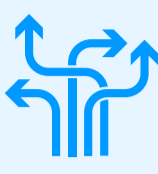


# Is Your Phone System Holding You Back or Helping You Fly?



## 1

### Communications are a critical enabler of success



Mobility



Customer expectations



Staying competitive

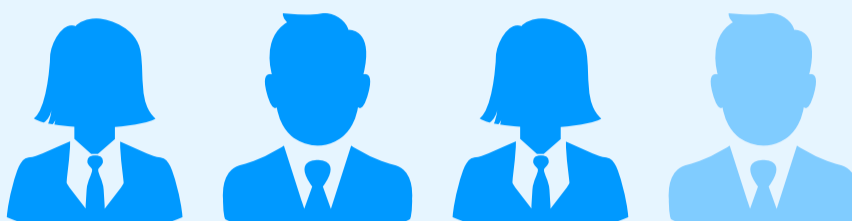


Responsiveness



Collaboration

75% of the workforce will be made up by the **Millennial generation** (born between 1982 and 2003) by 2025.<sup>2</sup>



64% of employers expect their employees to be reachable outside of the office on their **personal time**.<sup>3</sup>

## 2

### The traditional PBX model was the norm and largely unquestioned



**Purchase**  
You buy the kit and install it in your office



**Ongoing management**  
An employee has to manage it



**Maintenance**  
You pay a third-party to maintain it



**Upgrade**  
If you want more features, you pay for an upgrade



**Outgrow it**  
If you outgrow it, you throw it away and buy a new one



**Failures = Serious disruption**  
If you experience PBX failures, you experience serious business disruption

**Traditional communications** – the great divide between phone and IT systems:



#### Phone systems

Making and receiving phone calls



#### IT systems

Digital communications and information management

The fact that both systems are essentially concerned with communications was considered immaterial!

**Today's communications** – the worlds of telecoms and IT have converged



Employees are **mobile**



Teams are **virtual**



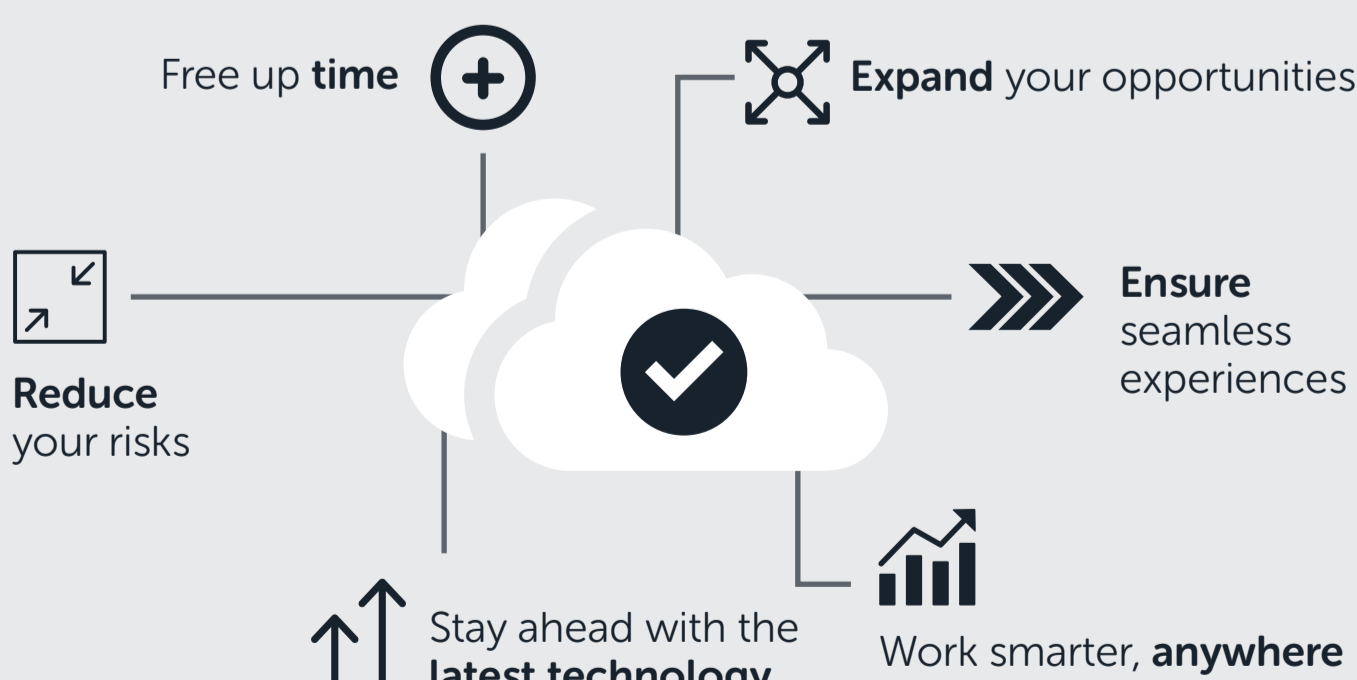
IT has moved to the **cloud**

### The traditional on-premise phone system is no longer a match for modern businesses

## 3

### There is a better alternative

**Cloud Communications** offers a range of advantages over the outdated PBX



The longer you shackle your business with an outdated phone system, the more growth opportunities you're missing out on.

For more information contact:

01608 434 084 | [ucsales@thephone.coop](mailto:ucsales@thephone.coop) | [www.thephone.coop](http://www.thephone.coop)

Sources: 1 U.S. Mobile Worker Forecast, 2015-2020 IDC, 2015 2 Deloitte Millennial Survey, 2014 3 2015 Workplace Flexibility Study, WorkplaceTrends.com, 2015