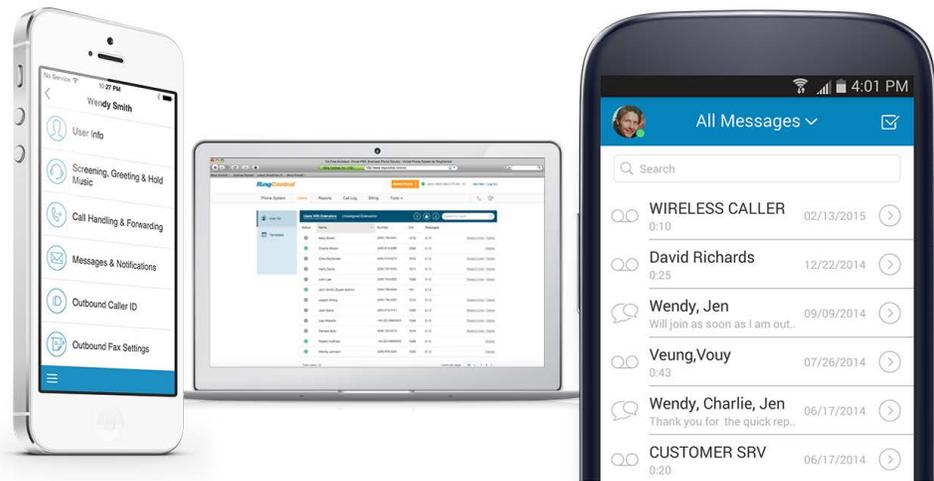


RingCentral IT Buyer's Guide



As an IT manager or consultant, you have important responsibility for your company's or clients' business infrastructure. And because small- and medium-sized businesses have unique needs — purchasing, implementing and managing solutions become an even bigger challenge.

With the RingCentral cloud business phone system, you no longer have to make compromises to meet your functionality, flexibility, and cost needs. You get a system that's more powerful than a traditional phone system, and has unmatched usability, mobility, and access from anywhere — all without PBX hardware to install or maintain. As you consider business communications solutions for your business or clients, see how RingCentral is addressing the pain points of IT professionals.



I need a system that's easy to deploy and manage

Simple setup • Manage from anywhere • We're here if you need us

RingCentral delivers unmatched simplicity when setting up and managing a phone system, whether it's for one location or fifty. Built on the RingCentral custom cloud platform means there is no PBX hardware to purchase or maintain, which eliminates complex configuration and lengthy, multiweek installations. You're able to purchase, set up, and customize your phone system in minutes. Your system is instantly activated; all features are available immediately. When you need to add users, or even set up a new office, you can do so in just minutes, online, from anywhere.

RingCentral is also the first phone system to enable setup and management from a smartphone. You can access your phone system from anywhere, without needing to be on site or having to use client VPN software to make changes. IT professionals gain significant savings in both time and money, especially if your business has multiple locations, since any emergency changes can literally be handled from anywhere.

New features are seamlessly added to the system without requiring hardware or software upgrades and maintenance. And there is no extensive administrator training needed. The easy-to-use, intuitive interface allows you to get up and running quickly and easily. If you ever need to speak with us, RingCentral implementation advisors and 24x7 support are only a call or click away, both at no cost.*

* 24/7 phone support is available for RingCentral Office plans with 2+ users. Phone support for RingCentral Office 1-user plans is available from 5 am to 6 pm US Pacific Time, Monday – Friday (excluding holidays). All RingCentral customers can submit a support case online 24/7.

Basically, any time we need to add a new employee or consultant, it's easy for us to deploy new employees on the system, whether they're local or remote in a very efficient, cost-effective manner. RingCentral is a plug-and-play solution.

— Howard Hellman,
Executive, Aerobyte

My biggest concern is reliability

Bi-coastal datacenters with 99.999% SLA • 2x capacity for growth • Redundant architecture

RingCentral has world class bi-coastal data centers that are SSAE 16 compliant, have a 99.999% SLA, and are co-located with all the major US telecommunications carriers. We currently handle over one billion minutes of voice traffic per year, and our facilities have more than twice the capacity currently used by our customers. You get the benefit of three layers of redundancy, ensuring that your phone system is always up, utilizing both load-balancing and failover technology.

