OLD vs. NEW

Powered by
Panasonic
BUSINESS

Goodbye old telephone system, hello future.

Replace your old telephone system with the NFON Cloud Solution and be future-ready.

The next-generation telephone system.

nfon.com

creative-telecoms ®
Cloud Telephone System

Your telephone bills are way too high?

It takes ages to set up new employees on your telephone system?

You need to pay a huge extra amount for state of the art communication features like group calling and web conferencing?

And your monthly maintenance costs are skyrocketing?

Welcome to the growing community of business decision-makers who are increasingly frustrated with their existing on premise communication systems. Welcome to the future!

Join the revolution and say goodbye to your old telephone system.

And good news: New cloud based communication solutions are not only available but are changing the way we communicate. Why would you want to stay behind and not benefit from all of the advantages?

Low costs	Scalable	Flexible and	Fail-safe!

And that's not all...The NFON eBook will change your life!

No, seriously! We have put into perspective communication problems you face every day as an entrepreneur and the ultimate solution that cloud telephony can bring you to reap real benefits with your business. Of course, you need to ask yourself some questions before taking this step into the future but we're happy to help you find the right answers!

So go on...Take the first step!

1

Have you integrated voice into IT already, or is the voice-dino still roaring in the basement?

You know what I am talking about, aren't you?

Improving workplace efficiency is easier than ever before but it always is perceived as complicated or expensive. And actually it's not!

New cloud solutions simplify the exchange of information and allow collaboration across your business with a few mouse clicks. Indeed, the expansion of All-IP networks across Europe has made cloud more affordable and companies more reluctant to invest in heavy IT and telecommunications structures. This can only mean one thing: Now is the time to leave conventional telephone systems behind and move forward with cloud once and for all.

The good news is you will not regret the switch. 50% of businesses have already made the move and are happy that they did! Which means: You are not alone, and it is easier and better than you think. Also market experts and analysts have confirmed: Cloud-based solutions are becoming a key technology in many companies – it's only a matter of time.

37,2 %   The company is already using the cloud

21,6 %   A switch to a Cloud Solution is planned

So, leave your voice-dino in the middle ages and step into the 21st century. Discover a new generation of telephone systems, employees and working environments.

Let's continue and see if we can find some more arguments to convince you.

2

Are you tired of solutions that are not as flexible as you are?

''We live in a fast paced world. Your company has to be agile.'' How many times have we heard that before? But how do you get there and what does it mean?

Fast paced is just the reality of our everyday. We constantly hear about a new social media network, a new virtual reality innovation or another smart wearable launched onto the market. So how do you keep up? How do you continue to adapt and not feel left behind?

Hence the agile. You need to constantly adapt to market realities in order to succeed in the long run. So shouldn't your IT and communication system adjust just as quickly?

But it's force of habit: Many companies just feel better housing their telephone system in-house. What presumably gives a feeling of security and control can quickly become a technology-trap: lack of scalability, increasing cost of installations and operations and required space.

And what do you think are the most mentioned requirements for modern communication systems?

Collaboration and integration.

2 out of 3 companies require interfaces with HR-related IT applications as well as ERP and CRM systems. A vast majority of business owners require a mobile integration to give employees and frequent travelers remote access to the company's communications network.

2   3
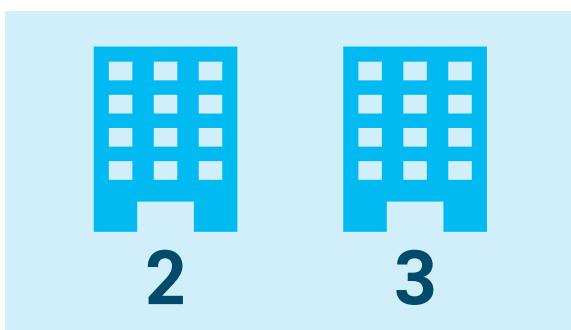
The reality is that companies who operate their telephone system in-house quickly run into technical and financial limitations. In contrast, cloud-based telephone systems remain agile and adapt to your ever changing requirements. Solution providers implement new features and technical updates centrally. Changes are seamless and effective immediately. What more do you want?

3

Are you paying IT just for communications? Too bad!

In principle, users should be able to configure their phone according to their own needs and IT experts should be focusing on IT. Often, your IT team ends up maintaining your communication system and having no time left for development. Cloud solutions are not only worthwhile for large organizations, but especially for smaller and mid-sized businesses like yours that need their IT to focus on advancing their own technology.

And remember how long it would take to setup an extension for a new employee? Now, in just a few minutes, any employee can set up their workplace through a Web browser. Extensions, home offices and mobile can be added from anywhere in the world with just the click of a mouse. Certified devices can be easily added via Plug & Play.

Aside from traditional functions such as telephony and call management, users can benefit from many additional standard functions:

+ A single telephone number for multiple user devices

+ Voicemail and receipt of voice messages via e-mail

+ Professional Web conferences

+ Unified communications via Skype for Business

+ On-the-go mobile use

+ No land-based phone line necessary

+ System access from anywhere in the world

+ No additional hardware needed on-site

All these functions are available to companies on a virtually unlimited range of devices. Desktop phones, such as the KX-HDV series from Panasonic, impress with an extremely high HD voice quality. Portable phones, such as the KX-TGP600 from Panasonic, can be expanded to up to eight user devices and are therefore particularly suitable for mobile business use. All certified devices can be quickly installed – you just plug them in.

