KloudPBX

A complete guide to cloud-based phone systems

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Telecom Experts

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Business is evolving

Efficient communication in today's connected world is a necessity which can't be overlooked. Everyone has a mobile device in their pocket and a phone on their desk, and it's unthinkable to imagine running a business without being connected.

Traditional telephone systems deliver connectivity but their inflexibility often renders employees tethered to one location, or the integration is poor, expensive, and there's no continuity when working in-house and away. They can't keep up with the fast-paced modern business landscape. Requirements change, technology evolves, companies grow and you can't afford to be held back.

But there's a practical solution for this – the cloud. A lot of companies have taken the leap and use cloud-based services like SalesForce, Sage Online, SaaS and Office365. And now you too can take advantage of the cloud and move your phone system online.

We've invested heavily to create our own flexible cloud-based telephone system - KloudPBX. The purpose of this guide is to help you make better purchasing decisions and gain a better understanding of the technology.

Many of our clients have already switched to a cloud-based phone system. With more customers switching every month, we expect demand to remain high.

In the UK, as a whole, 8 in every 10 businesses have integrated the cloud in some way in their workplace. Cloud-based phone systems are a growing trend - in 2002 IP telephony was a $1.5 million industry. In 2017 this is expected to exceed the $20 billion mark.

Read on to learn more about KloudPBX, how cloud-based phone systems work and what your business can achieve by switching.

Demystifying the cloud

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What exactly is the "Cloud"?

The "Cloud" is essentially the Internet. Technological advancements have allowed for software to be hosted online in a large array of servers and data centres around the world, rather than on a single computer.

This has helped transform rooms full of switches, cables and cumbersome hardware at your business premises to a service which operates online. With this comes flexibility, reliability and reduction in maintenance costs - something every IT department is probably thankful for.

Another example of companies which use the internet to offer cloud services are Microsoft 365, Dropbox, and Google Drive.

Simply put, the cloud is a network of online servers that store data, host services or deliver software solutions.

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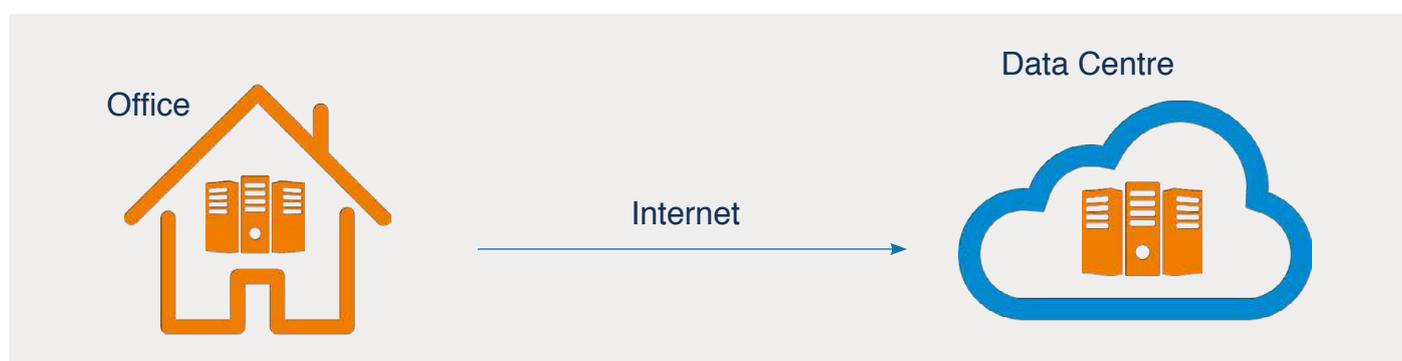
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What is KloudPBX?

KloudPBX is a full cloud-based telephone system, providing you with all of the features you know from your traditional premise-based telephone system.

It has an added benefit of a very low initial investment, greater flexibility and significantly reduced costs. KloudPBX has the capability to grow and adapt to the demands of your business as and when required.

At DataKom, we're partners with Ericsson-LG, which puts us in a unique position, where both the system and the handsets are manufactured by the same company. This ensures all features and benefits are fully compatible and work seamlessly together from the outset.

And because KloudPBX is based in the cloud, it's suitable for businesses of any size - from a small business with only a few people to a large enterprise with thousands of employees in multiple locations.

LIP 9071

Office

Data Centre

Internet

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KloudPBX is feature-rich

Being more cost-effective than a traditional phone system doesn't mean you'll get less features and less of a service. In fact, KloudPBX can give your clients a more professional experience when communicating with your business.
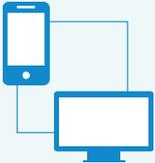
With features like auto attendant and professional music on hold you can ensure you are setting the right impression from first point of contact.

Voicemail to email, these features are designed to be simple to implement without the requirement for a high financial investment when compared to a traditional premise-based telephone system.

Technology can move so quickly that it is common for hardware to become outdated shortly after installation. With KloudPBX, the platform is regularly updated with the latest features and benefits, ensuring you receive the latest technology as it arrives, thus protecting your investment for the future

So, from your end you just need to select the features that will compliment your business and a Kloud Expert will implement these for you. Your phone system will keep evolving at the same pace as technology does and your business will always be up-to-date.

