



**NTT**

# **A beginner's guide to Cloud Voice**

All your questions answered

**Creating a secure, modern workplace environment that allows you to connect employees and customers in a seamless and secure way, regardless of their location or device, is fundamental in today's world.**

Cloud-based unified communications and collaboration solutions allow effective, productive work to take place no matter where people are; while online and digital events bring people together virtually, when they can't be in the same physical space.

But what about telephony?

Until recently, updating traditional on-premises telephony was not seen as the most urgent aspect of many transformation programs. However, as organizations move to future-proof their businesses and update their business continuity planning, there has been a shift towards cloud-based telephony, also known as Cloud Voice.

So, what is Cloud Voice and what are the benefits for your business?

## Why does your business need Cloud Voice?

It is essential that as an enterprise develops and grows, so does the technology needed to run its operations. Savvy IT departments are looking to consolidate and simplify the management of not only their organization's network but their on-premises and cloud infrastructure, all while having a focus on security.

Moreover, with cloud technology adoption continuing to rise and remote working on the increase, many businesses are looking for a secure cloud voice telephony solution which can deliver cost savings, help improve operations, enhance employee productivity and allow for flexibility.

### Delivering cost savings

Cloud Voice provides a **simple and unique** way to interconnect your IP, PBX, Contact Center or Unified Communications platform to the telephony world while significantly reducing costs. Traditionally, organizations use on-premise PBX solutions and have been liable for the numerous associated costs, including the set up of PBX servers, telephones, and cabling as well as expenditure for the technical team to keep the PBX system running. In many cases, these are a set of separate costs for every location. Plus you also may have telecommunication contracts for each country to consider.

With Cloud Voice, you have all the **benefits of telephony solutions without the cost** of having to maintain a PBX solution and support staff. Customers who make the move to Cloud Voice see 40-60% savings on average.

#### Coming to terms with the terms

**PSTN:** Public Switched Telephone Networks, the term used for the first telephone networks established in the late 19th century. PSTN networks are operated by national, regional, or local telephone operators who provide infrastructure and services for public telecommunication.

**VoIP:** Voice over Internet Protocol, also called IP telephony, is a method and group of technologies for the delivery of voice communications and multimedia sessions over Internet Protocol (IP) networks, such as the Internet. Also known as cloud-based calling, cloud-native telephony and internet-calling.

**PBX:** Private Branch Exchange is a telephone exchange or switching system that serves a private organization and permits sharing of central office trunks between internally installed telephones and provides intercommunication between those internal telephones within the organization without the use of external lines.

**SIP:** Session Initiation Protocol is a technology that enables Cloud Voice calls. SIP trunking acts as the phone line that upgrades your traditional PBX and connects to the internet.



## Improving operations

While many businesses allocate a considerable amount of resource to ensure that their IT is stable, effective and future-proofed, fewer consider how **outdated telephony** can impact their operations.

At a minimum, periods of disruption caused by telecoms downtime will likely create a negative impact on customer service levels and business revenue.

Built with resilience and flexibility in mind, Cloud Voice solutions ensure your operations can continue even if local networks are down. Calls can be rerouted quickly and easily, and call loads can be balanced even in times of peak demand.

Cloud Voice also offers you the **flexibility, agility and ability to quickly make changes**, as situations demand. If you need to switch from office-based working to remote working, your employees can simply log on to their devices – laptops, tablets, mobile phones – and their office phone number is right there with them, to make or take calls. If you need Contact Center functionality, you can divert calls to people anywhere in the world, or flexible or part-time workers, or those on-call.



## Seamless integration

As more businesses look to move their data, communication and collaboration tools to the Cloud, cloud-based telephony is the next step forward in integrating data and devices.

Cloud Voice is natively **integrated** with major Cloud PBX and Unified Communications (UC) solutions including Cisco Webex and Microsoft Teams. The transition to a voice service in the cloud should be simple, without compromising on quality.

