Hosted voice, cloud voice – does anyone know what this really means?

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Cloud, hosted, managed service, hosted Voip, public, private, hybrid, VaaS, UCaaS,
it has gotten really confusing.

What are the **two things they typically have in common**?

1. Operating expense vs. Capital expense
2. The end user doesn't want to manage or deal with implementation or ongoing management of the solution, whatever it is. It has become difficult to deal with unless you have very specialized expertise in house. That expertise is expensive, difficult to keep employed, and hard to replace if they leave.

In most cases when I hear requests for hosted or cloud solutions those two factors are the primary thoughts behind the request.

Definitions of

Cloud Cloud is the delivery of <u>computing</u> or Telephony as a <u>service</u> rather than a <u>product</u>, whereby shared resources, software, and information are provided to computers, phones and other devices as a <u>utility</u> (like the <u>electricity grid</u>) over a <u>network</u> (typically the <u>Internet</u>).

Public cloud A cloud is called a "public cloud" when the services are rendered over a network that is open for public use.

Private cloud Private cloud is cloud infrastructure operated solely for a single organization, whether managed internally or by a third-party, and hosted either internally or externally.[1]

Hybrid cloud Gartner defines a hybrid cloud service as a cloud computing service that is composed of some combination of private, public and community cloud services, from different service providers.[

Hosted is a business that delivers a combination of traditional IT functions such as infrastructure, applications (<u>software as a service</u>), security, monitoring, storage, web development, website hosting and email, over the Internet or other <u>wide area networks</u> (WAN).

Managed service is the practice of <u>outsourcing</u> day-to-day <u>management</u> responsibilities and functions as a <u>strategic</u> method for improving operations and cutting expenses. Typically, the Managed Service Provider (MSP) remains <u>accountable</u> for the functionality and performance of the managed service and does not relinquish the overall management control and responsibility of the system. Most MSPs bill an upfront setup or transition fee and an ongoing flat or near-fixed monthly fee, which benefits clients by providing them with predictable IT support costs.

So what are the **trends driving these requests**?

1. Increased popularity of home based workers and remote offices
2. Complexity of supporting multiple devices; mobile phones, softphones, IP phones,
3. Growth of Data Centers; more of them and prices are dropping
4. Computer virtualization

Initially, most interest in cloud services centered around public cloud offerings.   However, that has changed dramatically.

In the first half of 2014, businesses extended deeper into the cloud, with a real acceleration in private cloud. Gartner reports there has been a surge of 5-to-1 customer ratio of interest in private cloud solutions. Many customers are now want private cloud because of all that it has to offer, particularly privacy and security. Relationships for private cloud are typically 3 to 5 years.

Customers requesting private or public cloud often do so because of security concerns. Vertical market clients that are sensitive, such as healthcare (with HIPAA enforcement) and financial services (compliance with government regulations), are more likely to maintain their databases and systems in a private environment–sometimes onsite or in a data center.

Public cloud clients are typically smaller sized businesses that do not want to invest in a private cloud environment. These clients tend to operate in industries that are more consumer-oriented and do not require as much security.

With all that said, let me introduce **STL's unique offering** in this space that **combines the best** of everything we have talked about so far: **TOTAL VOICE**.

Total Voice, 10 reasons why it makes sense

1. Opex expense, only one monthly payment as a deposit
2. Per user, per month pricing makes it easily scalable
3. No installation or upfront fees with good credit
4. Telephony offering includes everything, including phone sets and data switches
5. Includes annual software updates
6. Includes remote monitoring
7. Includes remote moves and changes
8. Includes all maintenance, parts and labor
9. Can reside at customer location, in a data center or any combination of the two
10. Can include third party applications like call recording, call center reporting, IVR, or even applications like video

Let's look at **three case studies** where STL was asked for a cloud/hosted solution and our Total Voice offering was a great fit!

1. Customer had an existing PBX that was 20 years old and was out of Mfg support.   Parts were getting tough to find, and the system was even old enough that even our technicians were struggling to work on it. 80 users, all at the main corporate location; but there were some employees who travel and were giving out mobile phone numbers in addition to their office number.
   Additionally, their long time IT manager was retiring in a few months.
   Solution: on site Avaya IP Office system, all IP phones with a dedicated data voice data network supplied by STL.
   Considerations:
   a. They were in a high rise building that had a generator
   b. Already had dual cat 5 wire runs to all work stations
   c. Preferred to not hire a replacement IT manager
   d. Knew they would likely have home office workers in the future
      Pricing $30 per user per month, $2400 month includes everything except network connectivity.

2. Customer had a 50 user call center plus another 50 regular office users being served by a system that was under a lease that was ending soon. Discovery and call center observation time showed that not only did they need a new voice system but also need call reporting/statistics for the call center agents and also call recording for both legal, safety and most importantly training purposes. Solution installed by STL was an onsite managed solution, Avaya IP Office with BBX call reporting and Uptivity call recording and speech analytics.
   Considerations
   a. single site with generator backup onsite, no remote workers
   b. wished to train new call center agents by reviewing call recordings
   c. needed call stats to improve bonus and incentive plans for call center agents
      Pricing $30 per user per month, normal office worker, $80 per call center agent per month.

3. Utility company had an existing call center that was utilizing old single site technology, had limited reporting, most of which was done manually and was not accurate. Made it tough for management to make staffing decisions as well as HR decisions. They also knew that there would be a future need for agents at remote locations.
   Considerations.
   a. Redundancy and DR a priority, core system is duplicated and resides at a high availability data center with redundant power, generators, HVAC and security
   b. Local/remote locations need local identity and E911, gateways at each site provide this connectivity
   c. Core system includes call center reporting tools that are available to agents anywhere, providing consistent, accurate reporting to management
   d. Storage of call recording a priority, 2 years onsite for immediate access an additional 3 years stored on a separate secure server that resides in

   Issues and concerns when considering any hosted or managed voice offering
   1. Are phones included in the monthly price?
   2. E911 issues
   3. How are users counted? Many count desk phone, mobile phone, softphone as one user each
   4. Telco included, or is telco coordination included?
   5. Unlimited vs metered long distance?
   6. Shared or exclusive data network? Must be layer 3 and QOS capable
   7. Managed service when equipment is on site; who provides insurance coverage?
   8. Hosted service, can I connect paging? Music on hold?
   9. Storage issues; call recordings, VM; where, how much
   10. Is the service taxable?