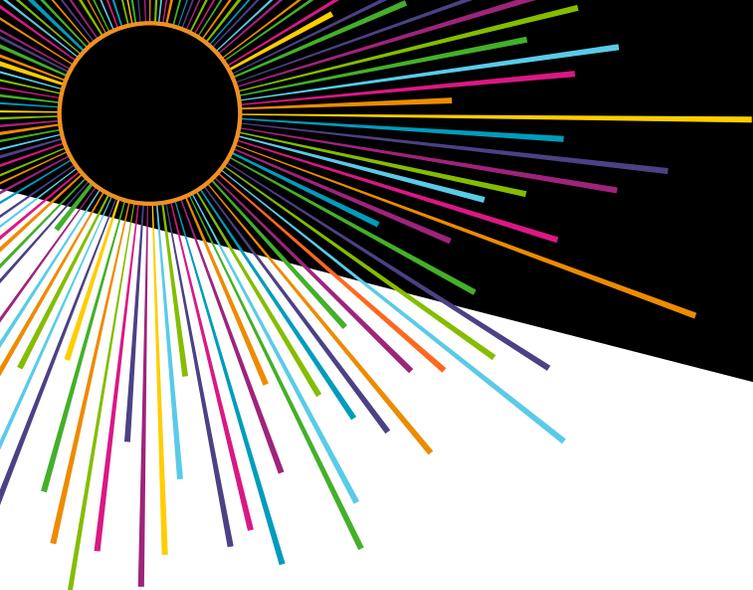


Key questions businesses need to ask about cloud-based communications

Business owners know that to stay competitive, you have to be accessible, easy to buy from, highly customer centric, and absolutely everywhere the customer is or will be. For so many businesses being everything to everyone is nearly impossible. Business owners are actively seeking ways to streamline costs while making their workforce more productive and accessible.

A recent article published on forbes.com calls out that small and midsize businesses (SMBs) are now able to tap into services that were previously accessible only to large companies with deep pockets. Among those technologies that improve operational efficiency, profitability and enable business owners to be more competitive is cloud based communications. SMBs have the luxury of being more agile than enterprise businesses, and adapt on the fly to stay competitive. Over the past 18 months, the number of SMBs operating about a quarter of their applications in the cloud jumped from 23.5% to 70 percent. Clearly cloud-based technologies are becoming an operational necessity for business owners.

Technology however, has become something of a curse to many business owners as the exponential pace of change has made it nearly impossible to keep up with which cloud-based technologies will add value to the business vs. those that will drain resources. And while six of ten business owners report ignoring some technologies despite their belief that they could help their business, standing still in an increasingly digital economy is a very risky business strategy.



The Cloud-Based Key Questions

Not all cloud-based communications are made alike. So, when researching different providers, keep this checklist of key questions at hand to ensure you're getting the best resource for your business.

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| <input type="checkbox"/> Can your employees stay connected anywhere and at anytime? | <input type="checkbox"/> Are the solutions reasonably priced? |
| <input type="checkbox"/> Are the provider's communication and collaboration tools reliable? | <input type="checkbox"/> Is the communications solution secure? |
| <input type="checkbox"/> Do the collaboration tools enable greater mobility? | <input type="checkbox"/> Are the communications and collaboration tools scalable to grow as you grow? |
| <input type="checkbox"/> Are the communications and collaboration tools easy to use? | |

Be sure to leverage the expertise of the industry and see if the provider has received industry recognition for its services. A seasoned, reliable provider will ensure your business makes a smooth transition to VoIP.