

Maintain Business Continuity with Cloud P.BX Communications

 e book

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In 2004, Hurricane Katrina ravaged the New Orleans area, leaving many people without shelter and unable to get help. Over 20,000,000 calls were unable to complete during the duration of recovery, due to fallen phone lines and damages to critical telecommunications equipment. Commerce for the entire area was ruined by the storm, and only after years of rebuilding were they able to bounce back.

Don't let a disaster put your business on hold



 Disaster can strike at any moment, and can put a business of any size out of commission. How can businesses operate without access to their phones for extended periods of time? The simple answer is, they can't. Without communication, a business is unable to function as a place of commerce. In the case of a disaster which renders a business unavailable for an extended period of time, simple communication between coworkers becomes both increasingly important and dramatically more difficult.

For businesses with on-premises PBX systems, the disaster directly affects the hardware, rendering all communication impossible. Businesses have struggled to find a solution to this issue, especially in areas that are more prone to natural disasters. These disasters can happen completely unexpectedly in many places, and businesses need a solution for continuity of communications.



Fortunately, there are solutions to the disaster-recovery scenario. Most notably is a Cloud PBX solution which provides an easy continuity option for businesses. By utilizing a Cloud PBX system, the “brain” of the phone system is moved away from the physical premises of the business and into a secure, remote data center. Even if conditions force employees to leave the premises, or cause the phones at the premises to become inoperable, a Cloud

PBX can continue to process calls, providing alternative routing or offering other processing options such as playing an informative message and/or recording a voicemail. While the ability to do business is still likely to be impaired, customers and vendors can still communicate and work can still take place. This provides significantly less worry for a business in a disaster-prone area, where the importance of maintaining business continuity is elevated.

When it comes to handling a natural disaster, a Cloud PBX system provides a number of benefits over an on-premises solution



Relocate and Re-Route

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Cloud PBX telephones will usually work at any location where Internet access is available. This makes it very easy to temporarily relocate operations when necessary due to natural or other disaster.

Because the “brain” of the PBX is remote and unaffected by the local disruption, it will continue to function normally. Instead of sending a busy signal, the system can re-route inbound calls to an alternate location, such as a different office, an outsourced call center, or cell phones.



Smart Access

Some Cloud PBX providers offer smartphone apps that allow mobile devices to function as office extensions no matter where they are. Even when the office is out of commission, workers can still make and receive calls using the published business phone numbers.



Don't Panic

When disaster strikes, people are often in a panic and businesses may have to deal with a huge influx of calls. Some Cloud PBX providers allow you to add capacity easily and remotely or even automatically. In addition, a well-designed cloud PBX can provide intelligent routing for overflow calls, supporting a dramatically better experience for callers.



Think Outside the Lines

Even if the place of business is unaffected by a disaster, a properly deployed Cloud PBX provides protection from many of the common causes for service disruption such as surrounding phone lines getting knocked down or cut.



Sense and Scalability

The scale of how communications can be affected by natural disasters is staggering. During the Japanese tsunami in 2011, phone lines all over the country were destroyed, preventing individuals from making calls. This problem was somewhat alleviated through the use of communication through the Internet, and this provides a great example of the benefits that a Cloud PBX system can offer. For companies and organizations that are directly involved in disaster recovery, the movement towards the cloud can save many lives as better communication can help get resources to stranded victims of disasters.

BE PREPARED

Talk to FracTEL about your communications needs



While all Cloud PBX providers can offer some Business Continuity protection, they are not all the same. Make sure you ask the right questions when considering a Cloud PBX solution. For example, do they offer a Service Level Agreement (SLA)? Some of the best providers offer “5 Nines” (99.999%). One provider, FracTEL, offers a 100% uptime guarantee. FracTEL also has a unique capability to pre-define any number of alternate configurations that can be instantly deployed in the event of an emergency.

Businesses need to consider all risks when assessing disaster preparedness. Without communications, businesses are brought to a standstill and unable to effectively contact customers and partners. Communication has been widely established as one of the most important business needs, so there is no reason to risk the possibility of losing it in a natural disaster.

Ask us about how we've been perfecting a better business phone system



+1 (855) FRACTEL
372-2835

fractel.net

sales@fractel.net