

Futureproofing Your Startup with a Cloud-Based Phone System

Seven Essentials to Help Your New Business Thrive

If you're starting a new business, you've likely been planning, saving, and preparing for a while. But with limited startup funds, you've got to make the most of every investment dollar. That includes not only choosing the right technology from Day 1, but also ensuring it will adapt to your business's increasing needs over time. That's the essence of "futureproofing" your business—making wise decisions now so you don't have to retool and reinvest as your business evolves.

A cloud-based phone system can play a significant role in futureproofing a new business, whatever your aspirations. Consider these seven essentials for helping your new business thrive:

1. Containing Startup Spending
2. Controlling the Phone System Yourself
3. Easy Growth and Scalability
4. Integrated Mobility for On-the-Go Employees
5. 24/7 Customer and Technical Support
6. Emergency Preparedness and Business Continuity
7. Building Teleworking Programs That Work



For the future of your new business, read on to see what a cloud-hosted phone system can do for you.

1 Containing Startup Spending

With today's hosted business VoIP systems, some of the typical expenses of traditional phone systems don't apply. Business VoIP systems don't require the "closetful of wires" installed at the business—they're hosted in the cloud and managed virtually. With Vonage Business Communications, for example, there are no set-up costs or term contracts required, and customers can save 36 percent on average on their phone bill.* When you're starting a business, saving money without committing to a long-term contract can be reassuring.

HOW THIS HELPS MY STARTUP

- No system set-up costs
- No investment in new equipment
- Savings without long-term contracts



2 Controlling the Phone System Yourself

Another revolutionary advantage of cloud phone systems is the control that businesses have in customizing and enabling the system themselves through secure Admin Portals. **The days of waiting for a phone vendor to arrive at the business are gone.** Customers can now make changes themselves or call a support number to have changes made for them virtually. For entrepreneurs, especially, this kind of control is key.

HOW THIS HELPS MY STARTUP

- Customize features and settings via Admin Portal
- No waiting on a phone company technician
- Friendly, experienced assistance is just a call away



*Savings claim is based on the average monthly recurring charge for unlimited domestic business calling plans from the top three leading wireline service providers. Comparison excludes promotional pricing, fees, surcharges, or taxes and assumes a customer already has broadband service. Check your phone bill to determine the savings that would apply to you.

3 Easy Growth and Scalability

Cloud phone systems are designed to grow with the business. For example, **adding a phone line is as simple as requesting it by phone or adding it yourself on the secure Admin Portal.** Also, with a cloud-based system, companies can easily expand across distributed locations—whether it's to a new office in a different city or to multiple home-office locations. As long as employees have high-speed internet, cloud-based systems allow all locations to be seamlessly connected. With traditional systems, on the other hand, the option of tying distributed office locations together is either unavailable or done through a complex—and potentially costly—networking arrangement.

HOW THIS HELPS MY STARTUP

- Easily add new lines and/or features
- No costly build outs or complex networking arrangements
- Plug into high-speed internet for service anywhere



4 Integrated Mobility for On-the-Go Employees

This is a big one. **In the hosted VoIP environment, mobile devices can be made to be just another end point within the same phone system.** This is referred to as “integrated mobility” and is accessible through mobile apps. (By contrast, traditional systems can offer mobile service outside the office—but it is separate from the company’s business phone system.) With integrated mobility, calls generated on the mobile app are recognized on caller ID as calls from the business, and employees get seamless access to the phone system while on the go. It’s a winner for your traveling employees and for your company’s BYOD (bring your own device) policy as a whole.

HOW THIS HELPS MY STARTUP

- Remote employees stay tied into the phone system
- Appear as if you’re in the office, wherever business takes you
- Mobile apps are free and make your BYOD policy easier



5 24/7 Customer and Technical Support

Cloud-based phone systems are managed virtually, instead of on-site at the business location. So, **if customers should ever experience technical difficulties, they can simply contact the provider and have the issue corrected virtually and quickly.** Companies like Vonage also have customer service representatives available for consultation or how-to instruction. It's an efficient service model for customers, and it allows the provider's service teams to spend more time helping customers master the many features and nuances of their business VoIP system.

HOW THIS HELPS MY STARTUP

- Care reps stand ready to assist with setup, features, or questions
- Technical service is virtual—no phone vendor visits required
- Training and online tools help you learn the system

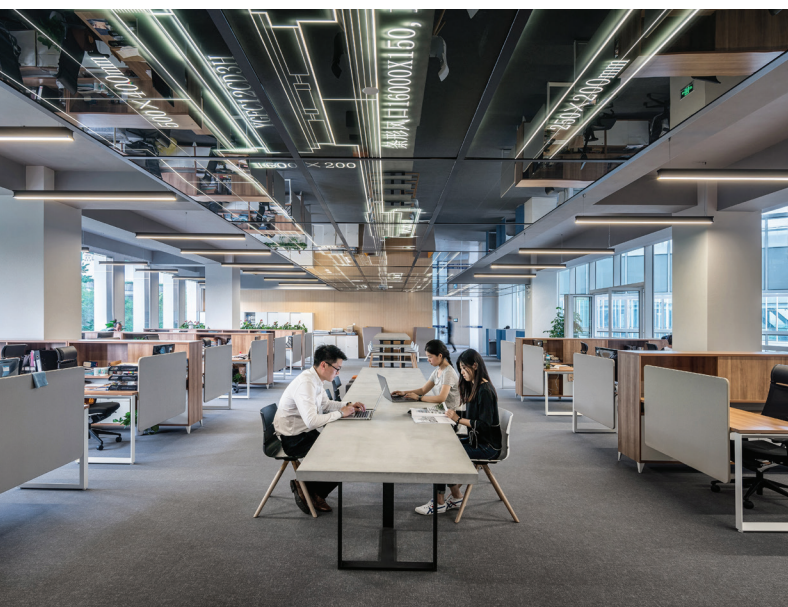


6 Emergency Preparedness and Business Continuity

No business can afford extended downtime, especially a new business. But cloud-based phone systems allow the business to better respond to unexpected situations. If a storm prevents employees from making it into the office, the company's administrator can simply log into the Admin Portal and redirect calls to employees' mobile numbers. Employees can also control their own extension from their User Portal or via their Mobile App. If the business should ever lose power or internet connection, Vonage customers can set their Call Continuity feature in advance so that calls are automatically rerouted. **The name of the game is business continuity, and cloud phone systems can allow businesses to be better prepared.**

HOW THIS HELPS MY STARTUP

- Keep your business running even through emergencies
- Calls can be automatically rerouted should you lose internet or power
- Direct or forward calls using the Admin Portal



7 Building Teleworking Programs that Work

As work-at-home programs are increasing in popularity, employers are finding these programs can be extremely productive if managed properly. Cloud-based phone systems can be instrumental in helping teleworking programs work for both employee and employer. **Cloud systems are “plug and play,” meaning employees can actually take their office phones home, plug into the internet, and use the phone system the same way they do back at the office.** Some work-at-home employees may prefer to use their mobile app to gain the same integration with the business phone system—it’s their choice. For more and more employees, “the office” is wherever they are, thanks to cloud-hosted phone systems.

HOW THIS HELPS MY STARTUP

- Take your desk phone home and simply plug into internet
- Mobile apps keep you tied into the phone system
- Track employees’ call activity wherever they are



What's Best for Your New Business?

The idea of “futureproofing” your business definitely requires foresight. Fortunately, today’s cloud-based phone systems are equipped to help your startup business work efficiently, grow, and prosper. Have questions about how Vonage Business Communications can work for your business?

We invite you to contact us today.

844.324.0340
www.vonage.com