Once enabled as a cloud service within UC applications, enterprises can streamline systems as well as processes. Whether you have 300 or 300,000 employees, you can securely use voice services from any location without the need to manage network capacity, platform location and local regulations.

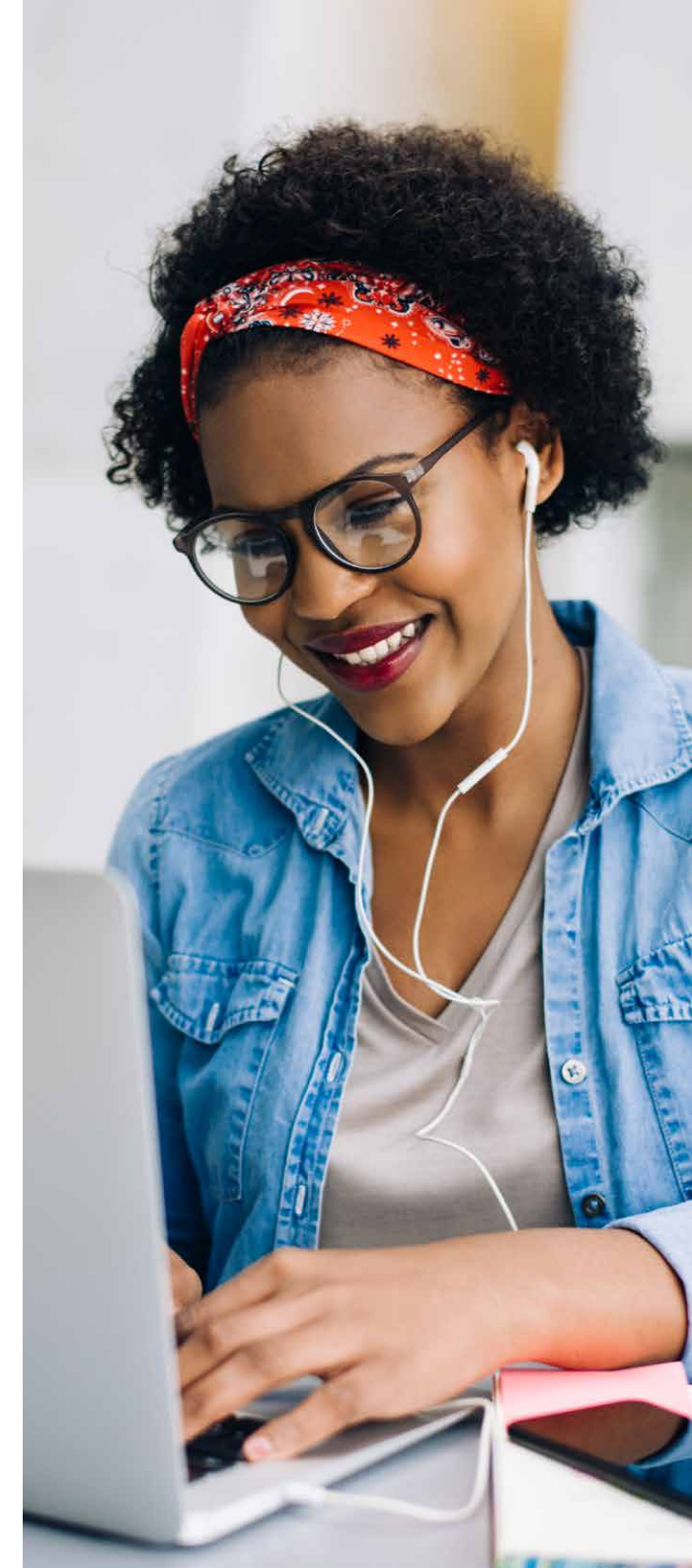
## Enhance employee productivity

Many enterprises find that the complexity of their organization infrastructure e.g. having multiple sites and a mix of telephony and unified collaboration infrastructure, is hampering employee productivity.

With the removal of silos and the consolidation of globally disparate voice services and UC infrastructure into a single communication solution, your employees' productivity is increased through enhanced voice communication and collaboration.

