

8 REASONS WHY BUSINESSES ARE EMBRACING CLOUD PHONE SERVICES



A growing number are recognising the value of a cloud phone service

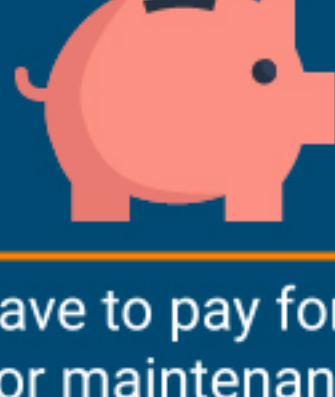
1. Quick and easy set-up: no maintenance expense or hassle



Unlike traditional phone services, cloud phone doesn't require costly and bulky hardware – all you need is an internet connection & set-up takes 2-3 days at most

Maintenance and upgrades are carried out systematically by your cloud provider – so you'll always have the most up-to-date service

2. Lower costs



You don't have to pay for equipment, installation or maintenance, and you'll avoid costly mobile charges as you're phoning through the internet

Consequently, moving business applications to cloud-based software as a service (SaaS) **brings down costs by more than 30% over 5 years**⁽¹⁾

3. Simple to add new users



Your business is ambitious and wants to grow.



Any new employee can be added to the service instantly and be productive from day one

4. Anywhere, any device communication



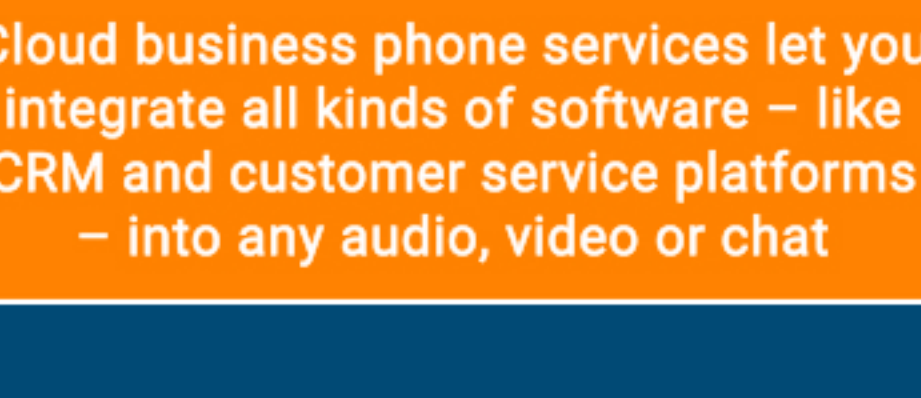
You can access voice, video and data services from your mobile, tablet and laptop – from any location; ideal for today's mobile workforce

You just download the app onto your device

And if you're on the move, the service switches seamlessly from office phone to mobile device without interruption to the call

5. The power of 'contextual information' at your fingertips

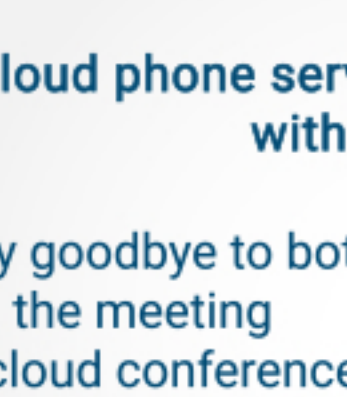
Imagine receiving a call from an important customer or prospect. Before the call is even answered, the full record of the caller's conversations, transactions, and details pop up on your screen. That's the power of contextual information.



Cloud business phone services let you integrate all kinds of services – like CRM and customer service platforms – into any audio, video or chat

So you'll always be on top of the situation, with essential customer and competitive information immediately to hand