Here's a list of some of the features currently supported by KloudPBX:

Visual Voicemail	Voicemail to email	Call Recording	Call Fraud Monitoring	Call Waiting/ Transfering
Auto Attendant	Conference Calls	Remote Access	Hot Desking	Mobile Twinning
CRM Intergration	Skype For Business	Smartphone App Intergration	Desktop App Intergration	IP Attendant
Call Centre Agent	Enhanced Call Reports	Unlimited Users	...And Many More	

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How cloud-based systems work

Simply put, traditional phone systems have their network located at their premises. With cloud phones, the system is securely hosted off-site at a data centre.

Our KloudPBX system is based in London at a Telehouse data centre which has highly comprehensive network components to safeguard against outages, hardware failures or targeted attacks.

Our system uses an award-winning network delivering enterprise-grade calling features. The system has a robust secure architecture, built in partnership with Ericsson-LG, which ensure call quality and seamless user experience.
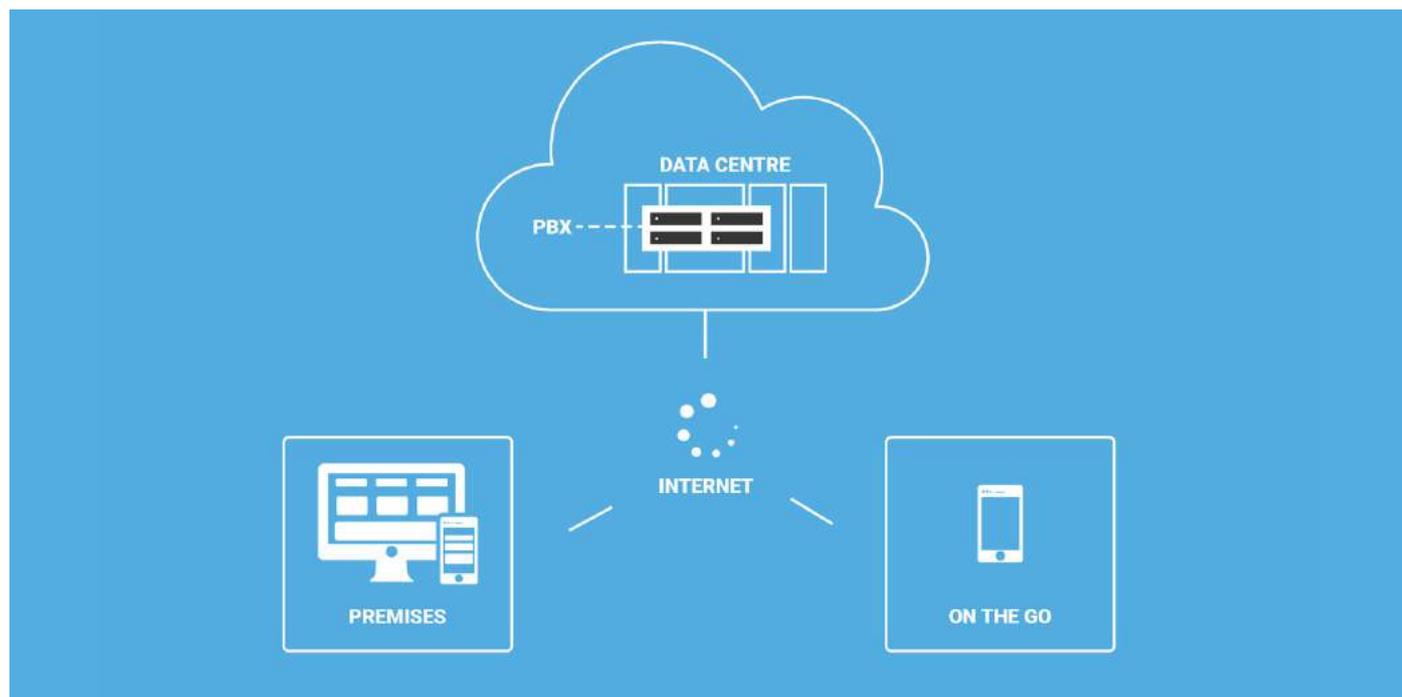
So, how does KloudPBX compare to a traditional phone system?

	Traditional System	KloudPBX
Expensive initial setup	X	
Requires hardware	X	
Suitable for all size businesses	X	
Easy to set up		X
Accessible everywhere		X
Easily add extra lines		X
Easy system upgrades		X
Always up-to-date		X

Moving your phone system to the cloud has its benefits

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Cloud-based phone systems are easily managed

The great thing about moving your phone system to the cloud is that after the initial setup, you can log in and start managing it straight away.

Using the intuitive web-based portal you can easily add users, create extension and set up voicemail. You're in control.

KloudPBX requires little to absolutely no in-house IT support, because you won't have to worry about the technical issues and complexities that may arise with a traditional system. We manage all that for you, so you can focus on your business and be more productive.

