

# 10

# REASONS WHY

HOSTED UC IS

**RISK  
FREE**

WITH

**SWITCHVOX CLOUD**



eBook

**SANG\*MA**



## Upgrade Your Business Communications with Confidence

Shrinking budgets, outdated technologies, and increasingly complex server rooms have led a majority of businesses to move many of their IT platforms to the Cloud. In fact, 92% of small to mid-size businesses are already using one or more cloud-based solution.<sup>1</sup>

One technology that is booming with the mass migration to the Cloud is Unified Communications as a Service (UCaaS), a model in which UC systems are hosted in the Cloud rather than on-site at a business' location. Gartner previously reported that the rate in which organizations deploy cloud telephony will more than double from 2016 through 2021.<sup>2</sup> Part of the driving force behind this boom is because traditionally communications systems have been large investments. However, UCaaS changed this entire model, giving businesses access to always-up-to-date software with no expensive hardware to maintain.

Initially, consumers were wary of the new technology. Telecom companies were just starting to offer cloud services and many experienced hiccups as they rushed too quickly to try to keep up with the market. Their offerings were not dependable, and consumers feared getting locked into a contract. However, hosted UC has established itself as an affordable, reliable service. According to Transparency Market Research, by deployment model, hosted UCaaS solutions led the market in 2015, and the segment is expected to retain its lead through 2024. During that time, the value of the global UCaaS market is expected to reach US\$79.3 billion.<sup>3</sup>

Switchvox Cloud is Sangoma's award-winning UCaaS solution that provides businesses with an affordable, risk-free option for moving their business communications to the Cloud. This guide provides an overall look at Switchvox Cloud and discusses ten reasons why hosted UC is risk-free for your organization with Switchvox Cloud.



<sup>1</sup> SMB Group. Small and Medium Business Routes to Market Study.

<sup>2</sup> Gartner. Forecast Overview: Unified Communications, Worldwide.

<sup>3</sup> Transparency Market Research. Unified Communications as a Service Market: Snapshot.

## Reason 1: Network Assessment

Reliability is a warranted concern. Businesses cannot afford to have unexpected phone outages. That is why, before even beginning the process of moving your communications to the Cloud, Sangoma's sales and technical staff will ensure that your business is suitable for cloud-based services. You can also use our free network assessment tool to check your network for jitter, packet loss, and latency, and make sure that you have the proper bandwidth required. The majority of companies are already equipped for the Cloud, but if your company isn't ready, we can suggest fixes for those obstacles. By taking these simple proactive measures, we eliminate possible future call quality issues.

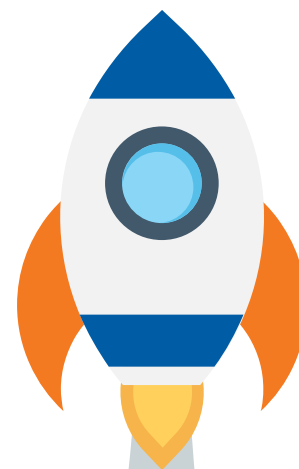


Evaluate your network with our Network Assessment Tool at [sangoma.com/network-test](https://sangoma.com/network-test)

## Reason 2: Easily Scalable

One con associated with traditional phone systems is their inelasticity. A growing business used to mean spending more money on phone equipment. Opening a new location could cost thousands in telephony costs alone. Cloud has forever changed that.

Having your phone system in the Cloud gives you the flexibility to expand or retract it effortlessly by making it easy to add or remove new users. And, because Switchvox can be deployed in the Cloud or on-premise with the exact same feature set, if you decide that another deployment method is a better fit for you later, you can seamlessly migrate from Cloud to on-premise and vice versa as your business needs change.





### Reason 3: No Servers to Maintain

On-premise phone systems are great for businesses that can afford them upfront, but they are not the best fit for all organizations. Having to purchase and maintain server equipment, making sure that all of your software is updated and keeping up with maintenance fees usually requires at least a small IT department.

With Switchvox Cloud, future software releases and updates are all included in your monthly price. You never have to pay anything extra, and we handle all of the updates for you. We ensure that new software releases are stable before installing them, and when we do, it happens without you having to lift a finger or pay an additional fee.

### Reason 4: No Physical Space to Consider

While server rooms are not typically large, they do take up space and require a lot of ventilation. Thanks to cloud, this consideration is no longer necessary since hosted systems do not occupy any physical area at all. For Switchvox Cloud, all you need is your existing network equipment and a network cable connected from the wall to employees' phones. We handle the technical side of things. The PBX is hosted in our data center so as far as your phone system is concerned, you never have to see a server room.



## Reason 5: Award-Winning Solution

Those unfamiliar with the telecom industry may not know who to trust when it comes to cloud services. Certainly, not all offerings are created equal. Sangoma has been building communication solutions for businesses for decades beginning with Asterisk and FreePBX, the world's most popular open source communications projects. Switchvox is an award-winning UC solution based on Asterisk, and both its cloud and on-premise deployments have won many awards. Sangoma has spent years developing and perfecting Switchvox Cloud from the existing Switchvox system. Since Switchvox Cloud is the same product as Switchvox on-prem, it is reliably stable and we fully support it. Both our company and our products have been fully vetted, so you can be assured that you're getting a great product that has thrived in the market for years.



