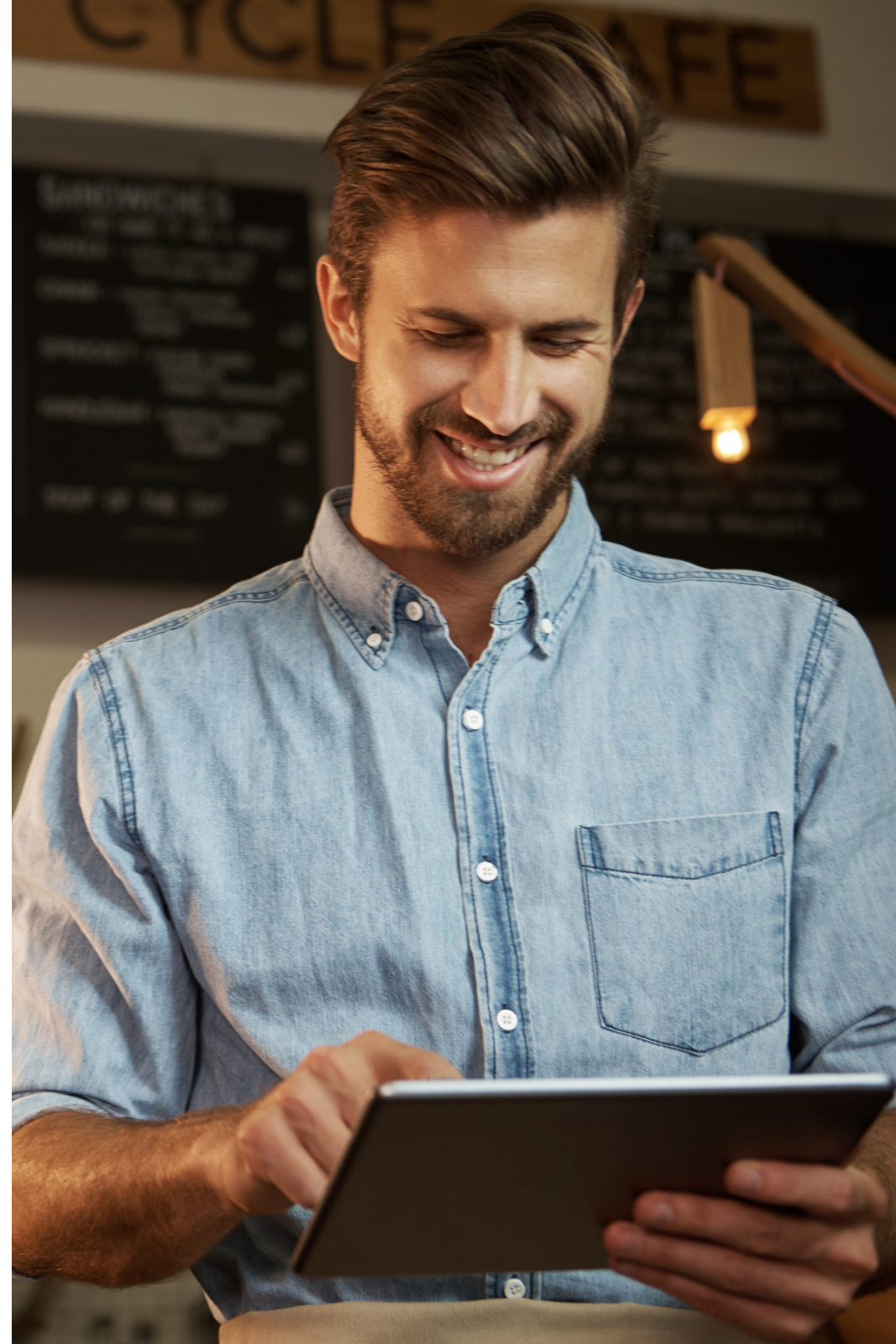




# Cloud Phone System Buyers Guide

What to look for in a business phone solution.

