

How HPBX and UCaaS Improve Mid-sized Business



Today's small- and mid-sized businesses can experience an array of growing pains when demand exceeds capacity, especially insofar as premise-based communication infrastructure is concerned. Fortunately, two innovative approaches to internal communications can go a long way toward alleviating the issues confronted by expanding businesses.

Hosted private branch exchange (HPBX) and unified communications as a service (UCaaS) are transforming the way modern businesses work by leveraging the cloud to streamline processes and enhance productivity. To give you a better understanding as to the impact these technologies can have on your businesses, here's an in-depth look at each of them and how they can help your company achieve lasting success.

What is HPBX?

It wasn't all that long ago when the only professional telephony option available to small businesses was a private branch exchange (PBX) system. These setups generally involve a significant upfront investment coupled with considerable monthly bills. Today, however, HPBX offers many of the same advantages as its on-premises predecessor, minus the initial expense and in addition to the inherent convenience of the cloud.

HPBX allows for seamless communications anytime, anywhere, and from any internet-connected device. When your company has an HPBX solution in place, no longer will your employees have to remain tied to their desks all day. Phone calls, text messages, voicemail, and chats can all be instantly routed to smartphones and remote desktops regardless of location. This transformative level of freedom can empower the members of your workforce to be more productive than ever before.

With the proper IP phones in place, your employees can utilize all of the advanced capabilities offered by HPBX. This includes access to a full suite of communications

services — on both PCs and Macs — that don't require the user to abandon any core business applications in order to use. Furthermore, softphone apps grant your mobile workers the ability to use the full spectrum of HPBX services on laptops, tablets, and smartphones among other devices. But HPBX has even more to offer.

Benefits of HPBX

When it comes to HPBX, there are a tremendous number of upsides for small- and mid-sized businesses. Here's a look at five standout advantages of using HPBX.

Zero deployment costs

Akin to hosted email services, HPBX requires no initial payments. This departure from traditional capital expenditure (CapEx) models toward operating expenditure (OpEx) arrangements particularly appeals to accounting departments at businesses with limited IT budgets.

Predictable pricing

Similar to most cloud-based services, pricing structures for HPBX solutions are far more predictable than their on-premise counterparts. Costs for HPBX are clearly stated from the start and remain constant under the terms of your contract with a provider.

Remote management

Due to the fact that HPBX solutions are based in the cloud, they can be fully managed online from nearly any device with an internet connection. Employees can be added or removed in an instant, and services can be turned on or off as your business's needs change.

Empowered users

With an HPBX solution, end users have the ability to manage their own profiles and adjust their own settings to their liking. This gives your employees the ability to change their own PINs, adjust their voicemail

parameters, modify smartphone settings, and more.

Increased uptime

HPBX solutions deliver a far greater degree of uptime than many other communications tools. Not only is this integral for operations, but it's also a great measure to have in place should a power outage or natural disaster strike, as HPBX can help ensure business continuity.

What is UCaaS?

In today's modern business landscape, UCaaS levels the playing field between SMBs and enterprises and represents the future of professional communications capabilities. Generally speaking, UCaaS is a cloud-based methodology intended to revolutionize the way organizations communicate. It's based around the idea of combining traditional technology, such as voice calls, with today's cutting-edge digital solutions — all on a single platform.

By allowing for the integration of text, chat, video, and voice over IP (VoIP) with applications your business is already using, the confusion of communications ceases to exist as all of your employees — and all of their professional conversations — occur and are stored on the same platform. With a UCaaS solution in place, all of your company's communication channels are centralized into a single environment that seamlessly fits into your workflow. This unprecedented level of convenience makes it possible for organizations and their employees to achieve a degree of productivity they previously only dreamed of.

The leading UCaaS providers leverage an increasing number of application programming interfaces (APIs) in order to fully integrate a company's communication tools with its other productivity apps. This unification of services can have a direct impact on a business's bottom line by eliminating wasted time and increasing efficiency. It also brings the added benefit of allowing users to communicate

professionally with the same apps they use personally.

Benefits of UCaaS

UCaaS solutions bring a tremendous amount of benefits to small and mid-sized businesses in any industry. Here are five key strengths.

Scalability and productivity

UCaaS solutions can help SMBs appear like much larger enterprises by allowing them to offer their customers a smooth, seamless experience during every interaction. Regardless of whether a customer calls, emails, or sends a chat message to your business, your service representatives can have instant access to every bit of information associated with that customer.

Convenience

Despite the sophisticated nature of today's technology, unified communications as a service provides a simple solution for modern communications. From initial deployment to ongoing operations, UCaaS systems are a cinch to install and maintain.

Future proof

With UCaaS solutions, obsolescence becomes a thing of the past. UCaaS providers regularly issue innovative updates focused on improving performance. In this way, your business tools are always current, your team is always up to speed, and your company never falls behind the competition.

Affordability

Like HPBX, UCaaS also employs an OpEx model instead of a CapEx one. In most cases, UCaaS providers include management, maintenance, and support in their low monthly costs. This reduction of charges goes a long way toward controlling communication costs, especially for small- and mid-sized businesses.

Business continuity

Whereas many SMBs might find themselves at a complete standstill in the event of a power outage or severe weather incident, UCaaS providers don't have to worry about downtime because they have multiple data centers. This redundancy allows SMBs to continue communicating with their customers regardless of outside factors.

UCaaS Integrations

While each of those benefits can go a long way toward helping a mid-sized business achieve its goals, perhaps the greatest single strength of a UCaaS solution is the platform's ability to integrate with thousands of applications through the use of APIs. APIs allow different tools and services to work together in new and exciting ways, and innovative integrations are constantly being developed. Here are four common API integrations used by mid-sized businesses.

CRM

UCaaS solutions can utilize the APIs from cloud-based CRM tools to streamline end-users interactions over the telephone. For instance, whenever an employee's phone rings, the system can use the caller's phone number to find their record in the CRM database and then display any relevant information on the user's screen.

Video calls

Face-to-face conversations are still the most meaningful way to have a conversation, and UCaaS solutions make video calls easier than ever. Whether you need to have a one-on-one chat or address a dispersed team, UCaaS makes it possible to bring people together no matter where they happen to be.

Voicemail transcription

Among the most time-saving integrations offered with UCaaS is its ability to send users transcriptions of inbound voicemails mere moments after a caller leaves a message.

Users can even pick and choose which devices they prefer to receive notifications on.

Outlook

No set of productivity integrations would be complete without including the business world's ever-popular email platform. UCaaS solutions offer seamless integration with Outlook and many of Microsoft's other ubiquitous applications.

From convenience and cost savings to disaster recovery and business continuity, the value of UCaaS is impossible to deny. And when you add in the predictable pricing, increased uptime, and remote management capabilities offered by HPBX, what you've got is a communications powerhouse that's impossible to beat.

At a time when small and mid-sized businesses need instant access to suppliers and information in order to remain successful, the best communications solution comprises all forms of digital communication so users can choose how best to get their message across at any given moment, while retaining a record of that communication to inform others in the organization. UCaaS with HPBX is the communications technology solution that delivers on all these needs.

If your small- or mid-sized business is ready to adopt a profound new approach to communications, let Access One be your guide to utilizing UCaaS with HPBX. Contact us today to learn more about what our services can do for your business.