## Reason 6: Integrated Experience with Phones

Many telephony suppliers do not make proprietary phones to go with their systems, leaving their customers to rely on third-party phones that are not designed to fit every solution. Because of this, certain features may not be supported and it may take a technician to custom-ize the phones for proper use. Sangoma IP phones, however, are engineered specifically for use with Switchvox. Features like Status, Visual Voicemail, Contacts, and Call Queues integrate with Sangoma phones to extend the power and flexibility of Switchvox Cloud to your desk phone. Sangoma IP phones also offer simple setup and provisioning with plug-and-play installation, making the deployment process even faster. There is no better pairing than Switchvox Cloud and Sangoma IP phones.





See the full suite of Switchvox Cloud features by registering for a personalized demo at [sangoma.com/free-demo](http://sangoma.com/free-demo)

## Reason 7: All-Inclusive Pricing

It is not uncommon to find cloud services that are feature-specific and charge more for additional features. Getting an accurate quote and ensuring you have all the features you need can be a challenge. With Switchvox Cloud, our entire suite of features is included with every deployment. Presence, conferencing, the Switchvox Softphone app, instant messaging, video calling, call queues, and full reporting (not just call logs) are all included in the price. Plus, everything is available for every user. (If you don't want to give all features to all of your users, you can easily adjust permissions within the admin portal.)

Knowing that you will have every feature takes the worry, confusion, and complexity out of the buying process. There will never be a time when you have to call Sangoma and ask for a certain feature to be enabled because you will already have all the features. Every Switchvox user is fully equipped to succeed.



## Reason 8: Training & Support Included

In addition to all features, support and training are included in the monthly Switchvox Cloud price as well. We want to make sure that anyone who signs up for Switchvox Cloud has top-notch support whenever they need it and that they have access to training. We give all of our Switchvox Cloud customers full access to our administrator and end-user training, which is a collection of videos you can watch to learn everything about Switchvox Cloud. From creating new extensions to using our mobile app, almost every feature in Switchvox Cloud has a video that corresponds to it and walks you through step-by-step processes. Plus, you can get help from our US-based support staff if you happen to have any issues.

## Reason 9: Free Trial Period

With real-world, hands-on experience, you can ensure Switchvox Cloud is a good fit for your business. Many vendors offer free trials that are more like money back guarantees if you choose to stay with their services after the trial period. Sangoma, however, offers a truly free, 30-day trial of Switchvox Cloud, meaning you pay nothing upfront.

If you sign up for a Switchvox Cloud trial today, we will send you up to five Sangoma D60 rental IP phones and five full-featured Switchvox user extensions. With those, you receive access to all features, including the Switchvox Softphone app for iPhone and Android, the Switchboard (a web-based dashboard), call queues, Microsoft integration, call recording, and more. With Sangoma's D-Series IP phones, you get to test drive the most tightly integrated IP phones for Switchvox with built-in applications like Visual Voicemail, Call Logs, and Favorites.





## Reason 10: Zero Upfront Hardware Costs

One of the biggest benefits of a cloud-based UC system is how you can change your communications platform from a capital expense to an operating expense. In the past, purchasing a phone system required a large capital payment up front.

However, cloud services have changed that. Now you can pay a small amount up front (purchase your phones and pay the fees to get started) and have a monthly rate you pay on-going, allowing you to save the capital or to purchase other products or services that could help your company.

However, we took it a step further and eliminated the upfront hardware cost completely with our Sangoma IP Phone Rental Program. Instead of purchasing all of your phones upfront, you can rent them for a low, monthly fee. And you can even get a free phone for each Switchvox Cloud seat you have on a three-year contract, leaving you with an industry-leading UCaaS system and a full wallet. Because you get to try everything for free and have zero hardware or upfront costs, you can get started with Sangoma phones and Switchvox Cloud with absolutely zero risks.

Test drive Switchvox Cloud with a free 30-day trial. Get started at [sangoma.com/switchvoxcloud](http://sangoma.com/switchvoxcloud)

## Conclusion

Whether it is time to replace your outdated phone system or your on-premise solution is not flexible enough for your business, UCaaS is the answer. Switchvox Cloud is more than a safe bet. It's risk-free. With Sangoma, you get a proven, reliable, cost-effective solution that does not take up any space and can easily grow with your business. We provide you with all of the training, resources, and support to get your UC system up and running quickly and assist you with your telecom needs for years to come. See what Switchvox Cloud is capable of for yourself with our free 30-day trial.





Switchvox Cloud is an award-winning UCaaS system specifically designed for small-and-mid-sized businesses who do not want to manage an on-site phone system.

Switchvox Cloud makes it easy to integrate all of your office communications and immediately start saving time and money. Recognized as the "Best Value in UC for SMBs," Switchvox Cloud offers a single, powerful set of UC features at a price your business can afford. All-inclusive pricing means there are no costly add-ons or unexpected expenses for business-critical features - including mobility! You get all the features of Switchvox Cloud for one low price!

Test drive Switchvox Cloud with a free 30-day trial.  
Get started at [sangoma.com/switchvoxcloud](https://sangoma.com/switchvoxcloud)

## Everything Connects. Connect with Sangoma.

Sangoma is the leading provider of enterprise grade, value-based communications solutions. With Sangoma, businesses of all sizes can find affordable cloud and on-premise Unified Communications (UC) business phone systems equipped with advanced functionality.

Sangoma offers a complete portfolio of next-generation UC solutions, delivering industry-leading quality at price points that maximize customers' return on investment.