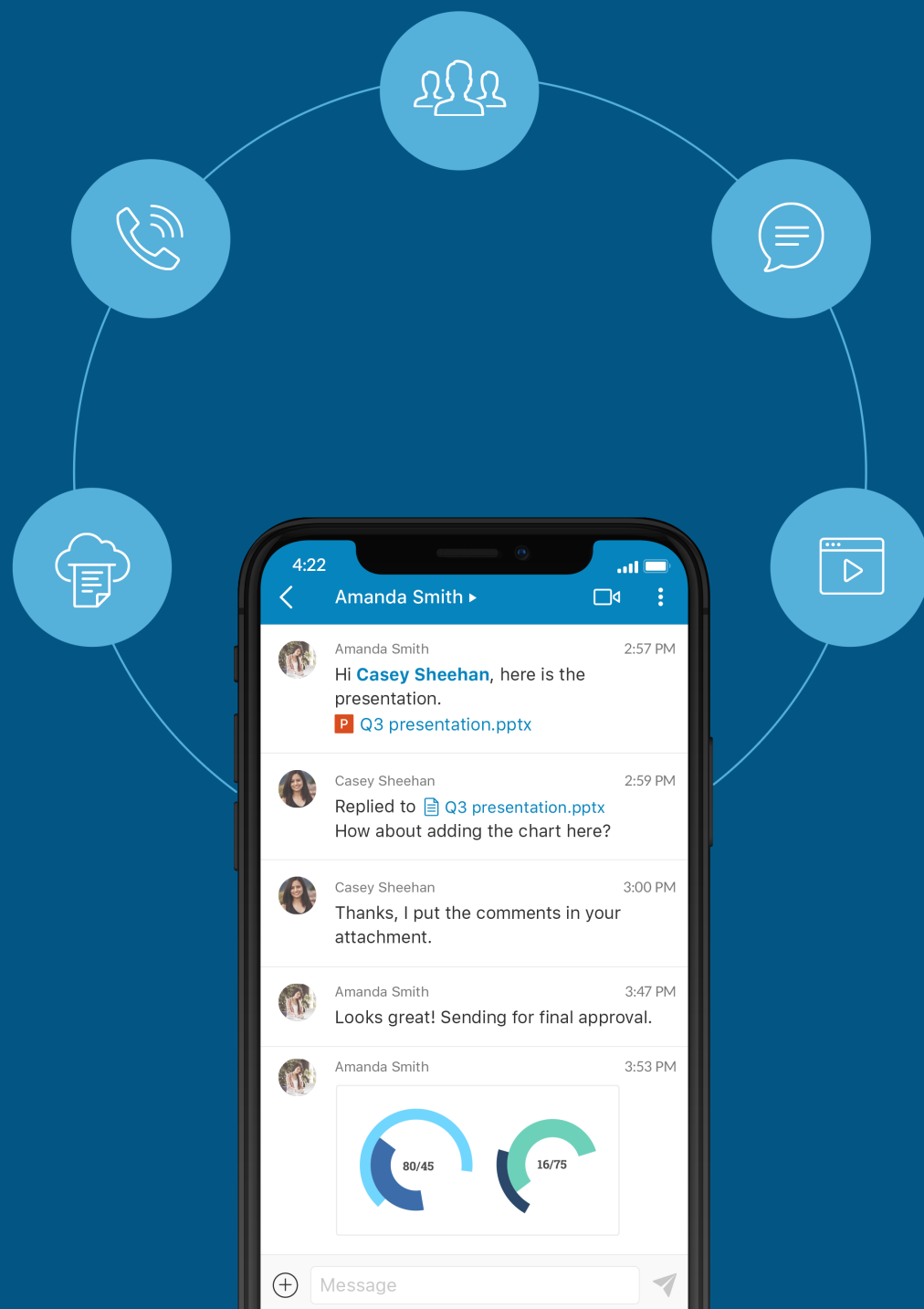


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# What is a cloud business phone system?

A cloud phone system is a virtual phone system that utilizes the internet to make calls, send messages and faxes, and conduct video conferences from any laptop, desktop computer, or smart device. Cloud systems provide mobility, flexibility, and robust features in an affordable enterprise-class solution suited for small businesses. Enjoy the carrier-grade reliability and security of traditional landline phone systems with the nimbleness of digital communications: texting, unlimited calling, conferencing, international numbers and business numbers, frequent automatic upgrades, and around-the-clock customer support.



## How is cloud different than traditional?

With a conventional phone system, you could pay thousands of dollars up front for hardware and setup. Monthly contracts are confusing and often include hidden fees for upgrades and maintenance.