Cloud offers continuity everywhere you go

With KloudPBX you can carry on making business phone calls no matter where you choose to work from, be it on the move, from home or at an exotic location.

Employees who work from home several days a week, for example, can still make and receive calls and check voicemail, as they'd would if there were in the office.

Or if a business emergency arises and the office is inaccessible for a period of time – a cloud-based phone system can save the face of your company by staying up and running. You'll have peace of mind knowing the system will be live and accessible by your customers and employees.

Cloud-based systems are easily scalable

As your business grows and requirements expand, our cloud-based system remains flexible as it's designed to grow with you. Unlike traditional on-premises phone systems, everything is hosted off-site which makes KloudPBX easily scalable. Up or down, there are no deployment delays or downtime.

You can easily add new lines and extensions for new employees, so new recruits can quickly be added to the system without interruption. Also, new phone features can be implemented just as quickly.

Downgrading also takes minutes, as you're not tied into a strict, inflexible solution. However, this may be subject to your contract agreement with us. KloudPBX simply offers enterprise-level functionality to businesses of all sizes

Enterprise-class features without the enterprise price tag

Traditional phone system can be very inflexible. This means you can end up spending a lot of money on a plan and features, which you don't need nor use. And because they tend to be expensive, you may hit your budget's ceiling quickly.

Cloud-based phone systems can be tailored to your business needs, and can be scaled depending on your growth. Making amends to your plans, features and extras can be done at any time.

KloudPBX is an affordable, completely customisable solution which is always up-to-date. Unlike traditional phone systems where there's always a risk and cost associated with owning and maintaining in-house hardware.

The cloud offers seamless integration with other systems or software

Most businesses have a CRM (customer relationship management) systems in place to manage current and potential clients and their details.

A cloud-based system can easily integrate with it and other software you use every day – file sharing, calls, emails, voicemail, email, instant messaging. All that can work seamlessly and keep you productive.

KloudPBX also supports custom API integration for custom in-house solutions.

Other integrations we support:

- G Suite by Google cloud
- Microsoft 365 and Outlook
- Skype for Business
- SalesForce
- ZenDesk
- DropBox

Your cloud account data is safe and secure

It's normal to have some reservation when it comes to hosting your sensitive data off-site, but cloud-based systems can offer better security than what you can achieve in-house.

Also, maintaining a secured system in-house is costly and time consuming, which can quickly become a burden on your business. All KloudPBX data is securely stored in a data centre managed by us.

We also:

- Monitor our systems for fraud and attacks 24/7
- Keep hardware and software up-to-date with latest developments
- Use Ericsson-LG and Cisco compliant hardware
- Use enterprise award-winning networks

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5 common cloud-based phones myths - busted

1. Call quality over the internet is worse than calls made over the phone line.

KloudPBX uses carrier-grade equipment which is backed up in multi-site data centres utilising the UK's leading SIP trunks on the market. All this means the call quality is just as good, and often better thanks to HD voice, as VoIP traffic is prioritised and there's no interference.

2. Phones won't work if the internet goes down.

We have a bespoke system in place which allows for automatic call rerouting should your handset lose connection to the internet. We've developed it in-house and no other telecom provider offers it. Alternatively, we can install hardware on-site to provide a complete redundant system.

3. Cloud systems can't do everything a traditional phone system can.

KloudPBX can in fact do everything a traditional on-premises system can– call forwarding, voicemail, music on hold and more. Because it's hosted in the cloud new features can be implemented at any time and as soon as they're made available.

4. You can't use existing handsets, so it'll be expensive.

We can re-utilise some of your own equipment and handsets. But we recommend a complete replacement to ensure an excellent service. Plus, you can keep your existing business phone numbers when switching.

5. Switching to a cloud-based phone means losing control.

It's true that you no longer have the cumbersome hardware at your premises, but that doesn't mean you don't have full control over the system. In fact, KloudPBX offers greater control over user accounts and system features – all managed via the web portal.

Taking the leap - our verdict

With KloudPBX we want to give every business a cost-efficient and easy-to-manage phone system which is secure and feature-rich.

Our cloud-based phones can deliver outstanding call quality and user experience that is far more superior to what an on-premises traditional phone system can offer.

We are ready to scale with your business as it grows and we take the hassle away, so you can focus on what matters.

Are you ready to take the leap?

We are DataKom

Since 2007 we've provided expert telecom solutions to over 2,000 clients across Wales and south-west UK. We aim to offer an unmatched bespoke service tailored to businesses of any size – from small businesses to large enterprises employing over 5000 people.

We're very proud of our in-house engineering and certified technical team working alongside personal account managers, who work around the clock ensuring your peace of mind.

At DataKom, we pride ourselves on our ability to establish your exact business needs. We not only work to solve your telecommunication challenges today - we offer solutions which prepare "you for tomorrow".

"Many businesses are taking advantage of the cloud with more and more looking for feature-rich phone systems. With the ISDN switch off not far off, now is the time for change. Are you ready to futureproof your business? "

Jay Ball, DataKom MD

Source:
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https://www.ibisworld.com/industry/default.aspx?indid=1269

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