

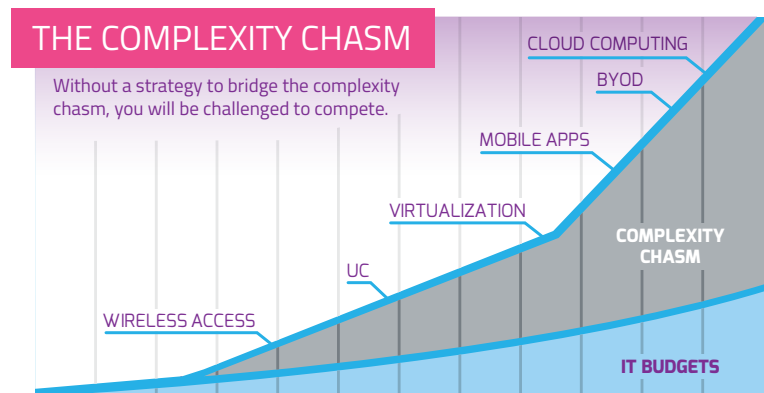
# Is Your Phone System Holding You Back?

## Enabling Better Enterprise Communications with Hosted PBX

### The Challenges

Enterprise communications networks are at a critical juncture. Employees require a variety of high-quality collaboration tools on their mobile device of choice. IT must fulfill this need, but with tight budgets and lean staffing, will be hard-pressed to do so. Here are the challenges organizations are facing:

- **BYOD and mobility**—Employees increasingly expect from their companies a policy of bring your own device (BYOD) to work. That creates the need to provide secure access to corporate data and productivity applications from each employee’s favorite mobile device.
- **Distributed organizations**—The distributed enterprise is now the norm. Many enterprises have branch offices scattered across the country, and more employees than ever have permission to telecommute.
- **Complexity chasm**—As organizations are pressed to implement new technologies with more advanced functionality, they face lean staff requirements. The result: a chasm between technological complexity and the ability of organizations to meet it.
- **IP PBXs**—An on-premises IP-PBX is one way of meeting the challenges of enterprise collaboration. But is running a PBX and integrating it with different application and network providers the best use of your IT resources?



# Hosted PBX with Unified Communications (UC) addresses these challenges in five distinct ways.



## 1. Lower Total Cost of Ownership (TCO)

The elements of an enterprise communications solution are complex and expensive, starting with voice. Historically, multichannel PRIs were required to connect PBXs at different locations. Add to that, long-distance charges. If you try to layer capabilities like text, email, video and social media on top of a basic voice system, the costs can skyrocket. Not only will you be dealing with multiple technologies from multiple vendors, but you'll need the people, software and systems to integrate, manage and monitor it all. It adds up to large capital expense for a large quantity of depreciable assets.

- Hosted PBX satisfies these needs while lowering TCO. It's a cloud-based converged network. Because you subscribe to a service rather than buy equipment, you change capital expense (CAPEX) to operating expense (OPEX). Because it's based on an IP network, you can implement Unified Communications, which delivers voice, text, email and video in a single system for distributed sites and mobile workers.
- With hosted PBX, you do away with network management, infrastructure maintenance and access charges, and with technology changing rapidly, you also rule out obsolescence.
- Depending on your vendor, you may even be able to fully outsource the management of your hosted PBX.



## 2. Manageability

- Implementing a variety of enterprise communications capabilities raises the threat of management headaches due to increased complexity. This is particularly true if you are running your own equipment across different corporate locations. Ask yourself: **If you're not in the business of running data centers, then why are you running data centers?**
- Because it's in the cloud, hosted PBX with UC gives you greater control. You can make moves, adds, changes and deletes via a simple Web interface, even as your organization grows and new locations and capabilities are added. You can manage your hosted PBX from anywhere, at any time, and users can even do a lot of self-service management, further reducing the workload for your IT organization. There is no need to rely on a service provider for routine tasks and therefore there are no fees for making the changes that any growing organization needs to make.
- Organizations that don't have the staff to manage their hosted PBX may also choose to have their service provider manage it for them.

