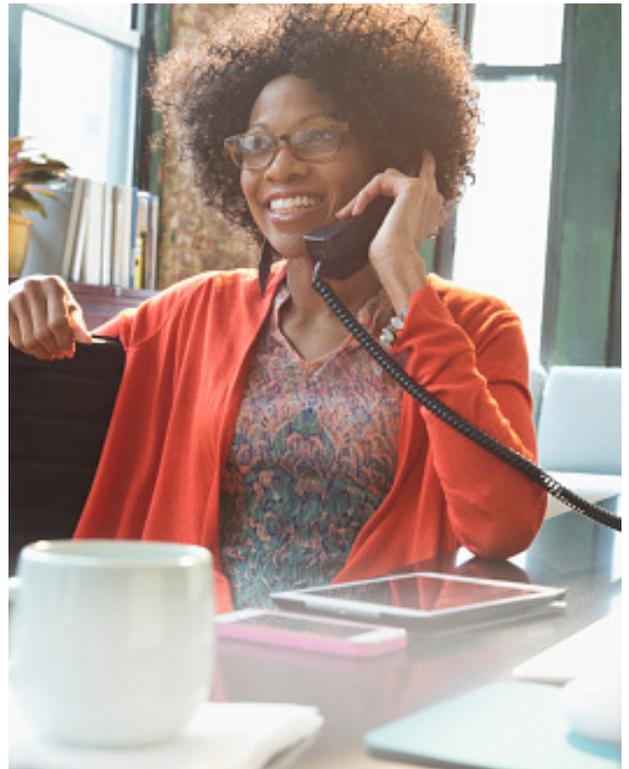# Unified Communications: 10 Reasons to Move Your Business Communications to the Cloud

Switching to a cloud-based communications platform can mean the difference between growing pains and smooth scaling. Unified communications as a service (UCaaS) enables you to connect your landline and your mobile device to the internet through cloud software, so you can reduce costs, easily store and retrieve data and communicate effortlessly.

Here are the top 10 ways UCaaS can support your business success:

1. Lower total cost of ownership
Investing in a cloud solution can save big bucks that would otherwise be spent on a traditional business phone system—up to 15 percent per user.[1]
- Enterprise-class system with more features
- Low monthly cost
- Upgrades and maintenance included

2. Reduced IT costs
UCaaS makes things simple: phones come fully programmed and customized for your business needs, so the days of in-house IT support for your phone system are over. According to a Fuze study, 82 percent of cloud users have reported a reduction in their IT costs.[2] New phones and other devices can be managed through a web portal, making it easy to accommodate new employees or offices.

3. Easy to use features
Whether you're in the office, at home or traveling the world, UCaaS makes it easy to stay connected.
- Connect a single phone number to multiple devices for anywhere, anytime access
- Read your voicemails with voicemail to e-mail
- Change your settings on the fly with an intuitive web portal

4. True mobility
A cloud solution makes it easy to access all of your calls, voicemails and collaboration tools remotely.
Use your communication tools via Smartphone app over your existing internet, 4G LTE and Wi-Fi, so you can make and receive business calls when you want, wherever you are. According to a 2017 New York Times study, 43 percent of employed Americans said they spent at least some time working remotely[3]; with that number growing, it's important to provide employees with an easy way to access work tools outside of the office.

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5. Business continuity

Power outages, hurricanes and other devastating events happen, but UCaaS stores all of your phone system's data securely to keep you up and running even through disaster.

- Transfer failed calls to your mobile phone
- Route calls to another location entirely
- Make on-demand network extensions – no third-party specialist required

6. Cost-effective scaling

Whether you're focused on increasing efficiency or looking at your bottom line, UCaaS helps you meet your goals. Switch to a cloud-based solution and easily expand your phone system without sacrificing the services you need.

7. Easy implementation

Implementing new hardware and software has historically been a major impediment to growing a business. Save time, stress and money by allowing an expert team to install, maintain and help you scale your solution. 24/7 on-call support makes for the smoothest possible transition.

8. Automatic updates

Traditional communications platforms require manual hardware and software updates, making scaling difficult. With UCaaS, you receive regular updates from the cloud, installed automatically, with zero downtime.

9. Security and reliability

Cloud-based solutions combine mobility with rigorous security. A robust UCaaS solution:

- Meets stringent regulatory requirements
- Is in line with payment card industry compliance
- Maintains data redundancy and rigorous defense systems
- Offers encryption for increased privacy

10. Better customer service

Customers want to be able to reach you – and they want to do it on *their* terms. Landline, mobile phone and even text messaging: UCaaS makes all these channels accessible from anywhere. Better customer service means better customer retention, giving you a competitive edge as you grow.

To learn more about what unified communications can do for your business, visit U.S. Cellular®.

Sources:

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