

# 3

## REASONS WHY THE CLOUD IS BETTER THAN YOUR PBX

Every business wants to be agile, scalable, and future-proof. But it's nearly impossible to get there if you're still using an aging PBX or key system. Here are three ways switching your communications service to the cloud can take your business to the next level:



1

### DIFFERENT EXPENSES

Buying a PBX outright is a sunk cost. Your cloud expenses should be giving you access to premier tools that allow you to quickly grow your business.

You now can increase productivity by paying for the additional features you need, but only for those people who need them. Get the feature-rich elements of incorporating your voice, text, and documents all from within your workspace tool.



2

### ONLY PAY FOR THE SEATS YOU USE

Purchasing a PBX system means you need to predict how many seats your company will need *years* down the line. Guess wrong and you either outgrowing your system too quickly, or waste money on extra seats.

With unified cloud communications, it's easy to scale your licenses up or down. This is especially useful if you have seasonal peaks in demand, your business skyrockets, or your market takes a tumble.



3

### IMPRESS CLIENTS WITH ADVANCED COLLABORATION TOOLS

With features like a multimedia contact center, group video conferencing, and team messaging apps, your business can look bigger than it really is. You can even try out new capabilities on your own before officially rolling them out to your team.

When your communications service is on the cloud, you decide which employees get what features and functions. Give employees precisely what they need, and nothing more.

