



Telecom's Cloud Shift: Driving Factors

Doing business in the 21st century is filled with loads of challenges and if you are not prepared for them, you can get yourself ousted from the league. Communication follows different aspects but the bottom-line for all is same— message and satisfaction. In this research, you will get to know the way cloud telephony service has transformed the business realm. How cloud phone solutions have improvised sales and marketing will be known to you after going through this piece.



Introduction

How was communication a few decades back, well, it was entwined in setting up servers and logistics that provided the base for managing all the complexities of the communication? But with the passage of time, things have started to shape differently and communication has witnessed a new avatar. With cloud based solution and different version of cloud computing, you are always certain of getting the best telephony solutions that can revolutionize the communication dimensions. In the past, you used PBX, servers and invested colossal amount of money, but things have changed at present, with enterprises sticking to cloud for meeting with various purpose, one thing is evident that cloud is emerging as a religion for business.

Now, if you have not inducted cloud based solutions that used IP hosting to provide communication service, you can definitely do so at present. Employing an on premise PBX system never looks feasible now-a-days since you have to come up with additional



investments in the event of expansion. It is here where cloud solutions surpasses the ancient PBX.

Take a look at the reasons that drives businesses to induct cloud in their operation.

Simplicity

It is very simple to induct cloud phone solutions, you don't require any equipment or logistics for deploying cloud based solutions. At present, almost 90% of the businesses in US have shifted to cloud based solutions. They are finding it cost competitive and easy to deploy. The trend has risen more in the West as compared to the

East when it comes to cloud based solutions.

Mobility

When you adopt cloud phone solutions, you are always having the benefit of mobility. You are not bound by the office to communication and you can streamline communication from anywhere. You just have to Bring Your Own Device (BYOD) and enjoy the

pleasure of communicating from anywhere and at any time.

Cost

Cloud is comparatively cheaper than on premise PBX, for small businesses it is very difficult to go with on premise PBX. They have to invest a colossal amount of money but cloud is subscription based and it appeals to a broader niche as compared to on premise PBX.

Management

The management of cloud telephony is simple, but you cannot say the same for on premise PBX. You have to maintain IT team that would bore a bigger hole in the operational expense and inflate your cost of operation, with cloud the scenario is altogether different and favorable.



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