

Why now is the best time to move your phone system to the cloud



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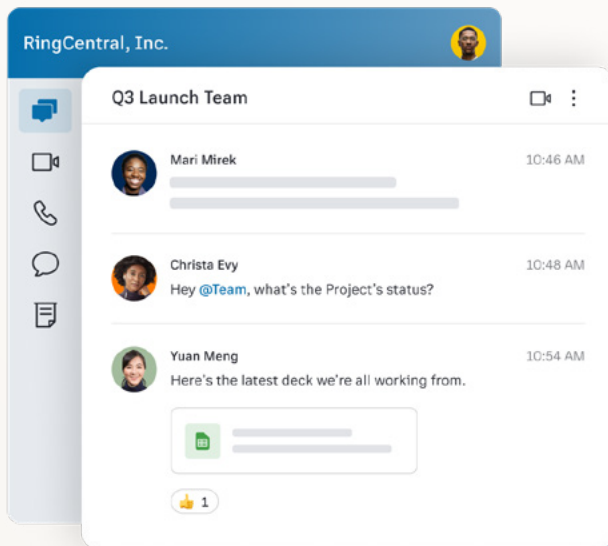
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Why Cloud Now?

The way people work has forever changed.



Migrating from an on-premises PBX to a cloud-based communication system is a critical step in future-proofing your business. The way organizations work internally and with their customers has evolved dramatically over the past few years. Employees are now more remote than ever. And customers have grown accustomed to the ease and convenience that cloud solutions bring.



The Cloud X Factor

EX and CX lift productivity, business performance and revenue.

A Consistent Experience

Switching between different tools creates numerous points of friction, kills productivity, and disrupts calls and meetings. Today's unified communications platforms enable a consistent user experience for calls, meetings, and team collaboration – whether on personal devices or in the conference room.

Intelligent Collaboration

Modern UI and UX experiences are driven by actionable data analytics and artificial intelligence that learns and anticipates users' needs and habits. These experiences can offer a seamless flow of intelligent information to reduce calling and meeting friction points and provide meeting insights.

An Integrated Workflow

Today's workforce requires more comprehensive and integrated functionality. This is much easier to achieve in the cloud.

While the barriers to transition for SMEs and global enterprises include some deep-rooted dependencies that can't always be switched off overnight, the staircase to the cloud isn't as long or steep as you may think.

In addition, the transition to cloud doesn't have to be an all or nothing, or all at once shift. For those that can't make the leap all at once, a hybrid solution allows you to transition at your own pace.

Before choosing the right path for your business, take a look at the benefits that await you and your customers in the cloud.



6 Reasons to Transition to Cloud Communications Today

1. AI Optimized Business Insights

AI-first technology empowers IT teams by providing access to reports on real-time inbound and outbound calls, and bridges the gap between sales, operations, and marketing. These features help optimize the advantages of a cloud communications system by presenting usage analysis and trending metrics in an easy-to-read graphical format as well as by highlighting critical moments in the buyer journey.

2. Better Reliability

Reliability is a serious consideration when transitioning to the cloud. If a local area network or data center goes down, so does the cloud service. An on-premises system functions much the same way.

If an aging PBX or connection to a PSTN fails, so does the business's ability to connect. Today, cloud applications are supported by multiple geographically redundant data centers, with flexible, highly reliable connectivity options available from anywhere, anytime. With a reliability rating as high as 99.999%, the cloud has replaced on-premises as today's most reliable option.

3. Faster, More Efficient Innovation and Scaling

Innovation and agility are critical to today's business success. A business's ability to open or close offices, move locations, or be creative with how it uses communications can impact revenue and overall success. Businesses today are looking to the cloud to improve productivity and collaboration, and adapt to change quickly.

4. Centralized Communication and Consolidated Vendors

The cloud enables businesses to consolidate and deploy a single phone, SMS, fax, web meetings, video, and audio conferencing solution across the entire organization. Bringing all communications tools together centralizes management and eliminates shadow IT, mitigating cybersecurity risks.

5. Lower Costs

IT leaders are often asked to deliver technology that both improves productivity and reduces total cost of ownership (TCO). Cloud communications allows companies to simplify equipment, management, service, and ability to scale while also improving end-user productivity. Together, enterprise organizations have lowered total cost by 30–40% in their first year alone.

6. Easier Integration with Other Business Applications

A recent study shows that knowledge workers lose up to 32 days per year in productivity by simply switching between applications. With the average enterprise using over 1,000 cloud applications, integrating even just some of these solutions can not only save time and money, but create greater business insights over what's possible with on-premises solutions.



Save Time and Money

With a unified cloud communications system that eliminates on-premises hardware, app overload and busy work.

Having money can come in different forms. For starters, businesses can forgo expensive on-premises hardware and get their services straight from the cloud. And if those solutions are effective, they can significantly improve productivity across the board – generating more revenue in the long run.

