

# HOW CLOUD PBX CAN BENEFIT YOUR BUSINESS

WHAT EVERY BUSINESS NEEDS TO KNOW  
ABOUT CLOUD SYSTEMS



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## INTRODUCTION

The cloud technology has advanced over the past several years and now offers a variety of applications for consumers and businesses alike. This advanced technology provides access to data over an array of devices that are connected via internet. The cloud technology now carries over into Cloud PBX systems and through access of a cloud PBX provider, you can have a PBX system setup that offers all advanced features without the requirement of setting up the equipment in your office.

The Cloud PBX systems offer easier access, require less space, and provide advanced functions all at a lower cost than the original PBX systems.





## WHAT IS CLOUD PBX?



PBX is the acronym for Public Branch Exchange and is used in reference to the technology that is used by telephone providers in which to route calls. All of this is done over the internet through a hosted PBX provider. With the cloud PBX hosting environment, it makes it easy for companies to advance as features become more available and as business needs grow; all without worrying about major system upgrades as with the original setups, pre-internet.

## HOW DOES IT WORK?

Since all cloud-based technologies require an internet connection, you must have this in place. This is done through a VoIP system or other IP (Internet Protocol) connection through your office.

Access to the Cloud PBX is set up specific to each entity as a personal account and login information. This enables you to use the system from any area within your business that is incorporated as part of the initial setup and connection. Of course, this can be expanded upon or changed as needed. Additionally, it even allows the addition of cell phones, laptops or tablets; so if you're frequently working outside of the office, you have the flexibility of staying connected practically no matter where you're at, as long as you have connectivity.

The provider of your Cloud PBX service is responsible for managing, storing, and backing up all the data you need access to. Therefore, if you experience computer failure, you don't have to worry about losing data.

In summary, the cloud PBX system access begins with your computer, which the call is routed through and communicated via your Cloud PBX service provider; at which point the call reaches its destination.

## IS CLOUD TECHNOLOGY SECURE?



While there have been concerns regarding the security of these technologies, the cloud service providers are more than aware of the implications of poor security or breaches on private information.

The Cloud PBX service providers realize you've entrusted your security and service in them, therefore strict privacy policies are in place for your review and to instill your confidence in their services.

However, being that you have login information for the system, some of that responsibility falls on you, your business and your staff to protect it; just as any other log in access you have for software, bank accounts, etc.

## WHY YOU SHOULD OPT FOR A HOSTED PBX SYSTEM

Unlike the setup of a traditional PBX phone system, whereas once you purchased and installed it, you were, for the most part stuck with it. However, with the hosted Cloud PBX phone system, the setup is much easier and faster. It involves no downtime for your business and most of the work is done for you, saving you from the stress and headaches.

### BENEFITS OF OPTING FOR THE CLOUD ENVIRONMENT

More businesses are opting for this environment because of its cost effectiveness and convenience.

#### NO IN-HOUSE MAINTENANCE COST

All systems maintenance is taken care of by the service provider. This means no need to have staff onsite to maintain the PBX system.

#### LOWER INITIAL SETUP COSTS

Just as there's no expensive hardware and installation costs, the initial costs for setup are low since everything is virtual.

#### EASILY SCALABLE

Whether your business gets to a point of upgrading or downgrading the options are endless. Systems can easily be scaled to meet your company and budgeting needs.

#### USER-FRIENDLY

Use of the system is the same as with other phone systems and require little to no training whatsoever. The system is very user-friendly and intuitive, especially for anyone familiar with a traditional PBX system.



## GOES WITH YOU

Features of the Cloud PBX system go wherever you or your staff are, as long as internet access is available. In addition to this, if you have multiple locations, they can all be integrated into the same phone system, eliminating the need for inter-office call charges.

## ADVANCED COMMUNICATION OPTIONS

If you're on a call but need to run to another appointment, no worries, continue talking and collaborating no matter where you're at. The advanced features of instant messaging and mobile apps offer even more options.



## WHAT INNONET'S CLOUD PBX CAN DO FOR YOUR BUSINESS



More than seventy-five percent of businesses across the world have shifted to some form of cloud service. In the past, businesses relied upon physical on-site equipment which were cumbersome, expensive and limiting. However, with the cloud phone system access, your business can benefit from off-site data storage.

### INNONET OFFERS YOU SOLUTIONS

At Innonet, we make it easy for your business to have the most effective communications possible, not only for staff but for clients as well. We can provide customizable solutions for your business with our Cloud PBX all-in-one communications setup. It combines various modes of communications including voicemail, email, fax, voice, video and mobile. It even offers easy connectivity between multiple locations, so if you have various satellite offices and even team members who work remotely, Innonet has the ability to unify phone communications for your entire organization. Through this integration of all encompassing systems, it can improve efficiency for your business.

## COST SAVINGS FOR YOU

Because the phone system is cloud-hosted, it saves you money from incurring upfront costs of an on-premise IP-PBX. It doesn't stop there, the system can still expand along with your company, to whatever degree you'd like.

## A SYSTEM THAT GROWS WITH YOU

Upgrades and expansions are easy with Innonet's Cloud PBX system, unlike the traditional on-site systems which require a large investment for hardware upgrades.