4 Will my Cloud Telephone System get hacked?

Your telephone system sits in the cloud. You can't see it, touch it or feel it. So how do you know if it is still working? It just does!

It is not your responsibility to worry about your phone lines. Cloud-based telephone systems are extremely reliable and fail-safe. Over 50% of business owners consider data privacy and security to be one of their main concerns when switching to a unified communications solution.

DATA PRIVACY AND SECURITY

56,3 %
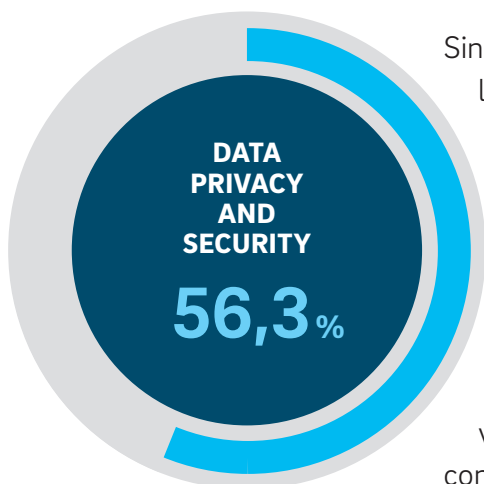
Since solution providers are well aware that highest voice quality and re-liability and security are among the most important considerations for many customers, constant availability even during power failure and encryption of conversations have been built into cloud solutions by design.

It makes sense, if your telephone is not using cables in the ground anymore and can be accessed from anywhere, then, no matter the weather, snowstorm or natural disaster, you can still continue to pro-vide your service to your customers and your employees can easily connect to their systems and remain online.

In fact, most cloud solutions are even more reliable and have higher security standards than traditional telephony because of its perception. In addition to guaranteed reliability and availability even during power failures, cutting-edge transmission protocols, such as SRTP, ensure interception-free transmission of com-munications.

And what about the commonly feared performance pitfalls associated with cloud solutions? That's a thing of the past. Today, cloud-based telephone systems, like NFON, are extremely reliable and offer HD voice quality that often exceeds that of conventional telephone systems.

The "Secure Real-time Transport Protocol" (SRTP) is a proven technical process through which multimedia data can be transmitted securely. Voice over IP (VoIP) has become one of the most important usage areas for SRTP.

Introduced in 2004 by the Internet Engineering Task Force, SRTP has since been established as a standard in cloud communications. In addition to the SRTP protocol, NFON uses Transport Layer Security (TLS) for voice encryption and is therefore doubly interception-proof.

5 More value for less money sounds great – but why is that?

You're all too familiar with expensive long-term maintenance contracts for your telephone system? Naturally, you would like to spend a little less on your phone and a little more on yourself! So why not pay only for those services you actually use.

Unlike conventional telephone systems, switching to cloud telephony requires no initial investment. All you need is a high-speed Internet connection. At the same time, the cloud service provider takes responsibility for the entire infrastructure. As a user of a cloud-based telephone system, you will receive continuous updates that make new functions and latest technical developments available at no extra cost.
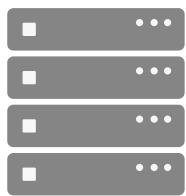
COST
On-premise
VS.
Cloud

On-premise systems are exactly the opposite. Telephone systems that are operated in-house come with considerable maintenance and development costs that shouldn't be underestimated.

These costs are completely eliminated with cloud-based solutions, allowing for total cost savings of up to 50%. An exact business case should be easy to create and can provide information about realistic potential savings before making a final decision.

We are more than happy to help you with that.

Because cloud-based solutions operate on the "pay as you go" principle and apply only firmly agreed fees per user, the costs of long-term maintenance contracts are completely eliminated. All tasks associated with the ongoing operation of the system are carried out by the cloud service provider and are already included in the regular usage fee. Companies generally only pay for the number of extensions they actually use.

In addition, contracts can usually be terminated on a monthly basis. So in the unlikely case that you are not satisfied with your cloud solution, you may end your contract at the end of the month.

But as most business owners quickly recognize the benefits of a modern telephone system after a switch to the cloud, you will no longer consider a return to the world of conventional communications an option.

About NFON

NFON AG with headquarters in Munich is a leading global provider of high end cloud-based telephone systems. The company offers high-quality products and services as a complete single-source solution. NFON has a client base of over 10,000 customers, including companies ranging in size from 2 to 249,000 employees. NFON's telephone system meets the highest security standards. It is run in fully redundant high performance data centres and is therefore fail-safe. More than 150 intelligent functions are kept up-to-date and secure for future use through free updates. Furthermore, with the cloud telephone system, costs for a separate telephone connection and hardware for a telephone system no longer arise.

And because of charges based on actual use of the extensions, up to 50 per cent of the costs can be saved compared to conventional telephone systems.

Secure
Data privacy, TÜV certified voice quality and reliability

High savings potential
No contract bindings, only extensions that are used are charged for, cost savings

Unlimited capacity
Suitable for every challenge for companies with 2-249,000 employees

Intelligent functions
Over 150 features, plus automatic updates

Easy to use
Simple to set-up and operate

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