5 reasons why cloud communications help scale your business

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Executive summary

Scaling a business is a significant challenge—especially when multiple locations are involved. As businesses grow, their communication needs evolve. Traditional on-premises communications systems can make scaling even more challenging with high costs, inflexibility, and lack of functionality.

Cloud communications software offers an antidote to cumbersome, expensive scaling and management. Businesses can save time and money by migrating from an on-premises communications system to a cloud-based solution that empowers them to scale seamlessly and efficiently.

Here are five reasons why businesses should adopt cloud communications in order to scale their business.

Access to innovation & AI

For any company aiming to empower employees, improve customer experience, and accelerate revenue, access to technological innovation is a strategic imperative. Companies with instant access to innovation get an advantage over their competitors.
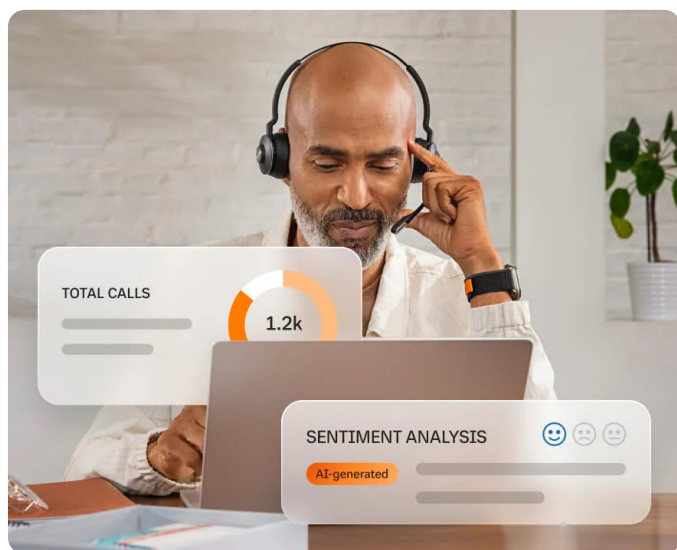
Cloud platforms present a more immediate opportunity for businesses to take advantage of innovations and product development. Implementing new technology in an on-premises PBX can be time-consuming and expensive. Businesses using cloud solutions can swiftly adapt and scale, allowing them to capitalize on advancements in technology with agility and at a fraction of the cost.

Cloud-based software is the best way to access innovations in AI technology, which offers businesses further opportunity to scale their operations. AI is exceptionally useful for automating processes, deriving insight, and delivering cognitive engagement.

Tools such as auto-generated communication transcriptions and summaries, analytics reporting, and pattern-based sales coaching take care of repetitive tasks, bringing a quick and high return on investment. Freedom from these busy tasks allows employees to focus on valuable, strategic activities that contribute directly to business growth.

Effortless user management

Managing a constantly evolving user base can be a logistical nightmare, especially with traditional on-premises communications systems. This is where cloud communications platforms shine, offering a simpler and more efficient approach to user management.

On-premises solutions often require manual configuration for every new user, which gets laborious, especially when adding staff across multiple locations. The complexity involved introduces room for error. Scaling an on-premises system often requires expensive hardware upgrades, further hindering agility and adaptability.

Cloud solutions eliminate the need for manual configuration. New users can easily be added through web portals in a matter of minutes. Automated onboarding processes handle extension assignment, permission settings, and feature provisioning.

Businesses can easily adjust their cloud communication infrastructure to accommodate changes in staffing or organizational structure. This allows for effortless scaling without the hardware limitations or complex configuration procedures associated with on-premises systems.

Features like self-service portals allow users to update contact information and voicemail greetings, or manage call forwarding rules independently. This reduces the burden on IT teams and empowers employees to personalize their communication experience.

Agile security management

Security management with on-premises PBX systems creates a number of challenges. IT teams have to invest their time to ensure systems are up-to-date with the latest versions to combat new threats. They also have to ensure the physical security of their systems. As businesses seek agile solutions to navigate evolving security landscapes, the limitations of on-premises PBX systems become increasingly apparent.

Cloud communications platforms offer a centralized, user-friendly approach by simplifying the permissions management process.

