



Hosted PBX (UCaaS): The Future of Business Communication

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Introduction

Cloud communications is an entirely new way to build, deploy and scale enterprise communications systems. UCaaS, hosted UC or hosted PBX, compared to your on-premises PBX, goes further to reduce equipment costs, provide higher communications services and it provides a more reliable phone quality as well as communication features that allow more flexibility and mobility thus increasing productivity.

A recent four-year study completed by the NY-based research company, Eastern Management Group, titled Worldwide Hosted PBX Market 2017-2022, revealed that in 2018 alone, Hosted PBX or UC or UCaaS is worth 54 million seats or \$20B. According to the report, Unified Communications has a healthy market worldwide, in different regions and in different industries with a 27% total addressable market in North America and 73% for all others. The report also forecasted that there will be 3,000 to 4,000 additional hosted PBX startups / providers as companies - small to medium-sized business, even large enterprises switch to the cloud to boost communication and service significantly.

Changing your phone system is a substantial upgrade, an additional cost with necessary retraining with all the other adjustments that comes with change in an organization, and sticking to what you know and have might feel safe and steady for now, but it is limiting your business' potential. The initial investment – the trusty On-Premise PBX – has served its purpose and it has delivered its promise, but unfortunately, in today's fast-paced world with changing business needs, it is not enough and is costly to maintain and add features or flexibility to. The future is the cloud with 18% hosted cloud PBX sales in 2017 alone, or \$5B, from 4% in 2010 according to the same Eastern Management Group report, and the market is still young. Switching is inevitable and it is important to make the upgrade now.

Your On-Premise PBX Reality, the Limitations

- Employees have had a hard time communicating during outages or natural disasters as your On-Premise PBX doesn't accommodate disaster recovery options. If it does, it is difficult or expensive to set up.
- Constant feedback from clients and employees regarding poor and intermittent call quality
- Struggle to add new communication capabilities such as remote office setup or extending inexpensive communication to additional locations / branches and countries.
- Cost and upkeep of the server environment to keep the PBX system current
- Buying alternatives or paying additional technology to satisfy or complement the original support manufacturer
- Cost of employing an IT team to look after legacy communications

Considering the shift to Cloud PBX

Changing a key area of a business isn't easy, hence it is helpful to breakdown certain factors for consideration. Though risks of change are existent, there are also a number of risks and misses in keeping your current legacy infrastructure. Each consideration is an important factor in making decisions hence these should be looked into in more detail and each question, answered honestly.

Have you considered:

- Unforeseen downtime and outages that not only hurt revenue and new business but company reputation as well?
- Old-fashioned technology and the costs of replacing its components or new functionality just to upgrade or improve current feature?
- Monthly costs of maintaining an IT team that looks after the phone system when there is a cheaper alternative with better rewards?
- Competitors' early investment to better communications capabilities while not starting and investing in the future?

Moving forward and switching to Cloud PBX is unifying business communication when it is most crucial - now. Businesses either expand, merge, change or liquidate and without taking care of productivity, time and communication, it is easy to predict what the future of the business will be. Integrated communication that is customizable, efficient, flexible and readily available simply creates a more productive working environment, whenever, wherever.

Definite Advantages of switching to Cloud PBX

There are several important points to know about replacing current PBX to switching to Hosted Cloud PBX. These are facts that may have been overlooked or have been accepted as normal as part of keeping the phone system investment. Here are some advantages to changing to the new PBX system:

Eradicating the multi-vendor nature of legacy systems that brings complexity from implementation to its support.

- Hosted PBX integrates services into one where business phones, IM, web services, etc. and even your CRM can talk to each other and be read in a report. Liaison with only one provider that provides everything is naturally easier and more effective and efficient. Time saved from contacting several POCs from different providers can be time spent on strategizing for your business. With Hosted PBX, it is simpler.

Scalable growth

- Quickly adapting to business changes, whether new offices, local or abroad, mergers and acquisitions or an incoming bulk of new employees will be breezy. With traditional PBX providers, additional seats means a whole lot of fees as scale was set at the beginning of service and provision then was only "ideal" for a specified size. With hosted PBX, fluidity is at the palm of your hands.

New Communications Features On-Demand

- Updating call features takes no to little effort with a web portal tool / web-based feature management service where adding or changing features are easy. Calling support to change communication demands is easier too with a Hosted PBX provider. With Hosted PBX, service is easily customizable.

Gauging the Effectiveness of Your Business Communication

- Through reports and call analysis available if requested with your Hosted PBX provider, quality in communication will be enhanced. Checking call quality, call logs or volume and other stats can be available thus measuring output is possible. With Hosted PBX, business services is more effective.

Steady communications at all times, even during unforeseen events and/or natural disasters

- In-house and client communication is a breeze even during uncontrolled circumstances. Call forwarding features and VM to email are only two of the features available when disaster strikes. With Hosted PBX, you are always available for business.

Has These Happened To You?

"A lot more to do AND spend on the new office!"

"We lost the client who wanted to order because you were working remote."

"No power! How can I reach the warehouse now?"

"Just email me and I will email the US HQ. Having a phone conference with them is expensive."

Cloud PBX and the Future – Researches and Reports on the Future of Business Communication

RingCentral sponsored No Jitter's 2016 "The State of Cloud Communications" Industry Insights report where it was found that there was a significant jump in the number of users using cloud-hosted communications from 2015's 20% to 2016's 28%. An additional 17% was forecasted for 2017 and more in 2018.

According to a 2015 Frost and Sullivan report, small business and global enterprises are embracing cloud communications where adoption is anticipated to increase at a rate of 25-30% from 2017 to 2020.