Cloud communications and collaboration, in many ways, fall under the same umbrella. Businesses can retire their legacy PBX systems and get phone capabilities delivered through the cloud, while also allowing employees to communicate with each other from their own devices. And that's just the tip of the iceberg when it comes to cost savings. Businesses also save on maintenance, security, downtime, and capital investments, among others.

Here are some time and cost savings to consider from a commissioned Forrester Consulting Total Economic Impact™ (TEI) study conducted in May 2023.

45%

less call handling

15 minutes

saved before each meeting

8 hours

less performance training for agents

\$10.8M

cost savings from reduced call handling time over three years

\$2.7M

cost savings from legacy systems management cost over three years

\$3.7M

saved in travel costs over three years

Choose Your Migration Path

Now that we've covered the short- and long-term benefits of moving to the cloud, let's take a look at some product-specific features and benefits to help you choose the right migration path for your organization.

Whether you choose a gradual, step-by-step migration or an all-in approach, we'll be by your side through every step of the process to ensure a seamless transition that won't disrupt your business.

The Hybrid Approach

RingCentral Cloud Connector

- Migrate to the cloud at your own pace
- Unified and seamless user experience
- Maximize financial investments on your current PBX
- Expand global reach
- Scale on demand

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The All-In Approach

RingEX

- Same features, lower cost
- All-in-one solution
- Boost flexibility
- Built-in redundancy
- Robust security
- Innovation never ends

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The Hybrid Approach

RingCentral Cloud Connector

RingCentral Cloud Connector is a hybrid PBX model that lets you connect external phone systems to your RingCentral phone system. Cloud Connector provides seamless dialing between internal employees using on-premises PBX and RingCentral cloud users, regardless of geographical location, as if they were on one unified platform. This unlocked connection reduces telecommunications spend and eliminates the IT complexities associated with roaming charges and PSTN connectivity.

Features & Benefits

Migrate to the cloud at your own pace

Perform your migration with a self-paced, step-by-step process.

Unified and seamless user experience

On-premises PBX and RingEX users communicate on a unified system. Cloud Connector also supports account federation. Users can call into either the legacy or current phone system without getting redirected or put on hold.

Maximize financial investments on your current PBX

Cloud Connector can lower the costs of a larger-scale cloud migration.

Expand global reach

Connect your on-premises PBX systems with RingEX, regardless of geographical location.

Scale on demand

Easily add or remove global users and sites as you scale up or down.

The All-In Approach

RingEX

RingEX is a complete cloud-based phone system that's easy to set up and manage. Aside from your basic phone system, it also includes voice and video conferencing, online meetings, and desktop and mobile app solutions. This cloud PBX enables business phone system functionality without owning or maintaining all the necessary equipment.

Features & Benefits

Same features, lower cost

Get all the standard PBX features – fax, voicemail, paging, call routing, call recording, business SMS and more – at a lower, more predictable cost.

All-in-one solution

Covers team collaboration, messaging, video chat, analytics, automatic updates, and administration services.

Boost flexibility

Cloud solutions are flexible, scalable, and easy to set up, allowing you to easily add services or remove users at any time.

Built-in redundancy

Ensures no loss of functionality, enterprise-grade security for businesses of all sizes, and infrastructure hosted in top-tier data centers.

Robust security

In-depth security and assistance in meeting all CCPA, GDPR, HIPAA, and FINRA compliance requirements.

Innovation never ends

Updates are free, automatic, and come with the latest and greatest features with no impact to users or disruption to business.

Success Stories

A cloud PBX makes life easier for your employees and customers alike. Find the account of Brinker international and Conair on the next pages.

Trusted by businesses of all sizes



One of the world's leading casual dining restaurant companies.

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The company that changed the personal grooming habits of millions.

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WAITROSE
& PARTNERS



ST SYMPHONY

TCU



susan g.
komen

More...

Brinker International



Chili's® parent company consolidates a thousand on-prem phone systems down to one cloud PBX.

1,000+

on-prem phone systems retired and replaced with RingCentral Cloud Solutions.

1

unified communications environment connecting the company by phone, messaging, fax and video.

Costs down

by eliminating maintenance, repairs, and upgrades of outdated telephony hardware.

"Because we had a different on-prem phone system at every restaurant, we couldn't pivot efficiently. If we wanted to change some aspect of our automated phone menu at every location, it would literally take months. That meant we ended up with an inconsistent experience for guests calling into different restaurants.

Some of these PBX systems were so old that we had to buy replacement parts on eBay. Support and maintenance were also costing a fortune because we had to send local IT providers out all the time to repair or update an old system

Now, instead of our telecommunications discussions always revolving around phone problems, we're talking about how else we can use the RingCentral platform to improve our employees' workflows or help guests find the answers they need more quickly. That's possible only because we finally have one centralized communications environment we can easily control ourselves, from anywhere.