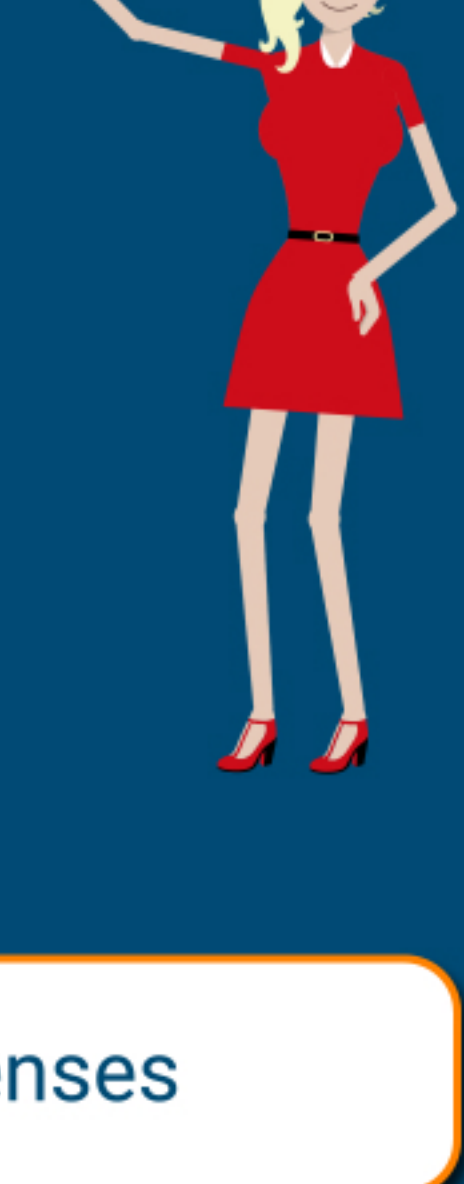
6. Conference with confidence



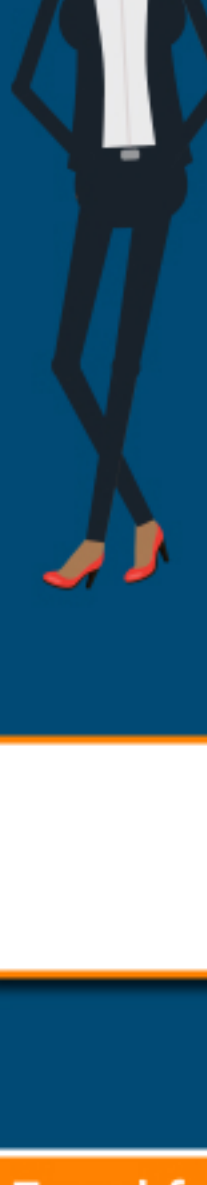
Few things are more embarrassing than botched conference calls with customers or prospects

Cloud phone services let you conference with confidence

- Say goodbye to botched dial-ins - just click to join the meeting
- A cloud conference service can actually call you to join the call – and will automatically dial you back in should you drop out for any reason
- Participants can easily share documents and message each other during the call



7. More predictable expenses



Finance Heads are happier, as cloud business phone service subscriptions typically have a fixed charge for each user – making budgeting easier with no end-of-month surprises

8. Good news for the IT team

Freed from having to constantly deal with low-level hardware and software issues, IT teams can focus on the things they're really good at – exploring how technology can take your business forward.



Is your business technology mature?

Cloud phone services make your business more competitive

Which one do you want to be?

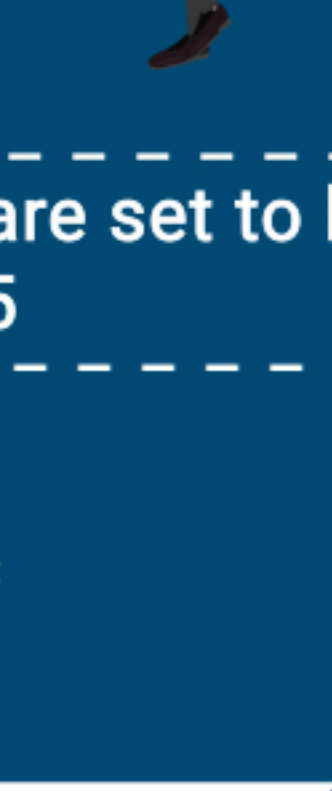
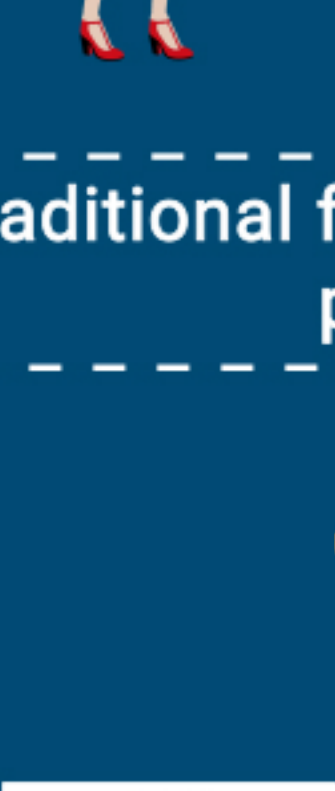
86% of 'technologically mature' companies use cloud communications

VS

25% of 'technology unaware' businesses⁽²⁾

Cloud phone services are growing fast 12% per year up to 2020

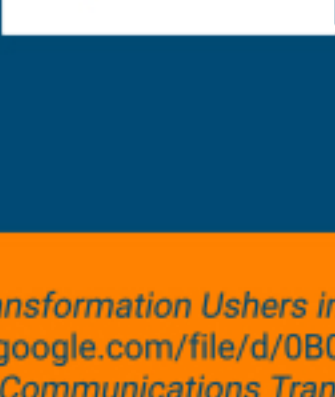
In comparison to just 3% for traditional fixed-line services⁽³⁾



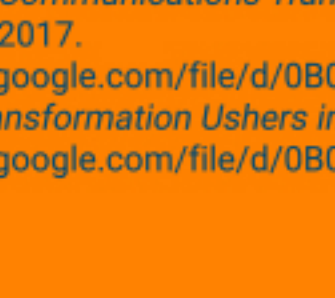
Traditional fixed line services are set to be phased out by 2025



Vonage is the world's leading provider of business cloud communications, including voice, chat, video and messaging



With over 700,000 business users



Find out how Vonage can help your business at vonage.co.uk

(1) Digital Transformation Users in a New Era of Communications, ZK Research, August 2017. <https://drive.google.com/file/d/0B0MxBp15r7IK0W1WMENscTdB84T3ZybmJkZ2g2Vm9weG1w/view>
 (2) Business Communications Transformation: Best-in-Class Communications Can Be a Competitive Advantage, IDC, October 2017. <https://drive.google.com/file/d/0B0MxBp15r7IK0W1WMENscTdB84T3ZybmJkZ2g2Vm9weG1w/view>
 (3) Digital Transformation Users in a New Era of Communications, ZK Research, August 2017. <https://drive.google.com/file/d/0B0MxBp15r7IK0W1WMENscTdB84T3ZybmJkZ2g2Vm9weG1w/view>