



Choosing the right phone system for your organisation



Finding flexibility in a changing world

The benefits of virtual services are clearer than ever. And large organisations with PBX hardware are starting to wonder if their wires are stretched to their limit.

In a fast changing world, agility, flexibility and mobility are key. If you want to keep up, you need to think differently. And that's where super-flexible and reliable cloud-based communications come in.

What's should you look for in a cloud-based communications system?

- How easy it is to scale up and down if things change?
- Will it help your IT team with the pressure of managing sites across your organisation?
- Will your provider give you the flexibility to adapt things when you need to?
- Will it support BYOD and mobile working?
- Can your IT, admins, and users make changes, updates, and fixes easily?
- Can you unify your communications across your global organisation?
- Will it reduce your costs now and in the future?





What your organisation needs

Easy to use. Scalable. It's good to be clear about what you want from the start. That way you'll have a better idea about what to look for from your supplier.

Large corporate: 4000+ people

You need a simple, powerful phone system with:

- with industry-leading reliability and uptime ratings
- the type of end-to-end encryption you'd expect in a bank, on any device
- a five star onboarding experience and ongoing support
- something that's easy to scale across lots of offices
- can bring all your most powerful communications tools together under one system
- can integrate with Salesforce®, Google, Box, Outlook® and more.

Public service providers

You need a system that integrates with your contact centre and makes managing multiple locations easy. It should be:

- easy to use and manage with an intuitive product interface
- a responsive, omnichannel contact centre solution that will integrate with your cloud phone system
- something that lets you build open APIs, tools, and tutorials so you can make customer interactions more productive
- collaboration tools that make it easier to work together.

What features to look out for

So now we know what you need. What features should you look out for? Here are the top 'must have' capabilities large organisations look for.

Large corporate: 4000+ people

- Flexible custom settings and workflow configurations.
- An easy to use admin and user interface.
- Mobility with smartphone apps and desktop clients.
- Innovative features like Business SMS and Google/Box integrations.

Public service providers

- A reliable and flexible platform; easily add locations, departments and users.
- A centralised system for all users across multiple locations.
- Robust; advanced call management and workflows, integration with business software and cloud services.
- Smart communications reporting and analytics.



Your options

Generally speaking, there are two types of phone system to choose from. Here's what you need to know about each.

Traditional, on-premise PBX systems

- These systems come with hardware that you buy and manage
- You'll need a PBX at each location.
- And your IT team will be responsible for setup, management of the system and service reps, plus any ongoing maintenance.
- When it's time to upgrade your system, you can buy and add new modules.

Hosted/cloud phone systems

- You won't need a bulky box on site with this system, which means fast setup and less maintenance and ongoing management.
- The service is flexible and scales to your needs, cutting infrastructure and costs.
- You only need one system to manage all of your locations across the globe.
- Systems update automatically and can support advanced features, including video conferencing, contact centres, and integrations with CRM, productivity suites such as Google and Microsoft Office 365™.

We can help you achieve a smarter digital future

We've got years of experience in setting up cloud-based phone systems. In fact we're the industry leaders in both PBX and hosted PBX. We can help you find a solution that will roll all your communications services into one easy to manage, flexible and cost effective solution.

We can help you work faster

- We're a fixed network global leader. With market leading capacity and resilience.
- We have the fastest, award-winning mobile network, with 90% UK geographic 4G coverage.

We can help you work safer

- We defend our network from over 1.4m cyber attacks annually.
- We have 2,500 security professionals, including 1000 ethical hackers, who protect our networks.

And we can help you work smarter:

- We use leading technology from best in class partners, designed and built for business.
- We can give you more ways to support mobile working and collaboration across your teams.

Introducing Cloud Work

We've taken everything we know about delivering cloud-based communications and put it into Cloud Work. It brings together a powerful cloud-based phone system with unified communications tools like video meetings and team collaboration. It's all hosted in the cloud, so it's flexible enough to work the way your organisation does. And when you grow, it can grow, too.

Cloud Work's built with an open platform, so integrating with your organisation's existing apps and workflow is easy. Better still, it's all backed up with the support of our experts. They'll support from you day one. And they'll help you make the most of every feature – now and in the future.



Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2018. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No. 1800000.

