

HOW TO REDUCE COMMUNICATION COSTS



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No matter where you are located, what size your business is or what industry you are in reducing the costs associated with running your business is probably one of the few universal goals of any business. But as we all know, it's not always easy, particularly when looking at company communications. Businesses are continually on the lookout for ways to keep expenditure low, but this needs to happen without sacrificing functionality or quality.

Many businesses don't know where to start when looking to cut the cost of communication. Throwing away legacy hardware investments cannot always be justified, yet neither can the time and money that continues to be spent supporting these - this catch 22 is where more businesses are realizing the benefits of hosted telephony solutions.





An increasing number of businesses are moving away from traditional on-site telephony solutions with more and more IT managers asking themselves, “How do I transition to the cloud?” before adopting a hosted solution (Cloud PBX) as a direct replacement. Currently, there are 38 million hosted Voice over IP (VoIP) and Unified Communications (UC) seats and the number of VoIP and UC users is forecast to total 74 million by 2020 according to HIS Markit’s Business Cloud VoIP and UC services Annual Market Report. This means that an overall increase of 95% is expected in the next few years, or 18% increase YoY.

New technologies offer new ways of collaborating and interacting, but without the entire organisation embracing these tools, IT is left trying to please a workforce with diverse needs and preferences.

Crucially, cutting back on your communications spend shouldn’t mean compromising on features and applications, or making do with an inferior communications infrastructure. Any IT communications infrastructure that gives you the same or a better output for a lower cost than you’re currently paying has to be worth investigating.

Here’s our five steps on how to evaluate your business communications approach to save money.





1

ALIGN YOUR INFRASTRUCTURE WITH BUSINESS GOALS

Before making any changes, first evaluate your current communications set up - your network, hardware, and software applications. Consider what serves your organisation well in helping to meet business goals and the areas that need to be improve.

The views of users can give important insights. Ask employees what systems they see most value in and those that cause frustration. For example, perhaps you may be paying for conferencing services that aren't used, or maybe a restriction on the number of ISDN lines is causing queues and customer service problems.



2

VIRTUALISE YOUR IT INFRASTRUCTURE

As video conferencing and IP become more commonplace, they place increased pressure on the network. By virtualising your servers, storage and networks, you don't have to pay for extra capacity and bandwidth just to make sure you can operate effectively and support staff and customers.

Virtualised environments dynamically allocate IT resources to your needs - and you only pay for what you use. You'll also benefit from being able to scale easily and reduce the time that needs to be spent on supporting and upgrading hardware. And, once you're working in a virtualised environment, you can start taking advantage of services and applications that are available through cloud telephony.



3

MIGRATE TO THE CLOUD

One of the key benefits of hosted telephony is the delivery of communications tools through the cloud means you don't have to buy and host individual applications or pay to support them. Instead, you simply buy the software licenses that your business needs and let your supplier handle the maintenance, fixes and upgrades to new versions all as part of the service.

Critically, the cloud removes the requirement for up-front, capital expenditure, allowing SMBs to now access the advanced communications tools that used to be the privilege of large enterprises with money.



4

USE A SINGLE COMMUNICATIONS SUPPLIER

Consolidate all the disparate parts of your communications infrastructure into a bespoke solution from one supplier. The cost reductions can be significant, giving you a single point of contact, one bill, and support from a provider who knows your business and will pass on cost savings by combining multiple tools and software into one solution.

The challenge, therefore, is to select an independent supplier that will work with you in partnership to understand your requirements, how your business works, and what you're trying to achieve. Choose the right partner and you will find a communications solution that's completely right for your business, reducing unnecessary spend on features you don't need.



5

ENCOURAGE HOME AND REMOTE WORKING

Workforce mobility is a significant trend, which is underpinned by modern communications technology. Today's tablets, smartphones, laptops and mobile networks enable employees to set up shop wherever they need to be, whether at home, on the daily commuter train, or in a café between business meetings.

Through UCaaS, businesses and their users can access the same rich communication and collaboration features and applications, no matter where they are or what devices they're using, to enjoy more efficient, productive interactions.





THE KEY TECHNOLOGIES



Wavenet Skype Connect: Wavenet Skype Connect brings together the call features of a traditional phone system with the user-friendly interface of Skype which allows for scalability, flexibility and mobility. Wherever you are on your journey to the cloud, Wavenet Skype Connect will enable you to take a low risk approach to migrating your business communications and office to the cloud, leveraging the many benefits of cloud technology whilst allowing for integration with your existing infrastructure.

ShoreTel Connect: Wavenet are the only platinum ShoreTel Reseller in the UK and ShoreTel CloudConnect is the communications platform for business. Through the use of a single platform, businesses are able to utilise different options on either cloud or on-premises as well as various hybrid solutions. It has been designed to be the most reliable, flexible and intuitive business communications solution which brings a fundamentally different approach to the end user communications experience across the latest phone system technology.



WANT TO FIND OUT MORE?

If you want to find out more, why not head to www.wavernetuk.com where we have blogs, whitepapers, product specific information and just about everything else to help you cut your communication costs.

If you think you have heard everything you need to, give us a call on 0333 234 0011 and speak to one of the team about how you can reduce your communication costs, improve efficiency and start reaping the benefits immediately.