I want more time to focus on mission-critical projects

Unparalleled ease of management • Eliminate time spent on basic changes • Complete control

RingCentral empowers you and your end users unlike ever before. Every aspect of the end-user experience, from faxing to staying connected remotely, is as easy as using a cell phone. Online and smartphone settings are uniquely designed for nontechnical administrators and users, with point-and-click simplicity. Users can instantly customize their phone and fax settings to work the way they want them to.

This ease of use reduces the burden on valuable IT resources when changes are needed, without IT losing control of company settings. Administrators can easily manage user settings and permissions while having the power to change company settings from anywhere. Employees are able to change their answering rules and extension settings in just minutes — even when they are out of the office.

The result is fewer support calls to IT and the ability to quickly adjust call handling, routing, and system settings rules based on your businesses' changing needs. You are finally able to focus on mission-critical issues and maintain full control of your phone system, without worrying about day-to-day operations.



I want an all-in-one solution

All-inclusive solution delivers the best value • Eliminate multiple bills • No cancellation fees

RingCentral replaces all your existing business communications services completely. You get an all-inclusive solution that contains a robust phone system in the cloud providing, reliable phone service, internet fax, business SMS, conferencing, online meeting, and more, for one fixed monthly price. No cancellation fees, ongoing maintenance fees or contracts are required. RingCentral eliminates the need for multiple vendors, and multiple bills, that traditional PBX solutions often involve. No traditional PBX can compare! You can also select best-in-class IP desk and conference phones that arrive ready to use for each user.



My users demand features—and lots of them

Advanced functionality • Mobility • Flexibility

No other provider for small and medium businesses offers the combination of advanced functionality, mobility, and flexibility that RingCentral does. With RingCentral, you get:

- A robust phone system in the cloud, with an auto-receptionist, music and messages when on hold, visual voicemail, multiple user and department extensions, and more.
- No billing surprises with unlimited calling and faxing (US & Canada account includes 1,000 toll-free minutes per month free).
- Device flexibility that enable users to decide where they want to take and place calls. Select from IP desk phones, the desktop app, and smartphone app for the iPhone and Android. Users can turn their smartphones into business phones with access to voice, text and fax messages, extensions dialing, and the ability to show their business number as their caller ID, all from the RingCentral app.
- Access from anywhere means administrators can manage their RingCentral phone system online or even from a mobile device—a first for the industry.
- Inclusive audio conferencing and online meetings let you get connected with you colleagues anywhere, anytime.
- Internet fax for each user to send and receive faxes at no additional cost. Every user's phone number can be used for both phone and fax; no need for a separate fax number or fax machine.
- Free number porting that is handled online, all from your account, at no cost. Simply complete the online wizard and required forms and we will take care of the rest. And so much more...

For a complete list of features, go to <http://www.ringcentral.com/office/phone-system-features.html>



I want a dependable provider I can rely on

#1 cloud business phone system • Top industry honors • 300,000+ businesses and counting

RingCentral is the #1 cloud business phone and fax solution provider. Over 300,000 businesses, small and large, rely on us for their mission-critical business communication. Building on the RingCentral custom platform, we've taken the best of what a traditional PBX offers, enhanced the capabilities, and placed it into the cloud. Now you don't have to deal with installing an expensive PBX, ongoing maintenance, time consuming training, and other common pain points.

We've recognized as one of the outstanding business communications solution providers by Gartner, Forrester, Frost & Sullivan, Forbes, Business Weeks, etc. We also earned many top industrial honors, including the PC Magazine Editors' Choice, EY Entrepreneur of the Year, Unified Communications Product of the Year from TMC, and much more. Partners such as AT&T and Ingram Micro also rely on the RingCentral platform to deliver services to their customers, all powered by RingCentral.

For more information on RingCentral and our solutions, visit www.RingCentral.com, contact your RingCentral representative, or call **855-774-2510**.

Purchase RingCentral Office online in just minutes, or contact sales to customize a package tailored to your business needs.