

# Cloud Phone System Buyers Guide

What to look for in a business phone solution.



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# What is a cloud business phone system?

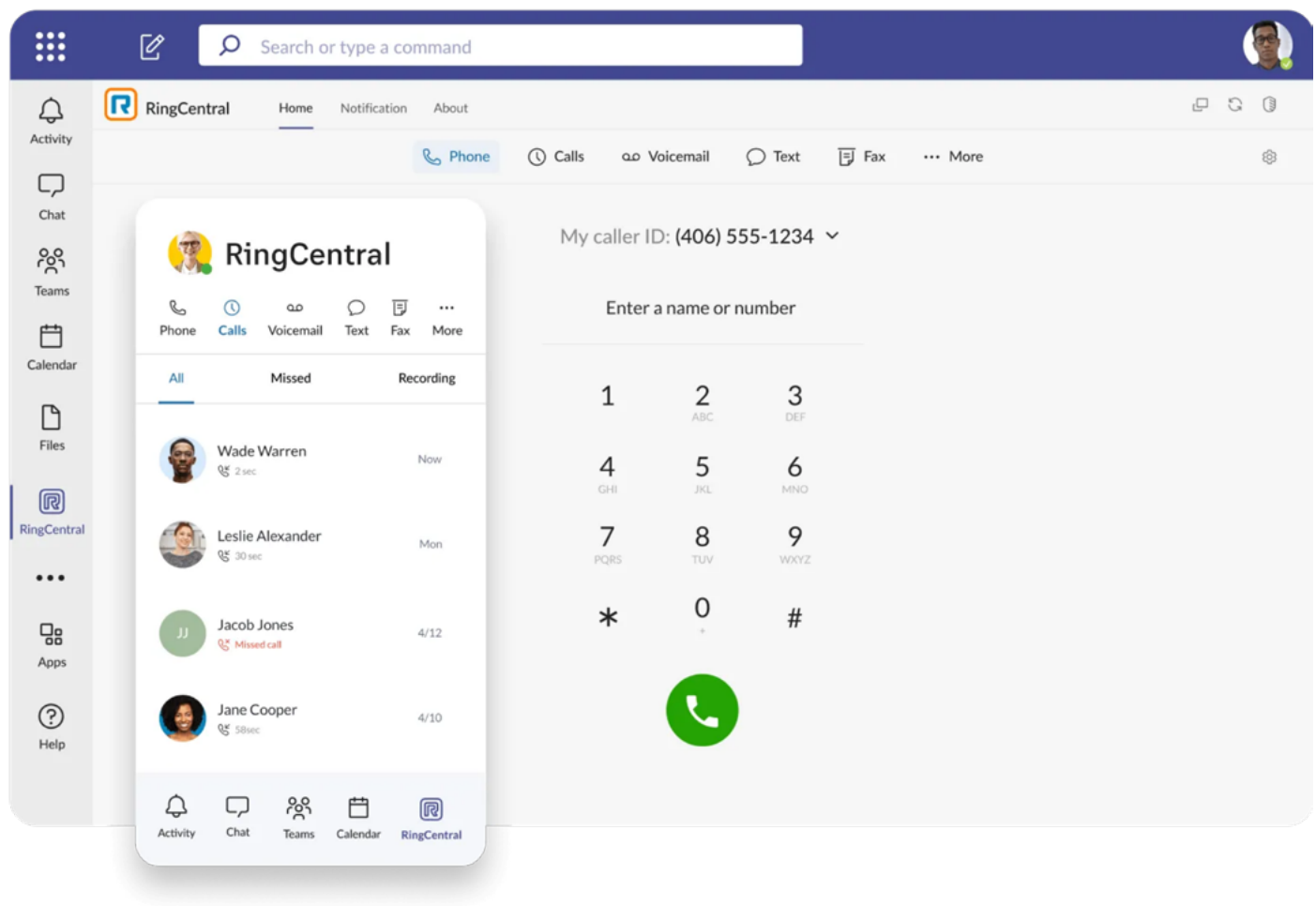
A cloud phone system is a virtual phone system that uses the internet to make calls, send messages and faxes, and conduct video conferences from any laptop, desktop computer, or smart device. Cloud systems provide mobility, flexibility, and robust features in an affordable package suited for small businesses. Enjoy the carrier-grade reliability and security of traditional landline phone systems with the dexterity of digital communications: texting, unlimited calling, conferencing, international numbers and business numbers, frequent automatic upgrades, and around-the-clock customer support.



# How is cloud different from traditional?

With a conventional phone system, you could pay thousands of dollars up front for hardware and setup. Monthly contracts are confusing and often include hidden fees for upgrades and maintenance.

Cloud phone solutions work over the internet, so the only on-site hardware you would ever need is the phones. Setup is quick and easy and can be done from a mobile device by any admin, rather than requiring a trained IT technician. Pricing is transparent and all-inclusive, with no surprise add-on costs. You can configure users and offices globally online, even from your smartphone.