Centralized management

Administrators can manage user permissions from a single, web-based interface. This eliminates the need to access individual devices or navigate complex system settings, simplifying control and reducing the risk of errors.

Role-based access control

Administrators can define pre-configured permission sets based on specific roles in the organization (e.g., Sales Representative, Marketing Manager, Customer Service Agent). Assigning users to these roles automatically grants them the appropriate permissions, streamlining the process and ensuring consistency.

Granular control

Administrators can control access to specific features, functions, and data sets on a user-by-user or role-by-role basis. This provides the flexibility to ensure users have the necessary access to perform their jobs effectively, while minimizing security risks by restricting access to sensitive information.

Streamlined license management

On-premises systems often require separate licenses for each user, feature, and location. Keeping track of these licenses, ensuring compliance, and managing upgrades across different territories can be a daunting task for IT teams. On-premises solutions often lock businesses into upfront license purchases, even if their needs change or user numbers fluctuate.

Single subscription model

Cloud solutions typically operate under a single, global subscription model. Businesses pay a predictable monthly fee per user, with access to a predefined set of features.

Scalability on demand

Businesses can easily add or remove users as needed, with their subscription fee automatically adjusting accordingly, so they only pay for what they use.

Automatic feature updates

Cloud subscriptions typically include access to all features and functionalities offered by the platform. Separate licenses for additional features aren't needed, and businesses can always access the latest functionalities.

Reduced IT burden

Managing licenses takes a significant load off IT teams. Cloud providers handle license management, freeing up valuable IT resources to focus on more strategic initiatives.

Guaranteed uptime and disaster recovery

Downtime or disruptions can have a devastating impact on productivity, customer satisfaction, and revenue. This is where cloud communication platforms shine, offering unparalleled uptime guarantees and robust disaster recovery solutions that exceed the capabilities of traditional on-premises systems.

99.999%

Cloud providers often boast near-perfect uptime guarantees, with some as high as 99.999%.

On-premises communications systems are susceptible to a number of vulnerabilities that disrupt operations, such as hardware failures, power outages, and natural disasters. Reliance on internal IT staff for troubleshooting and recovery can lead to significant delays in restoring functionality. On-premises solutions often require upfront investments in backup infrastructure and disaster recovery planning, adding to the overall cost and complexity.

Cloud communications platforms offer a level of reliability and redundancy that is unmatched by on-premises solutions. Cloud providers invest in geographically distributed data centers with redundant systems and backups. This ensures that if one data center experiences an outage, communication infrastructure remains operational in another location. Cloud providers often boast near-perfect uptime guarantees, with some as high as 99.999%.

Cloud platforms have built-in disaster recovery protocols that automatically kick in during an outage. The vendor handles infrastructure management and disaster recovery, freeing up internal IT teams to focus on other tasks. The inherent scalability of cloud platforms means businesses can easily increase resources to handle a surge in traffic, ensuring critical communication channels remain open even during peak usage periods.

Conclusion

Seamless communication is the cornerstone of successful global businesses. When it comes to managing a geographically dispersed workforce and diverse communication needs, cloud communication software is the ideal solution.

Migrating to a cloud platform means businesses get access to effortless scalability, simplified user management, streamlined licensing, guaranteed uptime and disaster recovery, and constant innovations—and that's just for starters.

A wealth of further benefits can be unlocked by moving to the cloud, from lower total cost of ownership to enhanced collaboration opportunities and advanced security features. By embracing cloud communication software, global businesses unlock the power to scale efficiently and maintain seamless communication across borders.

As a market-leading cloud communications provider, RingCentral gives businesses a valuable competitive edge. Flexible migration paths make it simple to move to the cloud on your terms, unifying phone, video, messaging and more into a single app. RingCentral's 99.999% guaranteed uptime provides stability and peace of mind while keeping total cost of ownership low. The platform is scalable and flexible, allowing you to effortlessly add new lines, users, or locations—whether it's across town or across the globe.

RingCentral offers experience, technology, and seasoned onboarding teams with a depth of IT and telephony expertise to ensure that your transition to a cloud communications system is seamless. The time to move your business communications is now. Put your business in good hands with RingCentral.

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About RingCentral

RingCentral Inc. (NYSE: RNG) 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. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.