## WE UNDERSTAND THE IMPORTANCE OF CUSTOMER SERVICE

This flexibility allows you to focus on growing your company and providing convenience and value to your clients. At Innonet, we know that phone communications is a major part of providing optimal customer service. Our systems offer quality service so conversations are clear and audible. Also, speaking of customers, we know hold-times for callers are unavoidable at times and that is why we've made our Cloud PBX phone system easily customizable. One of these customizations is the ability for you to upload files for marketing specific to your business. Whatever your needs, we will work with you to create a system specifically tailored to your needs.

## CLOUD PBX FEATURES



There are a variety of features available with Cloud PBX services. This enables you to customize a plan specific to the needs of your business. Some features include the following:

### #1 CLASSIC BUSINESS FEATURES

The classic business features offered from traditional in-house PBX systems are available through Cloud PBX, plus the convenience of instant messaging and integration of mobile apps and video conferencing.



## #2 CLOUD CONTACT CENTER

This is a centralized center complete with omni-channel features, which allows service representatives to focus on customers and supervisors to focus on staff members, rather than dealing with headaches of managing the phone systems.

## #3 BUSINESS CALL RECORDING

Easily record incoming and outgoing calls as a means of monitoring customer service, marketing and sales. If your business has certain compliance regulations to adhere to, those can be incorporated as well.

## #4 VOICEMAIL

Voicemails can be accessed with a quick login, easily, quickly and from any of your connected devices.

## #5 UNIFIED COMMUNICATIONS

This provides flexible interconnectivity across a variety of sources.

## #6 FAXING CAPABILITIES

Easily receive and send faxes from any device at any time. You even have the option to save for future reference and print in .pdf format as needed. Each fax is timestamped along with the time and caller ID

## #7 WEBRTC COMPLIANT BROWSER

This is a browser application that again works on any device of your choice and the WebRTC provides for easy transition making it virtually unnoticeable to users. This means that no timely training is required.

## #8 BUSINESS ATTENDANT FEATURE

With this feature you can easily route calls as necessary using phone key-options or voice response menus. Multiple phones can ring in sequence or simultaneously with the capability of incorporating multiple users and phones.

## #9 CONFERENCE CALL CAPABILITIES

Conference calls can easily be made with phone system features; adding or removing callers during the same phone call. The possibilities are endless, limited only by the number of extensions you have included in your account.

## #10 ON-HOLD MUSIC

With the on-hold music feature, customers will not experience long bouts of silence wondering if they've been disconnected. Additionally, on-hold music features can be programmed for specific users.

## #11 UPLOAD CUSTOM HOLD MESSAGES

In addition to the on-hold music feature, you can use the hold time to share news, events and product information to your customers while they wait. This is a wonderful marketing tool.

## #12 DND (DO-NOT-DISTURB) FEATURE

This feature allows you the option to remove one or multiple phones from the call queue, which comes in handy if someone is on vacation, in a meeting or simply needs some uninterrupted time.

## #13 VOICEMAIL TO EMAIL

Voice-mails can be converted to email via SMS, whereas you can access the complete message in your email or merely get an email notification that your have voice-mails waiting for you.

## #14 PROGRAMMABLE HOURS

This allows you to program the phones to ring during business hours and/or send calls directly to voicemail. There are a variety of programming options to customize to your needs.

## #15 CALLER-ID

Whether answering the phone in your office or via cell phone, you can maintain your business presence by having the caller id displayed as you wish.

## #16 CALL TRANSFER ATTENDED

The transfer feature works for both inter-office extensions and to external phone numbers. Transfer extensions can be programmed for convenience.

## #17 CALL TRANSFER BLIND

Calls can be quickly transferred using this feature which allows for the transfer to happen without the callee first picking up to accept the call. By using the pre-programmed feature, frequent transfers can be designated to a single key, making it even faster and convenient.

## #18 PHONE DIRECTORY ACCESS

You will also have the ability to store contact information and create a call directory that fits your specific needs. This directory is easily accessible for calling and faxing services.

## #19 CALL PARKING

Callers can be transferred into a specific group so it can be easily be picked up from any other SIP phone in the account

## #20 TANDEM PHONE SETUP

If you routinely switch between various phones, you can set them up in tandem. For example, your mobile phone and SIP phone can be set up this way and both will ring simultaneously. It is completely your choice which one you answer.

Our vast selection of features are all to provide the phone capabilities you need for business. Offering specifically tailored services that suit you.





## INNONET IS HERE FOR YOU

Established in 2014, Innonet is a forerunner for cloud pbx systems designed to provide collaborative system that integrates multiple services for you. Our phone services enable team members to communicate with ease, without location restrictions.

### QUALITY AND SERVICE

At Innonet, we understand that each and every business needs services made-to-order specifically for them. With years of service and experience, we know a “one size fits all” mentality does not offer quality. Our equipment and networks are top quality and suit the requirements of businesses whether large or small spread across the world or from a variety of remote locations.

### SUPPORT

We have a knowledgeable, friendly, professional support team who is there for you when needed. Our team of professionals is always learning and researching the newest products and technologies so we are ready to grow right by your side.

### BUSINESS HOURS

Our business hours are set in a way that enables us to be available for you as much as possible. If you need after hours support, we will be available to offer that as well.

## SUMMARY

Cloud PBX phone systems are the way to go. With features and access virtually at your fingertips is available to you in the office and on the go. It also provides multiple options to change and expand as the demands of your business change. Growth and upgrades can be done without incurring major equipment costs.

**Contact Us Today To Get Started!**



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