Cloud phone solutions work over the internet, so the only on-site hardware you would ever need is the phones. Setup is quick and easy and can be done from a mobile device by any admin, not a trained IT technician. Pricing is transparent and all-inclusive, with no surprise add-on costs. You can configure users and offices globally online, even from your smartphone.



## What is VoIP?

Voice over internet protocol (VoIP) is simply phone service over the internet. [VoIP solutions](#) allow you to use the cloud for your phone services instead of traditional phone services that work with closets full of wires and physical hardware, usually for less money and with more features.



### Conventional landlines

- On-site hardware could cost thousands up front
- Complex implementations could cost thousands more
- Required contracts have early termination fees
- Service and hardware upgrades require additional fees
- Premium technical support requires additional fees
- Maintenance requires trained IT technicians on site
- Lengthy request process to make service changes



### Cloud phones

- No on-site hardware needed, ever
- Fast and free implementations included
- No monthly contracts
- Free upgrades to new functionality
- Free 24/7 customer support
- Self-manage the system from any smart device
- Add or reconfigure lines at will

## The benefits of a cloud phone solution



### Made for businesses big and small

Whether you are just starting out, expanding, or have multiple offices and many employees, a cloud phone system fits your size and suits your needs. It's easy to scale, even globally, when implementation, configuration, and upgrades can be made by any admin on any device with an internet connection. Read why [Stumptown Coffee Roasters](#) chose RingCentral to support its communications growth.



### Affordable

Cloud phone systems cost up to 30% less than traditional landline phone systems because there is no clunky hardware and maintenance and upgrades happen automatically online. There's never any need to hire IT support when any admin can make adds and changes any time.



### Secure and reliable

High-quality VoIP providers ensure end-to-end encryption on every device and for every communication. Look for a cloud provider that has geographically dispersed data centers that provide failover in the case of a natural disaster. With security and reliability built in to your service, you'll never have to worry about breaches or outages.



### Flexible and mobile

Never miss a call and host and attend video conferences from anywhere with a mobile VoIP phone solution. You can hold meetings, send faxes and text messages, and make calls from any smart device from wherever you are. You can have a toll-free business number across all devices, even when you use your personal smartphone.



### Easy to set up and use

With a cloud phone system, your phones arrive preconfigured and ready to go. You can set up an entire office of users within a day with implementation support and seamless number porting (so you can use your own numbers).



### On-going support

Any technical support, consultations, or education should be available to you 24/7, on the channel of your choice. Find a provider that offers free support over phone, chat, or email. An established VoIP provider will support you from day one setup and implementation throughout your journey and customer relationship.

[Explore more](#) benefits of a VoIP solution.

# The features of a cloud phone solution

VoIP phone systems offer a slew of features that you might not have even considered. Most plans come standard with:

- International calling
- Messaging and SMS texting
- Internet fax
- Video conferencing
- Toll-free and vanity phone numbers

Exceptional VoIP providers also offer drill-down calling features, such as:

- An Auto-Receptionist (AI phone receptionist to route calls)
- Call forwarding
- Call Flip (you can be on a call and flip it to another phone or device without disrupting the call)
- Toll-free, vanity, and business phone numbers
- Mobile apps for iOS and Android



As well as robust administrative features, such as:

- Customized greetings
- Music on hold
- Number porting included in the setup
- Multi-site management
- Call monitoring and logging

Other features such as Single Sign-on and roles and permissions ensure the security of your communications. And analytics and

reporting features track and shed light on quality of service as well as contact center agent performance and customer service experiences.

Integrating with popular apps is essential in a business phone system. If you are already using Salesforce, Google, or Microsoft applications, for example, find a phone system that seamlessly integrates with them for a unified experience, eliminating toggling between apps and providing all-inclusive pricing.

[Learn more](#) about the many features of a robust cloud phone system.





## Why RingCentral?

RingCentral, Inc. (NYSE: RNG) is a leading provider of global cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect from any location, on any device, and via any mode. RingCentral provides unified voice,

video meetings, team messaging, digital customer engagement, and integrated contact center solutions for businesses globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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Learn more about RingCentral for small business and sign up for a free personal demo. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.

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