

Flash guide to cloud communications

The 8x8 Business Owners' Toolkit:
a series of handy tips for busy people.

Cloud communications can help you and your team work remotely, and that's a pretty strong reason to consider them right now. But there are a host of other benefits, too. If you're thinking of moving your communications to the cloud but you're not quite ready to take the leap—here are a few things for you to consider.

Cloud communications solution		On-premise communications solution	
Business phone	■ Easy to scale: Add new extensions easily at any time.	■ Non scalable. New extensions require an engineer visit.	
	■ Ideal for remote working: Answer your business phone on any connected device.	■ Tied to the premises. If you're out of the office, you could miss an important call.	
	■ Extended features, including: <ul style="list-style-type: none">– Auto attendant– Caller ID– Voice recording– Do not disturb	■ Limited features: <ul style="list-style-type: none">– Includes fewer features out of the box – and new capabilities cannot be added.	
	■ Maintenance free: Your provider takes care of maintenance for you.	■ Requires maintenance. Potential for downtime maintenance costs.	
	■ Lower costs: Unlimited free calling and lack of maintenance save you money.	■ Higher costs. Limited free calls, higher maintenance and upgrade costs.	



Cloud communications solution

On-premise communications solution

Video conferencing

- Easy to scale: Pay for the exact number of accounts you need at any one time.
- Ideal for remote working: connect from any device wherever there is secure WiFi.
- Futureproof: the provider is responsible for ensuring the solution remains compatible as technology develops.
- Secure: neither party requires access to the other party's firewall or private network.

- Non scalable. Pay upfront for the number of accounts you think you will need.
- Tied to the premises. Only suitable for use in one fixed location.
- Non-futureproof: the solution may well become obsolete in a few years' time, as technology develops.
- Not secure: one or other party has to grant access to their private network.

Contact centre

- Easy to set up: set up quickly and easily by simply installing an app on a computer.
- Flexible location: agents can work from anywhere there is a secure internet connection.
- Extended features: expands on the usual features with smart IVR, click-to-call, speech analytics and more.
- Easy app integration: cloud contact centres can be integrated with CRMs and other tools to improve productivity.
- No upfront costs: OPEX model makes it easy to predict costs, with a monthly fee that includes maintenance and upgrades.

- Slow to set up: can take months to set up compatible hardware and software.
- Fixed location: call centre agents must be located on premises.
- Extended features: limited to the usual features such as transfers, hold, call music and call logging.
- Difficult integration: it is often difficult and expensive, to integrate on-premise contact centres with other apps.
- Large upfront cost: CAPEX model requires a large initial investment. No monthly fee, but maintenance costs are unpredictable.

Cloud communications solution

All-in-one comms solution

- Single license: all your comms tools – call, video conferencing, chat and contact centre – are covered by one monthly bill.
- Easy to manage: set up new users with a single admin tool.
- No overlap: with an all in one solution, you have one set of tools that meets all your communications needs.
- Integrated data: have a single overview of all the data from your communications tools.
- Better customer experience: a single view of all customer communications helps provide a more joined up journey.

On-premise communications solution

- Multiple servers: you need to source hardware from different comms suppliers/vendors
- Multiple licenses: manage multiple bills with payments due at different times throughout the month.
- Hard to manage: new users require multiple accounts, and need individual maintenance and support plans for different systems .
- Product overlap: communications solutions often share features – so you may pay for the same thing twice.
- Siloed data: data from communications tools must be collected separately.
- Poor customer experience: with poor visibility of customer history, it is harder to provide a consistent customer journey.

What next?

If you'd like to know more about how to streamline your communications, grow customer engagement and save money at the same time, download our eBook: [Connect Everywhere: Enterprise-Grade Communications for Businesses of Any Size](#).

Here are a few other things you can do to stay focused on your goals.

- If you'd like to get more bite-sized knowledge for your toolkit.
 - Like and follow our 8x8 social media pages so you don't miss out on the next handy installment of advice and tips.
 - Follow us on [Facebook](#) and [LinkedIn](#).
- If you're interested in helping your workforce work from anywhere - speak to an 8x8 expert.



For more information, call **0333 043 8888** or visit **[8x8.com](https://www.8x8.com)**.

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