



**Adapto**



# The Opportunities for Cloud Telephony in **ICT Management**

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In a political and economic climate that demands the public sector finds ever more cost-effective ways to deploy its budgets while maintaining the highest standards of service delivery, attention is turning to cloud telephony for the flexibility and value for money it brings to communications in every context.

**Cloud telephony puts the telephone network wherever the internet is, allowing staff to communicate across any number of platforms using their mobile device, PC or existing extension. It removes phone systems from the limitations of fixed line networks and physical exchanges by placing everything on remote, secure servers in the cloud.**

**But what specific advantages does it offer public sector organisations from the perspective of their ICT Managers?**

Cloud Telephony offers a clean break from the limitations of fixed line PBX or ISDN systems and an opportunity to modernise communications using state of the art applications. It unites existing fixed line terminals, IP phones, mobile devices, DECT phones and conference telephone facilities in a single, unified communications system.

Because all systems, software and features are hosted remotely on multiple redundant servers, cloud networks deliver another level of reliability and technical excellence. The result is a carrier-grade, enterprise-level service that enables crystal clear voice and video over a central telephone system for user groups that can number in the thousands.

In contrast to fixed line exchanges, which require onsite maintenance from contract teams to implement system updates and upgrades, cloud networks are updated automatically by the provider as new functions become available. This sharply reduces the cost of maintaining a leading-edge telephone service, while ensuring upgrades don't interrupt the quality or continuity of communications – a vital consideration for public sector organisations responsible for delivering critical services such as ambulance and other blue light functions.

Multiple sites can be brought together on one exchange regardless of their location, allowing more efficient communication and free calls between offices in the same network. IT staff and administrators can manage multiple sites from anywhere using a simple online control panel to add or delete extensions, enable remote and home working access or configure the hundreds of intelligent features available.

No matter how dispersed users on the same network are, however, they still benefit from extremely high levels of security. Cloud telephony systems generally use Secure Real Time Transport Protocol (SRTP) for encrypted transfer of speech and data. This guarantees protection against eavesdroppers and malicious hacking, and ensures public sector organisations attain a standard information resilience demanded by the regulations.

Compared to updating or replacing a fixed line telephone network, cloud telephony is an extremely low CAPEX investment that offers minimal running costs and zero maintenance costs. In a CaaS (Communication as a Service) model, all hardware and software management is handled jointly by the vendor and system provider, with updates and upgrades pushed to The Cloud automatically to guarantee the latest systems are available and the most current security standards in place.

And when it's time to move offices, a cloud network makes things straightforward and economical too, with no need for specialist contractors to disconnect, transport and

recommission equipment at the other end. Instead, users simply reconnect to the existing system online at the new site using the 'plug and play' functionality built in to all cloud based applications.

The NFON Cloud Telephone System has the flexibility to precisely meet your particular needs, then easily grow when required.

› **Future-proofed and flexible**, the NFON Cloud Telephone System is always at the leading edge of technological advancements and scales seamlessly – making it the perfect solution for organisations of all sizes.

› **Internet connectivity** delivers phone calls from anywhere with an internet connection – at work, on the move or at employees' homes.

› **Same numbers and seamless migration** mean organisations can keep their existing switchboard and extension numbers. The transition is seamless, with zero operational interruption.

› **Over 150 advanced features** enable smarter working – Advanced functionality is included for workgroups of any size, such as mobile phone integration, telephone conferencing call control, smart queuing, call routing, multi-office connectivity and call coaching.

› **Reliability and technical excellence** are ensured through NFON's carrier-grade, enterprise-level service. It enables high-quality voice connections via a central telephone system managed by NFON, in high-availability, geo-redundant data centres.



### Full integration with Microsoft Teams

NFON's full integration with Microsoft Teams delivers a genuinely unified communications solution that equips you with a feature-rich, enterprise-grade telephone system for enhanced collaboration. Screen sharing and audio/video conferencing enable better cross-agency working and more effective sharing of resources.



### Contact Centre

A professional cloud contact centre delivers omni-channel presence, allowing you to interact with service users whenever, wherever and however they choose.

# More options, More Value

The extra benefits of the NFON Cloud Telephone System include many more options, such as:

- › Call recording
- › Mobility
- › Computer telephony integration
- › Call reporting

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### NFON features that help you achieve your objectives

- › Integrating mobile workers frees up office space to reduce costs and average working space
- › With everyone on one system, staff effectiveness, collaboration and motivation is improved
- › Microsoft Teams integration supports inter-department collaboration that improves resource utilisation and decision making
- › Enterprise-grade telephony system with enhanced features – including omni-channel contact centres – improves customer service experience
- › Technology upgrades improve efficiency without capex outlay

**NFON has been approved by HM Government as a supplier under the auspices of its G-Cloud procurement initiative. Its award-winning solutions are now available to the UK public sector through the government's digital marketplace. NFON provides clear, integrated, communications through the cloud for the public sector.**

+44 330 133 2510

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