# What is VoIP?

Voice over internet protocol (VoIP) is simply phone service over the internet. VoIP solutions allow you to use the cloud for your phone services instead of traditional phone services that work with cupboards full of wires and physical hardware, usually for less money and with more features.

## Conventional landlines



On-site hardware could cost thousands up front



Complex implementations could cost thousands more



Required contracts have early termination fees



Service and hardware upgrades require additional fees



Premium technical support requires additional fees



Maintenance requires trained IT technicians on site



Lengthy request process to make service changes

## Cloud phones



No on-site hardware needed, ever



Fast and free implementations included



No monthly contracts



Free upgrades to new functionality



Free 24/7 customer support



Self-manage the system from any smart device



Add or reconfigure lines at will

# The benefits of a cloud phone system

## Made for businesses big and small

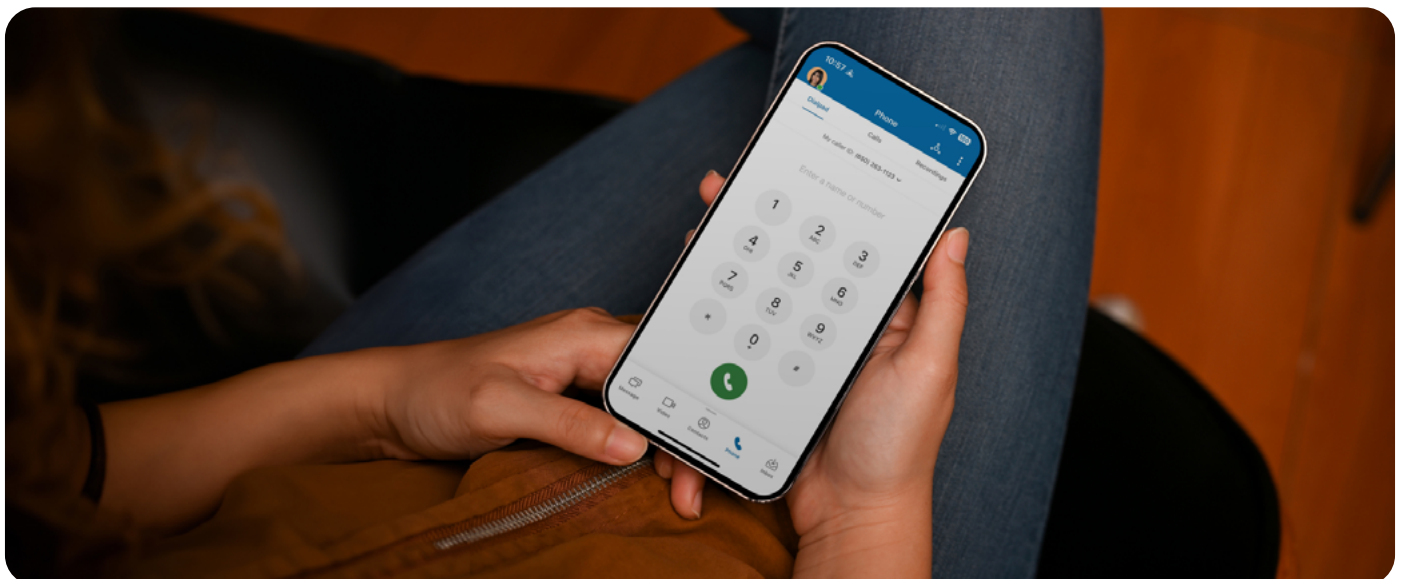
Whether you are just starting out, expanding, or have multiple offices and many employees, a cloud phone system fits your size and suits your needs. It's easy to scale, even globally, when implementation, configuration, and upgrades can be made by any admin on any device with an internet connection. Read why [Advantage Plumbing](#) chose RingCentral to improve its communications functionality while lowering costs.

## Affordable

Cloud phone systems cost up to 30% less than traditional landline phone systems because there is no clunky hardware, and maintenance and upgrades happen automatically online. There's never any need to hire IT support when any admin can make changes at any time.

## Secure and reliable

High-quality VoIP providers ensure end-to-end encryption on every device and for every call. Look for a cloud provider that has geographically dispersed data centers that provide failover in the case of a natural disaster. With security and reliability built in to your service, you'll never have to worry about breaches or outages.



## Flexible and mobile

Never miss a call—host and attend video conferences from anywhere with a mobile VoIP phone system. You can hold meetings, send faxes and text messages, and make calls from any smart device from wherever you are. You can have a toll-free business number across all devices, even when you use your personal smartphone.



## Easy to set up and use

With a cloud phone system, your phones arrive preconfigured and ready to go. You can set up an entire office of users within a day with implementation support and seamless number porting (so you can use your own numbers).