### Key considerations of Cloud Voice:

- Cloud Voice can easily be added when migrating to a UC platform e.g. Cisco Webex or Microsoft Teams.
- Cloud Voice will enhance your Cisco Webex experience as it extends your cloud telephony to now include PSTN calls from with both Webex Meetings and Webex Calling.
- Microsoft Teams with Cloud Voice can operate as a PBX switchboard and enable cloud-connected calls to use the PSTN and work like a regular telephone.
- You can continue to use parts of your legacy infrastructure (desk phones, fax etc.) so that you can stagger your transition to full Cloud Voice as and when budget and resource allows.



## Answering your challenges

There are strong arguments for implementing Cloud Voice, however all transformation projects are not created equal. It may seem daunting starting the process however, at Cloud Communications division of NTT Ltd., we have the expertise to guide you through this transformation journey. We work with you to ensure that we understand your challenges and needs with a consulting and planning approach as well as a focus on driving deeper adoption amongst users.

**Here we look at some of the challenges you may be facing and the solution we can provide:**

**Challenge 1:** I want to migrate my users to Cisco Webex or Microsoft Teams, but my telephony is an issue. I have several systems, managed by different teams with different contracts; it's blocking our company's digital transformation.

**Our solution:** With more than 200 Unified Communications (UC) experts globally, we support your cloud transformation end-to-end, combining your UC platform with Enterprise Cloud Voice. We use our Global Voice Design Workshops to explore your environment and to put the user experience at the centre of your voice transformation. Our Cloud Voice solution allows the streamlining of your infrastructure as well as the simplification and consolidation of contracts, billing and support.

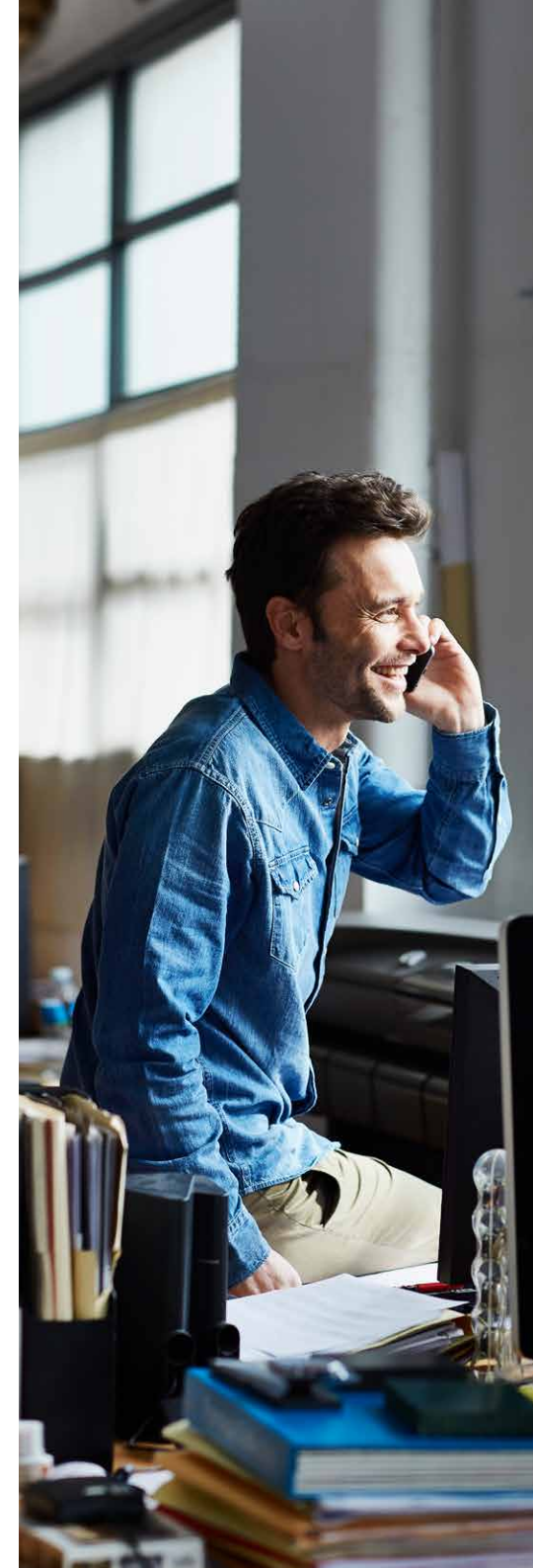
**Challenge 2:** I want to migrate my users to Cisco Webex or Microsoft Teams, and would also like to add Cloud Voice. I need users to adopt the new platform and avoid any interruption to communication during the migration.

