

# APPLICATION NOTE

## Cloud Voice and Business Continuity

### The Problem:

Business Continuity can take many forms to ensure your business is not critically affected by any unforeseen circumstances. Whether because your workplace is not habitable by any “Acts of God”, widespread illness or weather conditions prohibits the daily employee commute

Ensuring you have effective planning in place to safeguard the business can still operate and customer and employee communications remain effective is crucial.

Whilst cloud secure hosted voice solutions assure that your telephone network will always work as all the critical voice servers etc are located in resilient and redundant Data Centres that does not mean your operations are always ready to move to remote working at a flick of a switch or without additional costs that will effect seamless business continuity.

### The Context:

What does business continuity mean? According to the BCI, business continuity means having a plan to deal with difficult situations, so that your organization can continue to function with as little disruption as possible.

Whether you are a private business, public sector organization, or charity, you need to know that you can continue to operate under any circumstances. Your communications and telephony network are a critical part of any plan.

Not all cloud voice services are built the same and cost is definitely directly related to what is exactly included in the service. You should take into account the following:

- Do you have to pay for additional functionality when the worst happens?
- Are additional licenses needed?
- Are there additional service administration and set-up tasks needed?
- How easy it is to enable a set of new service rules to empower new sites or homeworking to take the strain?

# The Factors that affect voice business continuity:

What should you take into account when understanding how suitable your current voice solution is to meet the needs of true business continuity? Important factors include:

## Multi-device functionality:

Many solutions require the procurement of additional licenses per device and not just per user. A true business continuity solution should ensure that your service covers all devices irrespective of whether the user may be utilising a desk phone, softphone or a mobile device - offering true flexibility and mobility wherever you may be.

## Accountability and Measurement tools:

Unforeseen circumstances will occur, without notice employees will need to work remotely or in a different building/office. This does not mean you should lose all mechanisms to measure how effective they are working. There are many tools that are available to assess this effectiveness but are they available or included in your existing service?

These tools include:

- **Wall Boards:** See real time stats on the performance of your teams, present the wall boards on TVs across your business or simply on business administrator/manager's PCs
- **Reporting Tools:** Receive real time reports covering a variety of employee activities such as users telephone activity, number of calls, time on calls etc
- **Call Recording:** Record individuals, teams or all calls within a business, use stop-start functionality to take payments over the phone
- **Listen Live:** Ensures quality of service and compliance by listening and monitoring live to your team when they are on the phone.
- **Presence:** Instant visibility of your colleague's availability if on the phone, in the office etc

## Business Effectiveness

Does your voice solution offer communication tools outside of the fundamental voice telephony service?

Many solutions can either integrate with other communication tools such as Microsoft Teams or include the option for comparative solutions that provide online messaging, address books etc. Make sure these tools are inclusive and not an unexpected extra when you need it most.



## **Seamless Continuity**

It is all very well having the capability to migrate your voice policies from the normal office environment to a temporary solution but how easy is it to actually implement?

Introducing business continuity policies and plans are the first step but ensuring that when the unforeseen happens you should be ready, so that there is zero downtime for your business.

Ideally with just a secure 'flick of a switch' the back-up service is in operation. That is for the entire solution not just a skeleton basic voice service.

The best cloud voice solutions are remotely controlled via portals or admin access so that all of the policies for remote working, secondary offices etc are already configured and in 'standby' mode to be activated by just a few simple steps on their control panel or portal dashboard. Accessible anywhere at any time.

Ideally your voice continuity procedure is activated with a single password/PIN authenticated command that allows your company to seamlessly move to your back-up voice solution. This gives you the true flexibility to move back and forth between your normal voice policies and continuity plan at any time you need.

This flexibility means you have plans in place and ready to go for voice services such as:

**Call Routing:** In times of reduced workforce, manage inbound calls to appropriate smartphones, new call routing via Hunt Groups, Overflows, Call Queues, Auto Attendants and much more via hosted service call routes.

**Schedules:** During times of business continuity, route calls in different ways just like you would for specific times of the day settings and specific days of the week.

**Log in and Out:** Easily join and leave hunt groups depending on availability or business role. This guarantees that you have phone coverage whenever staffing resources are low.

**Call Waiting:** Number of calls in the queue and expected answer time.

**Hold Messaging:** Informative bulletins and marketing messages available when callers are on hold or waiting for calls to be answered

**Voicemail:** Individual and group mail boxes can be used to collect unanswered calls including voicemail to email.

With the above, you will have the ability to replicate, replace and return back to normal voice policies at a press of a button and move between business continuity voice setting in seconds



## Bill Shock

Whilst ensuring all this functionality is available it is key to also understand you don't need to pay extra for them or need to sign and extend an existing contract.

Choosing a solution that is all-inclusive, one predictable low cost, for all functionality means you will not experience any bill shock. Especially important in challenging times for your business when the last thing you want to experience is additional unexpected telecom costs.

In many ways you have done all your business voice continuity preplanning without having to actually plan! No need to worry about getting additional budgets approved when deployment times are critical.

## The Abzorb Hosted Zone Approach:

The Hosted Zone managed cloud solution was designed from the ground up to be an all-inclusive service. Ensuring the business decision was simplified to include all functionality, forever, with one low predictable cost. A user model that includes all features for all users and all of their devices (handsets, PC softphones and smartphones)

Our uniquely designed Hosted Client Portal and its dashboard enables all of the above-mentioned functionality to be managed by administrators or ourselves securely and remotely. Giving that assured business continuity with pre-set policies ready to be activated whenever needed in a matter of seconds.

Call Routing									
Actions		Search		Search		Search		Search	
Name	Log As	Extensions/DDIs	Redirection	Night Mode	Ring Group	Auto Attendant	Voicemail		
Support Desk	Support	400	-	✗	✓	✗	✗		
Incoming Call Route	Inbound Calls	01484405300	-	✓	✗	✓	✗		
Anderson Silva	Anderson Silva	456	-	✗	✗	✗	✓		
Lewis Hamilton	Lewis Hamilton	457	-	✗	✗	✗	✓		
Carl	Carl	458	07788991011	✗	✗	✗	✓		
Alan	Alan	459	-	✗	✗	✗	✓		

When it comes to planning for business continuity you can rest assured that the functionality you need is there, without the upheaval of new contracts, new additional functionality costs or extra device licenses.

The VoIP service is hosted within one of the most advanced data centres in the world powered by Amazon Web Services infrastructure. With 24/7 monitoring and independent call termination the user platform is reliable, secure and simple that utilizes service partners with more than 150,000 users every business day.

The hosted service is simple and intuitive for your business to order, provision and manage, enabling you to transform your business and future proof your voice communications.

From a provisioning perspective we offer automated features, so that once your order is complete with however many DDI's, usernames, devices etc your service is ready to go allowing you to provision your new system over any weekend or even overnight.



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