A more recent report titled **Worldwide Hosted PBX Market 2017-2022**, as shared by John Malone, President and CEO of Eastern Management Group, revealed key insights into the future of hosted UC. The key takeaways are:

1. The future is the Cloud with Hosted PBX as the Total Addressable Market valued at \$20B or at 54M seats. In 2018 alone (and this is not including additional UC applications and other pull-through services).
2. 18% of all PBX sales in 2017 is from the Hosted PBX market alone coming from 4% in 2010 and the market is still young. Customers replace PBXs with predictable frequency hence decades of sales opportunity.
3. 3,000 to 4,000 service providers (not an exaggeration) will be Hosted PBX providers in the next decade.
4. Advice for large IP PBX providers: Get into Hosted UC.
5. Enterprises will double hosted market share by 2022.

Another updated report is available by downloading the **Global Cloud Unified Communications System Market 2018** report that studies Cloud Unified Communications System market status and outlook of global players, in their regions, with product types and in end industries.

How to Choose the Best Cloud PBX Solution?

Cloud PBX providers may seemingly provide the same services but are in fact not the same. There are additional UC applications, pull-through services and other sell additional integrations and offer services in different platforms. Knowing a cloud vendor's SLAs would help in gauging a vendor's competencies in Cloud PBX services as well. Aside from the usual communications features and functionalities, ask your potential Hosted PBX provider the following questions:

Are Subscription Costs and/ or Set-Up Costs affordable? Can installations costs be free?

How can technical support be reached? Is support available 24/7?

How to customize/ integrate the cloud to existing systems?

Are advanced features offered as part of your standard offering?

Business security and compliance - How are communications secured?

Is coverage global? Where are the data centers? In which countries are international local calls, toll-free and local number porting services provided?

What is the guaranteed call quality? How is it comparable to a local call?

Reports and Analytics – Are call recordings and call detail records available? If available, are they free? For how long can they be kept?

Cloud PBX

Affordable Monthly Subscription Cost with little to no Set-Up Cost

No in-house technical expertise needed

In-depth Technical support available 24/7

Inexpensive to customize/ integrate to existing systems

Advanced features offered as part of standard offering.

On-Premise PBX

Very High Capital/Setup Costs

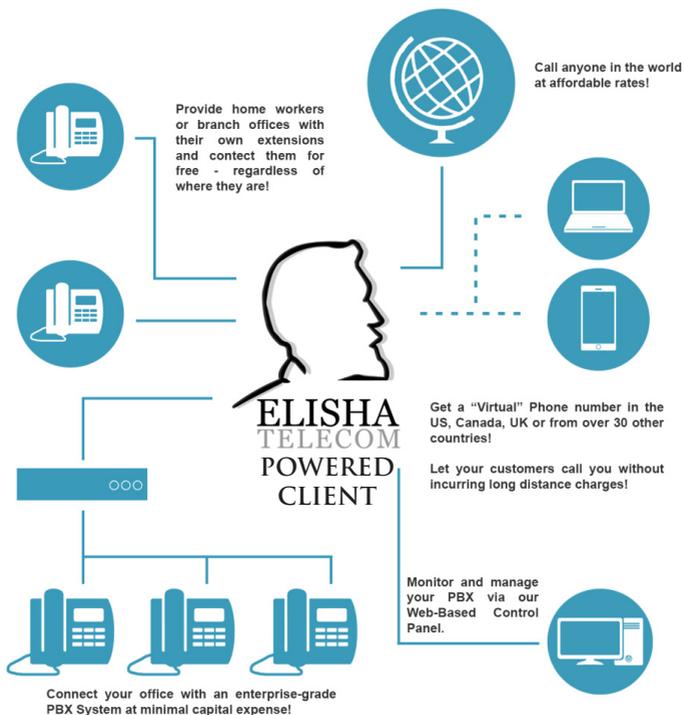
In-house Technical Expertise needed

Expensive to customize/ integrate to existing systems

Additional setup fees for Advanced features

Conclusion

It is time to move your business forward by replacing your legacy infrastructure with Cloud communications. Compared to your current phone system, Cloud PBX is more cost-effective, scalable and feature-rich, is easily manageable and is available even during disasters. Some have gone into the cloud and everyone else is following along. Communication through the Cloud is a strong asset to a business and it is a reality that everyone is getting into. It is the Unified Communication of tomorrow. Getting behind in communicating with your colleagues and clients is not furthering your business. Switch now to the Cloud, customize how you want your business communication and enjoy the value it will bring to your business without the huge expense.



About Elisha Telecom

Elisha Telecom is a cloud communications provider offering secure and reliable cloud communications solutions. The company has been at the forefront of fully-managed PBX solutions worldwide since 2006, integrating communication systems to suit clients' needs. Headquartered in London with support offices in the Philippines, the Elisha Telecom team continues to grow from strength to strength to offer clients only the best and updated service. Elisha Telecom's client-centric philosophy delivers to clients in different parts of the world with its belief that businesses' communication in today's world should be smart, updated, secure and customizable at low costs.

About ETPBX

ETPBX, Elisha Telecom's fully-managed Cloud PBX offering is scalable and is built to allow growth and customizability. This results to features on-demand on a more individual basis if needed. Ideal for small to medium-sized enterprises, ETPBX is better in value as you only subscribe to what you need and is easily accessible and manageable online, whether you want to modify, add, change or delete call features or have your phone integrated with your existing systems.

Elisha Telecom Partner Reseller Program

Elisha Telecom is looking for business partners to resell Elisha Telecom's Fully Managed PBX solutions. Positioned to provide support worldwide, certain benefits await partner resellers including minimum to no capital outlay with generous commission and earnings from ETPBX installation and setup to your local clients. Know more about this program by getting in touch with Elisha Telecom's Sales team ([link](#)).



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