**Our solution:** NTT's Cloud Voice is natively integrated with major Cloud PBX and Unified Communications solutions. To simplify your digital transformation journey, Cloud Voice users can seamlessly migrate between an on-premise PBX, a hosted PBX or a unified communications service without disruption. There is no need for new contracts, plans, user numbers or changes in pricing.

Furthermore, we can pace your migration, e.g., offload your carrier services, and deploy a cloud service in satellite offices. We will manage all your calling services and assist you with your technology migration. If you are deploying Microsoft Teams Direct Routing or Webex Calling, we can implement the full rollout and adoption while managing the service in the cloud. If you have another solution, we can provide the carrier services and service numbers through our Cloud Voice Universal Calling Plans.

**Challenge 3:** Recent circumstances have impacted the way we work. We now have many employees hot desking and/or working remotely. We need to provide each with a single phone number as well as ensure that our calls remain secure.

**Our solution:** We provide each employee with an individual phone number, which can be used in the office, while working remotely, or while travelling. With four different Universal Calling Plans on offer, you can choose the ideal plans for different groups or departments, or individual users, as required. And although Cloud Voice is delivered over the internet, secure connections are ensured thanks to highest levels of encryption.



**Challenge 4:** My organization has a call center. I don't understand how Cloud Voice could work for us.

**Our solution:** With Cloud Voice, inbound calls can be shared across as many or as few call center agents as you wish at any one time. You can scale-up and down to meet your needs and demand, ensuring customers can reach your business. It's a similar story for outbound calls: you can enable employees to make unlimited concurrent calls from the same service number. This provides a seamless, safe, and consistent brand experience. Furthermore, Cloud Voice is scalable, and capacity can scale up or down as needed, without booking in advance.

**Challenge 5:** I have an internal contact-center solution used by our teams to manage our support, billing and other operational duties. When unforeseen events happen, I often face issues coping with the surge in traffic.

**Our solution:** We provide a highly scalable solution for service numbers with no customer limits in terms of traffic peak. Our business model is also well suited to match your business requirements thanks to a full "pay-as-you-use" model.

**Challenge 6:** I need to find a reliable, global service provider that can deliver at scale while ensuring that our voice service quality is not compromised.

**Our solution:** As NTT, we own and operate our core network and deliver the quality and reliability expected from one of the world's largest global tier-1 IP backbones, which carries carrying more than 40% of the world's internet traffic. We provide a service level agreement guaranteeing 99.99% availability. The quality of Cloud Voice calls is excellent with an industry standard Mean Opinion Score (MOS) of more than 4, the 'excellent' benchmark. Additionally, with our Cloud Voice offering we bring you full PSTN replacement in 25 countries, so from one destination to another, whether making or receiving calls. In all cases our services are provided with full regulatory compliance.