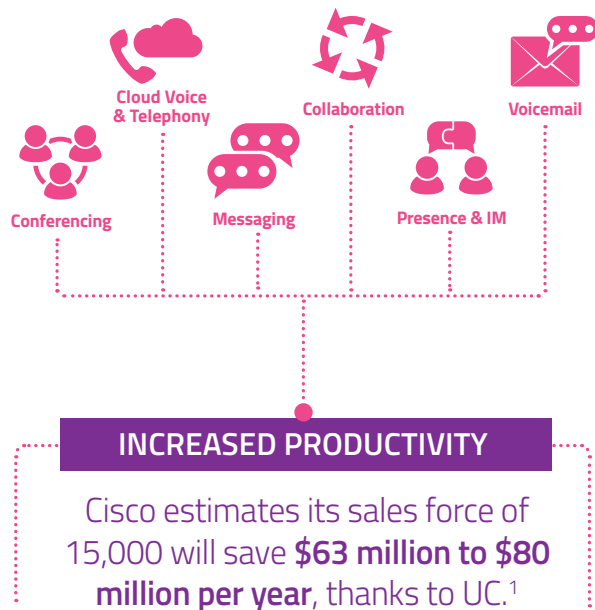
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### 3. Productivity

- Your enterprise's employees need to collaborate in multiple ways whether they are inside or outside the office. Hosted PBX with UC enables voice calls, emails, text messages and video chats to be transparently moved between desktop and mobile phones without interruption. Employees don't waste time; it just works.
- Further, hosted PBX is an optimal technology for call centers. You get complete IP-PBX functionality without having to buy an IP-PBX. Regardless of device or location, calls appear to be made from the main office, which boosts brand identity and customer intimacy.

UNIFY THESE CAPABILITIES TO UNLOCK GREATER PRODUCTIVITY



1. [http://www.cisco.com/web/about/ciscoitwork/unified\\_comm/Unified\\_Comm\\_Benefits\\_web.html](http://www.cisco.com/web/about/ciscoitwork/unified_comm/Unified_Comm_Benefits_web.html)



### 4. Business continuity

Thanks to the resiliency of the cloud, should one of your offices suffer an outage due to extreme weather or natural disaster, you can still be confident that every call gets answered and that your workers can still be fully productive, with voice, text, email, video, IM, presence, conferencing and collaboration-enhancing tools, regardless where they are located. Because there is no physical IP-PBX hardware at the remote location, calls can be routed to mobile devices or to facilities unaffected by the problem. And despite the disaster, Hosted PBX infrastructure remains as secure—and as accessible—as before.



### 5. Focus on core competency

- Running a corporate communications infrastructure is complex, expensive and requires skilled professionals. It also consumes capital expenditures (CAPEX). Again, ask yourself, are you in the business of running data centers?
- Calling on an experienced partner, rather than doing it all yourself, enables you to focus on your business. That can pay big dividends as you get out of the data center business and redirect the staff and the cost—often a significant percentage of total revenue—to core business activity like product development, manufacturing, customer service and marketing.

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# XO Communications Hosted PBX with UC

While a strong case can be made for any hosted PBX technology, implementing it “over the top” of the public Internet risks negating many of its benefits. High call volumes and large quantities of data traffic running across a network that provides only “best effort” packet delivery is likely to produce quality and reliability that falls short of the levels desired.

A better approach is Hosted PBX on a virtual private network (VPN) utilizing multi-protocol label switching (MPLS) to prioritize data packets according to class of service (CoS). In this way, business-grade high quality and reliability for voice, text, email and video can be realized. And you get a single network with a single point of contact. That’s critical for achieving your business productivity and customer satisfaction goals. In short, the best network delivers the best Hosted PBX.

### XO COMMUNICATIONS DELIVERS:

- Hosted PBX
- SIP Services
- Hosted Contact Center Services
- Mobility/BYOD
- Intelligent Call Routing
- Interactive Voice Response
- Outbound Call Notification
- Audio Conferencing
- Exchange

Give your team the high quality, resiliency, security and mobility they need to succeed with UC.



### Connect to a better communications experience.

The powerful combination of Ethernet transport over a secure, private network allows you the ability to integrate voice, data and the cloud seamlessly and securely, with excellent visibility and control.

Welcome to the  
**Etherverse™**

FOR MORE INFORMATION CONTACT **HALE COMMUNICATIONS**



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