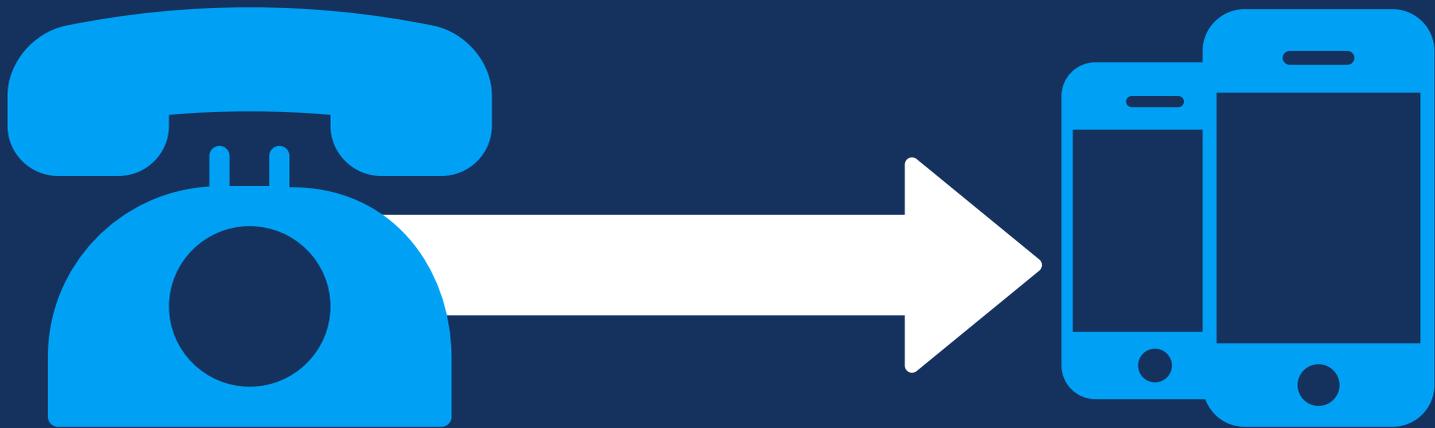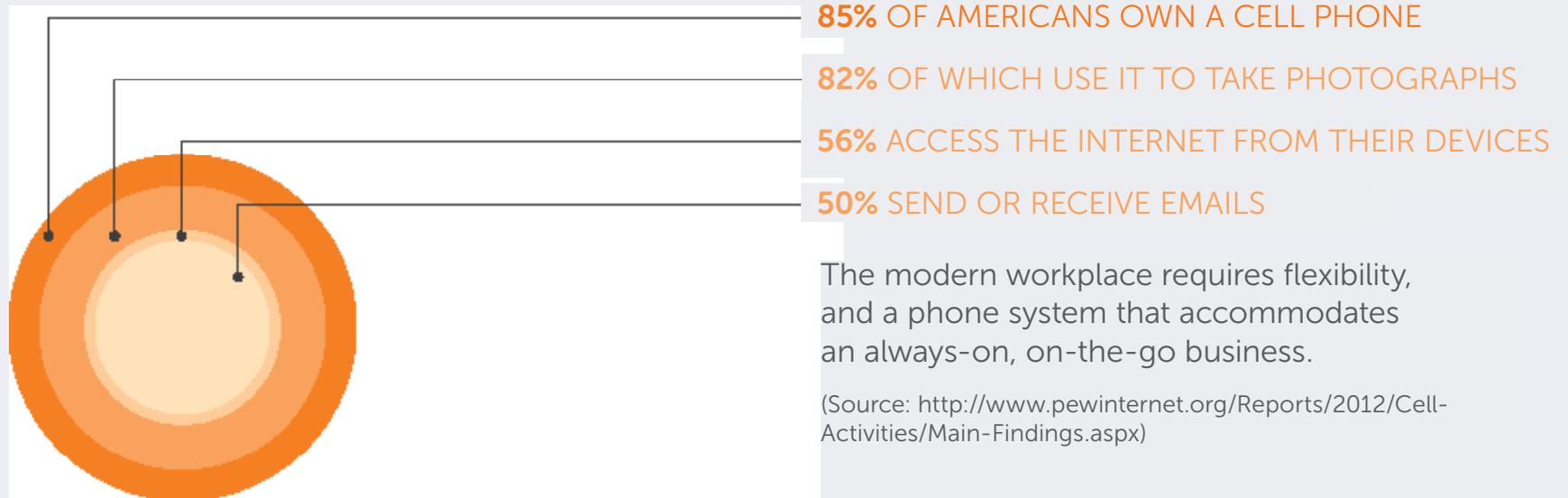# 5 SIGNS YOU NEED

To Upgrade Your Phone System

1. DOES YOUR PHONE WORK WITH YOU... OR AGAINST YOU?

The Internet has completely redefined what it means to run a business. We now have access to an endless array of exciting tools for productivity and collaboration. We can work from anywhere at any time via the mobile devices of our choice. To be relevant in today's economy we must be flexible, social, and always-on; and our phone systems should enable us to do all this — and more.

