



# Your Questions Answered



## I already have/own a premise-based PBX and don't see a reason to change now.

Managing change has always been an essential skill for business owners, but managing a business today isn't simple. No longer can an owner wait for the next big change in his/her business. With the pace of technological advancement increasing by the day, businesses are now managing transition, rather than change. It's hard to catch your breath. Thus, it's imperative that our technology is capable of keeping up with the ever changing needs of your business advances. Because of this, many businesses are moving to cloud-based applications like Hosted PBX. With your phone system in the cloud, you no longer need to worry about your communication infrastructure's ability to keep up with the needs of your business. There's little to no expertise required and it provides every capability of a traditional phone system, and then some—all while reducing your costs upfront and over time. Additionally, cloud-based PBX won't become obsolete with new features and capabilities continuously being added without the need for a system upgrade.

## I already tried hosted PBX and it didn't work well.

What issues were you experiencing? Not all hosted PBX systems are created equally. Our proven platform has been built from the ground up over the last ten years. We've been able to alleviate the common woes you may have experienced with other hosted PBX providers. With our complete PBX in the cloud, you'll be able to improve your business collaboration and flexibility, while reducing your costs.

## What happens if I lose my Internet connection?

All cloud-based applications rely on Internet connectivity, but with a hosted PBX solution, when you lose your broadband connection your communication infrastructure remains available. In other words, your Internet connection is no longer a single point of failure. When your PBX resides in the cloud, you're provided with a plethora of call routing options. For example, our cloud-based PBX includes features like find-me-follow-me, voicemail to email, and all calls have the ability to be automatically forwarded and routed to virtually any person, device, or location. Plus, we'll architect a redundant broadband solution with multiple seamless Internet connections, cutting your costs.

## Do I need a new or alternate Internet connection?

No, you do not require a second Internet connection for business resiliency. However, a second Internet connection is recommended, as it provides a great way to further solidify your network solution.

## Hosted telephony isn't reliable enough for my business.

What experiences have led you to this conclusion? When implemented properly, a hosted PBX solution is more reliable than a premise-based solution, as it can scale to meet your business's evolving needs, and provides benefits that traditional phone systems cannot match. Hosted PBX also reduces the capital expenditure of a new phone system, safeguarding it against technological obsolescence, broadband failures, and natural disasters.

## With today's economy, is spending money on a new phone system worth the added expense?

A hosted PBX solution doesn't require large, upfront investments like a traditional phone system. Switching to a hosted PBX will reduce your operator costs upfront and overtime. That means your expenses are actually reduced. Our platform is continually updated to provide your business with new, enhanced capabilities and features—ensuring your business is on the cutting edge and up-to-date.

## Is hosted PBX as feature rich as traditional PBX systems?

Yes, our cloud-based phone systems include features most organizations couldn't afford with their existing phone system. You now have the ability to manage these great features via our easy to use web interface, with no expertise needed. You'll be able to access carrier-class scalability, and API-extensible apps such as Salesforce.com or Outlook, providing you with a simple solution for all your communication needs.

## Which carrier does the platform utilize?

The benefit of our cloud-based PBX platform is that you'll never have to deal with a traditional, long distance carrier again. We manage all carrier connectivity in the cloud, with 'cross-connects' directly to the PSTN. Our platform includes connectivity to multiple carriers for redundancy purposes, so no single carrier issue will impact your business. Our carriers are chosen, and maintain favor with us based on their reliability and costs.



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