My team and I went from overseeing and troubleshooting a thousand outdated phone systems, which needed help all the time, to administering just one telephony system companywide – which hardly needs any maintenance at all.

We're no longer buying parts on eBay to keep an antiquated PBX operational for one more year. We don't need to hire local IT consultants all over the country to service our restaurants' on-prem systems. And we've replaced several communication vendors – for video conferencing and fax, for example – with one predictable bill from RingCentral. It's saving us a small fortune.

If you have experience in IT, you've learned not to expect a technology migration to go smoothly. But our RingCentral implementation was surprisingly free of disruptions. Before we knew it, our whole company was up and running on the new solution, and even experimenting with ideas for our telephony environment. And that's just one reason RingCentral has become our favorite tech partner."

Nate Hawley,
Network Architect

Personal care products leader Conair LLC improves its global customer service with RingCentral.

4 days

saved per month managing phone-system changes.

30 seconds

maximum customer wait time with RingCentral Contact Center.

Costs down

by eliminating maintenance, repairs, and upgrades of outdated telephony hardware.

“We’re a geographically distributed company, and from a telecom standpoint, we were functioning like a bunch of islands. But thanks to RingCentral, now we operate like one unified team where everyone is on this wonderful cloud platform and can connect with anyone else, anywhere, from any device.

The old phone system was very limited. We could have only so many employees accessing voicemail at the same time. We were also limited in how much voicemail content the system would store. And other than simply dialing out, the phones offered basically no useful functionality.

Adding, moving, and changing users in the phone system required us to involve the vendor. In fact, it was such an undertaking that we had to set aside 20% of one IT employee’s time – the equivalent of a day every week – just to deal with those simple requests.

Because our contact center systems were essentially standard phone systems – not cloud based – our agents and managers missed a lot of functionality. We couldn’t integrate our solution into Salesforce, for example, and our managers had very little visibility into call-volume trends or agent performance.

I’m proud to say that even with our agents working remotely, the wait time on our Customer Service lines never exceeds 30 seconds. We’ve got a great team of agents and supervisors, but some of the credit for that also goes to RingCentral Contact Center.

Now that we’re all in a shared cloud environment, we can reach our coworkers in other locations as easily as if we were dialing them internally. And whereas our old system offered zero remote capability – meaning employees were tied to their desks – now it’s easy for us to have business calls or meetings no matter what device we have, and no matter where we are.”

Eric Zweigbaum,
IT Director

Why RingCentral for Cloud PBX?

RingCentral is named a Leader in the 2023 Gartner Magic Quadrant® for UCaaS Worldwide report for the 9th year in a row.

7 Layers of Defense

RingCentral has built security into every level of our system infrastructure and architecture. Trusted by top global brands, we are the most reliable and secure cloud-based UCaaS provider. We are SOC 2, SOC 3, GDPR, and HIPAA compliant, ISO 27001/17/18 and German C5 certified, and have received dozens of globally-recognized security certifications including UK Cyber Essentials Plus and HITRUST. Our security posture extends to your phone calls, too.

We leverage industry-leading predictive AI/ML algorithms, industry tracebacks, and the STIR/SHAKEN framework to detect and stop fraudulent robocalls and spam attacks before they ever reach end-users.

The RingCentral app offers native call and fax-blocking controls that protect against malicious threats like phishing attacks. Your users can customize their call and fax security settings according to phone numbers, area codes, caller IDs, and more. Additionally, faxes are transmitted securely over an encrypted connection (TLS) and are stored in a password-protected account.

Custom Solutions

From startup to enterprise, we've seen it all and understand that every migration challenge is unique. Instead of force fitting you into an existing adoption timetable and template, RingCentral will custom tailor a migration and implementation plan to fit your specific business needs and strategic roadmap. And we'll stay by your side to assist throughout the entire process.

Easy Onboarding

RingCentral is designed to grow with you. With an intuitive UI, scaling and onboarding will always be quick and easy. And our seamless integration makes working with other apps headache-free with minimal disruption of your existing workflows.

Contact a RingCentral representative and start your migration consultation and planning today.

From the 2023 Gartner Magic Quadrant® for UCaaS Worldwide report¹:



¹This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from RingCentral, Inc.

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About RingCentral

RingCentral is a leading global provider of cloud-based business communications and collaboration solutions that seamlessly combine phone, messaging, video meetings, and contact center. RingCentral empowers customers with AI-powered conversation intelligence that unlocks insights from their interaction data to accelerate business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide.



Visit ringcentral.com to learn more

For more information, please
contact a sales representative.
Visit ringcentral.com.

RingCentral is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. Visit ringcentral.com to learn more.

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