85% OF AMERICANS OWN A CELL PHONE

82% OF WHICH USE IT TO TAKE PHOTOGRAPHS

56% ACCESS THE INTERNET FROM THEIR DEVICES

50% SEND OR RECEIVE EMAILS

The modern workplace requires flexibility, and a phone system that accommodates an always-on, on-the-go business.

(Source: http://www.pewinternet.org/Reports/2012/Cell-Activities/Main-Findings.aspx)

2. ARE YOU MANAGING YOUR BUSINESS OR YOUR PHONE SYSTEM?

As a smart business leader, your first priority should be growing your business, not managing your phone system. So how do you know if you're investing too much time maintaining your current phone system? Easy, just ask yourself these four questions:

1. Do your employees **contact the vendor** to troubleshoot phone issues?
2. Can you **add new licenses and services** quickly and without scale limitations?
3. Do **software upgrades** happen automatically?
4. Are you getting **one invoice from one vendor**?

If you answered, "No" to one or more of these questions, you're spending too much time dealing with an outdated phone system. Today's systems are managed by vendors who specialize in business communications, and provide expert installation and support, so your IT staff (and you) can focus on more important business.
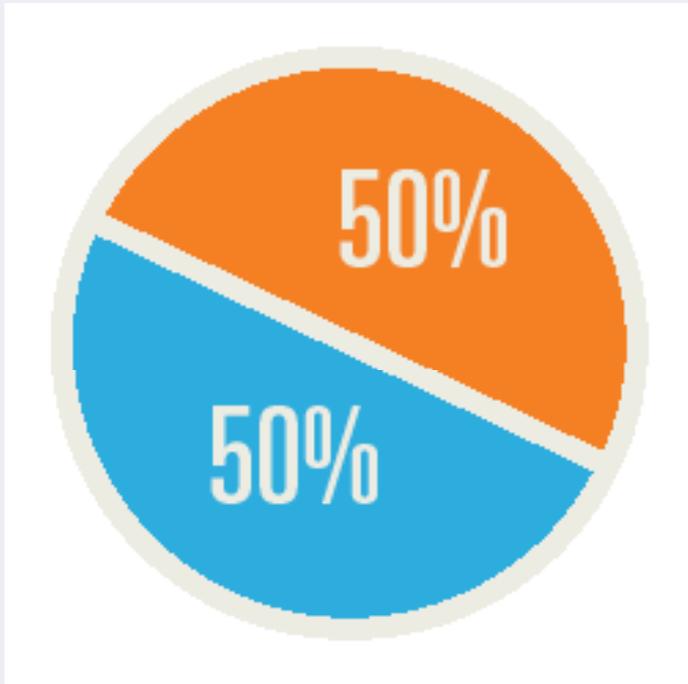
A majority of VoIP business customers say **the solutions they purchased have met 50% or more of their performance improvement goals,** while another 50% say they plan on expanding their investment in their VoIP systems.

(Source: http://www.vendorguru.com/office_phone_vendorguru_helps_business_navigate_new_deals.jsp)

3. DOES YOUR PHONE SYSTEM ENHANCE YOUR BOTTOM LINE?

Like all other technology investments you have made, your phone system should be strategic in helping to boost your bottom line. Integrating your phone system into your current technological landscape provides eye-opening intelligence that enables your people to be more efficient and productive. To see if your phone is doing its job, ask yourself these 4 questions:

1. Is your phone system **integrated with core applications** like CRM, ERP, ATS or others?

2. Does your phone system **provide invaluable data** that enables you to optimize staff levels, evaluate employee performances, analyze marketing spends, and understand customer behavior?