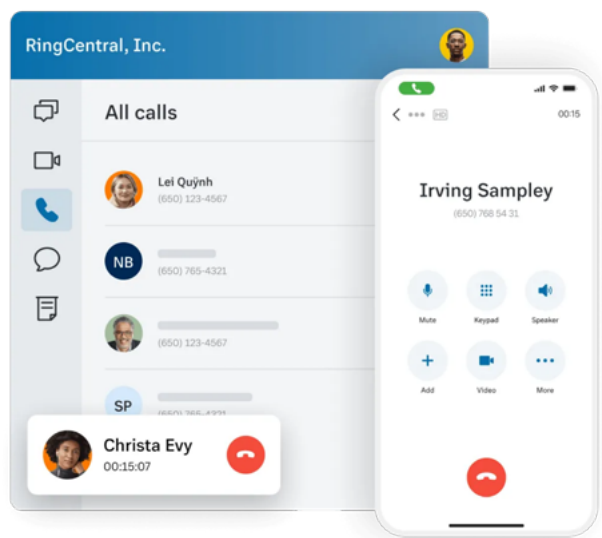
## Ongoing support

Any technical support, consultations, or education should be available to you 24/7, on the channel of your choice. Find a provider that offers free support over phone, chat, or email. An established VoIP provider will support you from setup on day one and implementation throughout your journey and customer relationship.

[Explore more](#) benefits of a VoIP system.

# The features of a cloud phone system

VoIP phone systems offer a host of features that you might not have even considered. Most plans come standard with:



International calling



Instant messaging



Internet fax



Video conferencing



Freephone and vanity phone numbers

Exceptional VoIP providers also offer drill-down calling features, such as:



An Auto-Receptionist\*



Call forwarding



Call Flip\*\*



Ability to transcribe conversations



Auto call recording

\*AI phone receptionist to route calls

\*\*You can be on a call and flip it to another phone or device without disrupting the call



As well as robust administrative features, such as:



Customised greetings



Music on hold



Number porting included in the setup



Multi-site management



Call monitoring and logging



Auto-forwarding



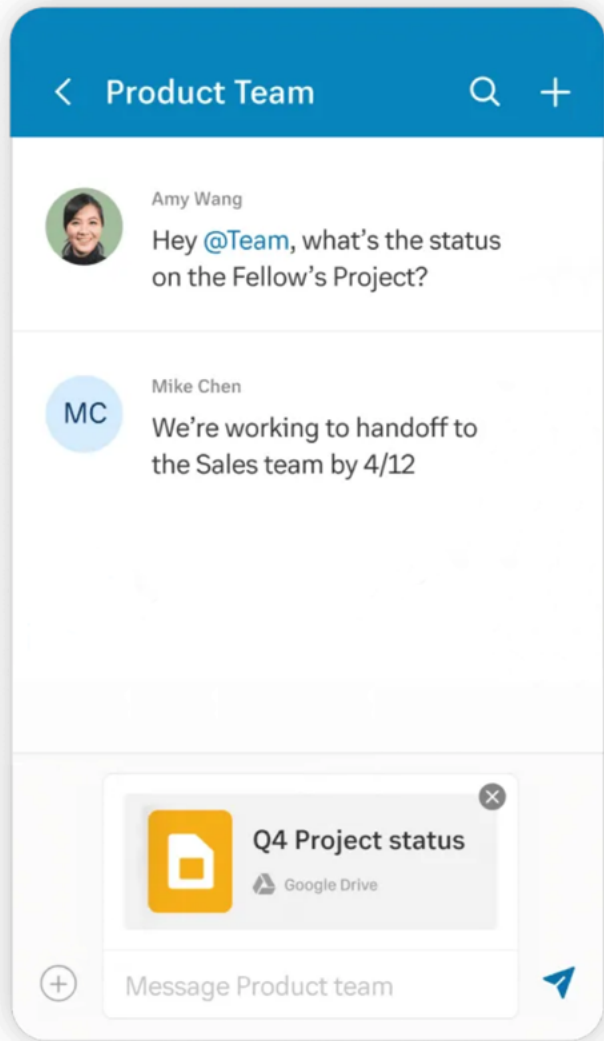
Manage settings via mobile app



Easily editable IVR



Custom performance tracking reports



Other features such as Single Sign-on and roles and permissions ensure the security of your communications. Analytics and reporting features track and shed light on quality of service as well as contact centre agent performance and customer service experiences.

Integrating with popular apps is essential in a business phone system. If you are already using Salesforce, Google, or Microsoft applications, for example, find a phone system that seamlessly integrates with them for a unified experience, eliminating toggling between apps and providing all-inclusive pricing.

[Learn more](#) about the many features of a robust cloud phone system.

# About RingCentral

RingCentral is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. Visit [ringcentral.com](https://ringcentral.com) to learn more.