



# When is the right time to move to cloud communications?



The use of cloud technologies has been rapidly increasing over recent years with a forecast of over 85% of UK businesses adopting cloud by 2018.<sup>1</sup>

If you are planning on moving to the cloud you are not alone as more than 63% of surveyed UK businesses said they are planning on moving their entire IT estate to the cloud in the near future. UK businesses are moving a whole host of services with Microsoft leading the way with their Office 365 service.

### The most popular reasons for businesses moving to the cloud:



Scalable



Reliable



Flexible

These are the same 3 reasons as to why businesses adoption of cloud telecommunications is also growing so rapidly.

1. Madeline Bennett 'Why cloud computing should be at the heart of your business' November 2016 The Telegraph. Accessed 27th November 2017

# Is every cloud the same?

There are 3 main types of cloud technology:

## Private Cloud

This is a cloud infrastructure that can only be accessed by one business/organisation.



### iPECS vUCP

A virtualised iPECS platform dedicated to your business, hosted in a data centre.

## Public Cloud

This is the most common type of cloud service used within businesses. The service and hardware are hosted with the cloud provider and use shared resources.



### iPECS Cloud

Multitenancy platform delivered from our London Dockland data centre.

## Hybrid Cloud

This can include a combination of technologies and usually integrates on-premises equipment with either private or public cloud technologies.



### iPECS Cloud & On-Premises

iPECS cloud with an on-premises iPECS UCP local survivable server, ensuring that if the internal connection fails it will have a backup connectivity source.

# I like the idea of moving to the Cloud, but have some concerns!

The majority of businesses share similar concerns regarding the adoption of cloud<sup>2</sup> including:

- Lack of Resources/Expertise
- Security
- Cost Control

Whilst all the above are genuine concerns they should not put a business off from moving to the cloud.

## 1. Lack of Resources/Expertise

Cloud platforms are built to be as user friendly as possible and can usually be easily deployed in a partnership with a cloud provider or reseller. Most UK cloud telecommunication providers offer simple setup and management if you do not have the relevant resources available in-house.



## 2. Security

This used to be the main concern of early adopters to cloud but in recent years has become less prominent. According to Gartner major cloud providers are “as, if not more secure than most enterprise data centres”. Certainly more secure than the average office comms room.



## 3. Cost Control

This will depend on the provider you opt to use but most cloud telecommunication providers offer full visibility of monthly costs and also allow you to easily scale users up or down. This significantly reduces costs for expanding businesses.



# So, when is the right time to move my telecommunications to the cloud?

There is really no cut and dried answer to this question as each UK business may have different requirements for their communications.

If you are a business that needs bespoke integration into other on-premises software or need to meet strict regulatory requirements, then on-premise may still be the best option. The majority of Ericsson-LG handsets and on-premises systems are already cloud enabled. So, if you are looking for an on-premises system with a view to move to the cloud in the near future you will have no need to replace any hardware. ***Please view our Cloud vs On-Premises document for more details.***



Cloud telecoms is now extremely reliable and BT have also announced they are due to terminate ISDN (Integrated Services Digital Network) services by 2025. ISDN was previously the primary method of connecting an on-premises phone system to the telephone exchange to allow the transmission of voice and video. This has been superseded by **SIP (Session Initiation Protocol)** that essentially uses the internet and cloud technologies to route voice and video rather than the old digital network. This means even if you are using an on-premises phone system you will still be routing your calls via the cloud when this change is implemented.

If you are considering a new phone system or nearing the end of a contract on a current on-premises system then it is definitely worth considering a move to the cloud. It can considerably reduce upfront costs and increase flexibility.

If your business is in the process of implementing a cloud strategy for other services including email, office applications, storage or CRM it may also be the time to plan to move your telecommunications to the cloud. This will enable your workforce to work flexibly whilst on the move using unified communications applications from mobile devices.



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