3. Does your phone system **help sales reps** be more productive?

4. Is your phone system a **powerful tool** for training and coaching employees?

If you answered, "No" to any of the above questions, count it a sure sign that it's time you tapped the hidden resource that is your phone system, and put it to work for you.
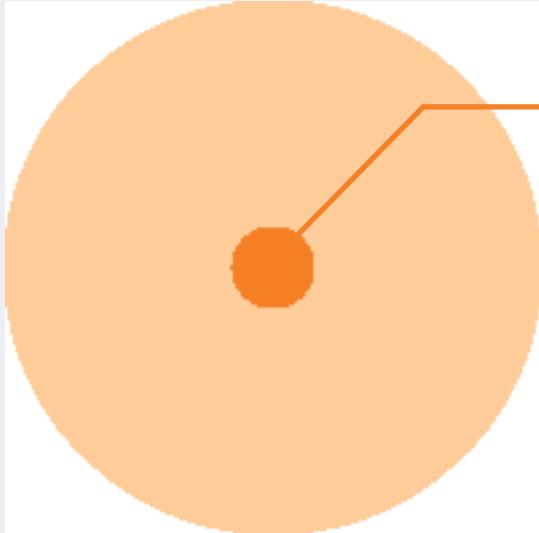
10−15% OF DATA LEADS TO REVENUE

In a world where data drives success, a phone system that provides valuable data raises the bottom line. A business that wields customer data correctly can attribute 10-15% of revenues to the actions resulting from that information.

(Source: Harvard Business Review http://blogs.hbr.org/cs/2012/09/how_one_company_uses_customer.html)

4. IS YOUR PHONE SYSTEM OMNIPRESENT?

The ability to be everywhere at once is no longer a dream, but a necessity, and your phone system should entirely support you in this. Whether you work from home, the office, an airplane, your hotel or a coffee shop, your phone system should empower your company to maintain a unified front. If you can't use a desk phone, computer or mobile phone to transfer a call to a co-worker, even if you aren't in the office, then you definitely need to upgrade your phone system.
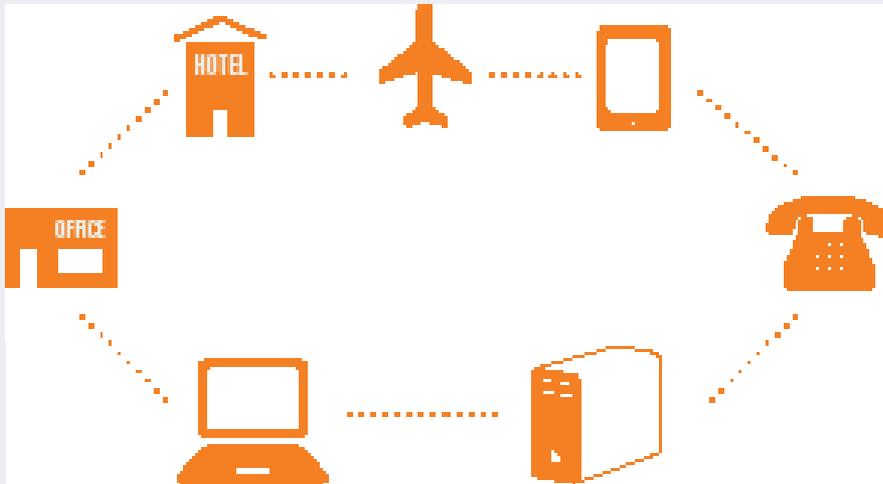
Modern information technology has liberated the employee from the office, and now your business can be as mobile as ever. **3.1 million American employees work primarily from their homes** — not including the self-employed.

(Source: teleworkresearchnetwork.com/)

5. ARE YOU UP ON THE LATEST AND GREATEST?

More and more companies are turning to cloud phone systems to ensure they stay current and competitive. One of the biggest benefits of choosing a cloud phone system is the quick access to the latest advances in technology, features and upgrades. Of the two types of VoIP providers, Basic Hosted VoIP requires a do-it-yourself approach to hardware and software upgrades, while Managed Premium VoIP employs a team of experts, who take care of everything for you.

It took 63 years after the first telephone exchange for the introduction of phones with buttons. Now, new upgrades and innovations are being introduced constantly, and are being implemented effortlessly through the cloud.

1876 FIRST TELEPHONE

1939 FIRST TELEPHONE WITH BUTTONS

1983 FIRST MOBILE PHONE

1996 FIRST INTERNAL ANTENNA

2002 BLUETOOTH

2008 IPHONE

2011 IPHONE 4

2012 IPHONE 5

WE HOPE THESE FIVE SIGNS HAVE SAVED YOU TIME

in determining if it's time to upgrade your phone system. To learn more about Mitel and download other related eGuides, white papers, and view product demos please visit www.getadvanced.net

REMEMBER TO LOOK FOR:

- A phone system that works for you
- Managed by a vendor for expert installation and support
- Raises the bottom line
- Available anywhere
- Always up to date

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Powering connections

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