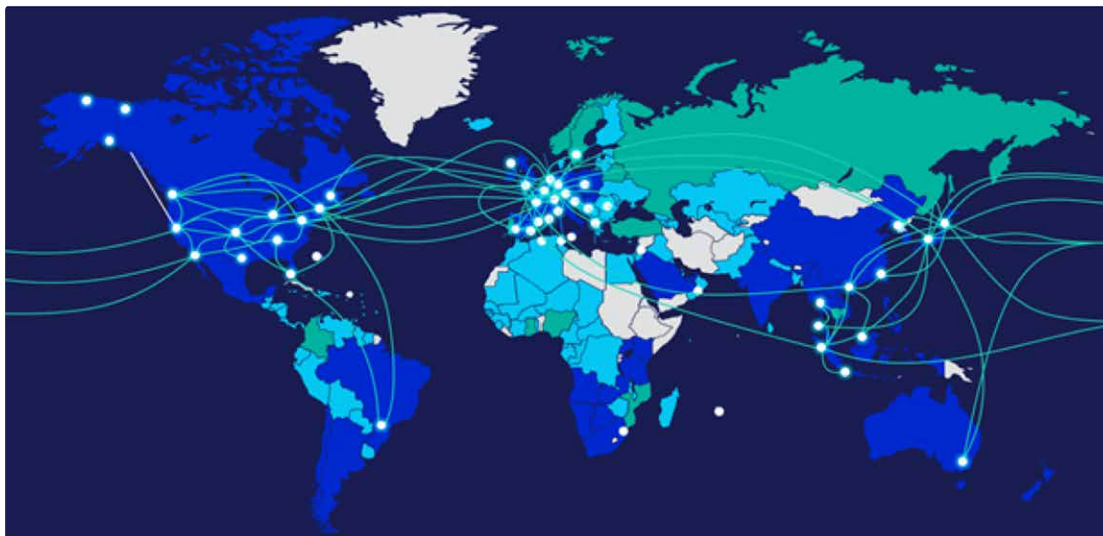
**Challenge 7:** I am part of an organization of 300 employees at the beginning of the journey to embrace cloud telephony, but I do not know where to begin.

**Our solution:** We enable enterprises of all sizes to securely use voice services from any location without the need to manage network capacity, platform location and local regulations. With this we streamline processes, remove silos and enable you to consolidate all these disparate services at multiple sites to one global provider. In short, we take the complexity of Voice out of your hands allowing you to focus on your core business priorities.

**Challenge 8:** I want to consolidate our telephony expense before the start of our digital transformation.

**Our solution:** Traditional telephony typically comes with unpredictable costs. Your costs change to accommodate organizational changes, utilization patterns, and obsolete or aging components. With Cloud Voice you eliminate the guesswork, allowing you to accurately predict your expenditure from month to month. Cost is based on the number of users and you can choose the Calling Plans that suit your organizational structure and user profile. Consequently, utilization levels don't impact your monthly costs. It also eliminates the other variable costs such as software upgrades, licensing, and hardware maintenance. As we stated earlier, clients who move to Cloud Voice solutions typically realize an average annual savings of 40-60% on their telephony.

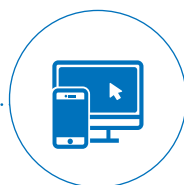
## Top five benefits of Cloud Voice provided by NTT Ltd.



**Global reach**  
Full PSTN replacement  
in 25 countries



**Future-proof your IT  
productivity**  
Remove the need for outdated  
technology and use a service  
that will scale as you grow



**Enable secure, flexible,  
remote working**  
Take or make calls wherever  
you are, from any device



**Ensure security,  
quality & reliability**  
Rely on NTT's wholly-owned  
worldwide internet backbone  
network which services 40% of  
worldwide internet traffic



**Reduce costs**  
The average saving is  
between 40-60%



## The beginning of your Cloud Voice journey

Our professionals are here to guide you along the way

We understand that every situation is different, so we work with you to develop the perfect, customized Cloud Voice solution for your organization. Here is an outline of how you can get started on your Cloud Voice journey with us:



### Step 1:

#### Consultancy meeting to understand your business requirements

You are not on this journey alone and our experts are here to guide you



### Step 2:

#### Integrate NTT voice platform to your tenant

Complete testing of the platform to ensure that your migration is risk-free



### Step 3:

#### Process orders for new numbers or port existing numbers

Pace your migration to your timeline



### Step 4:

#### Number assignment to users

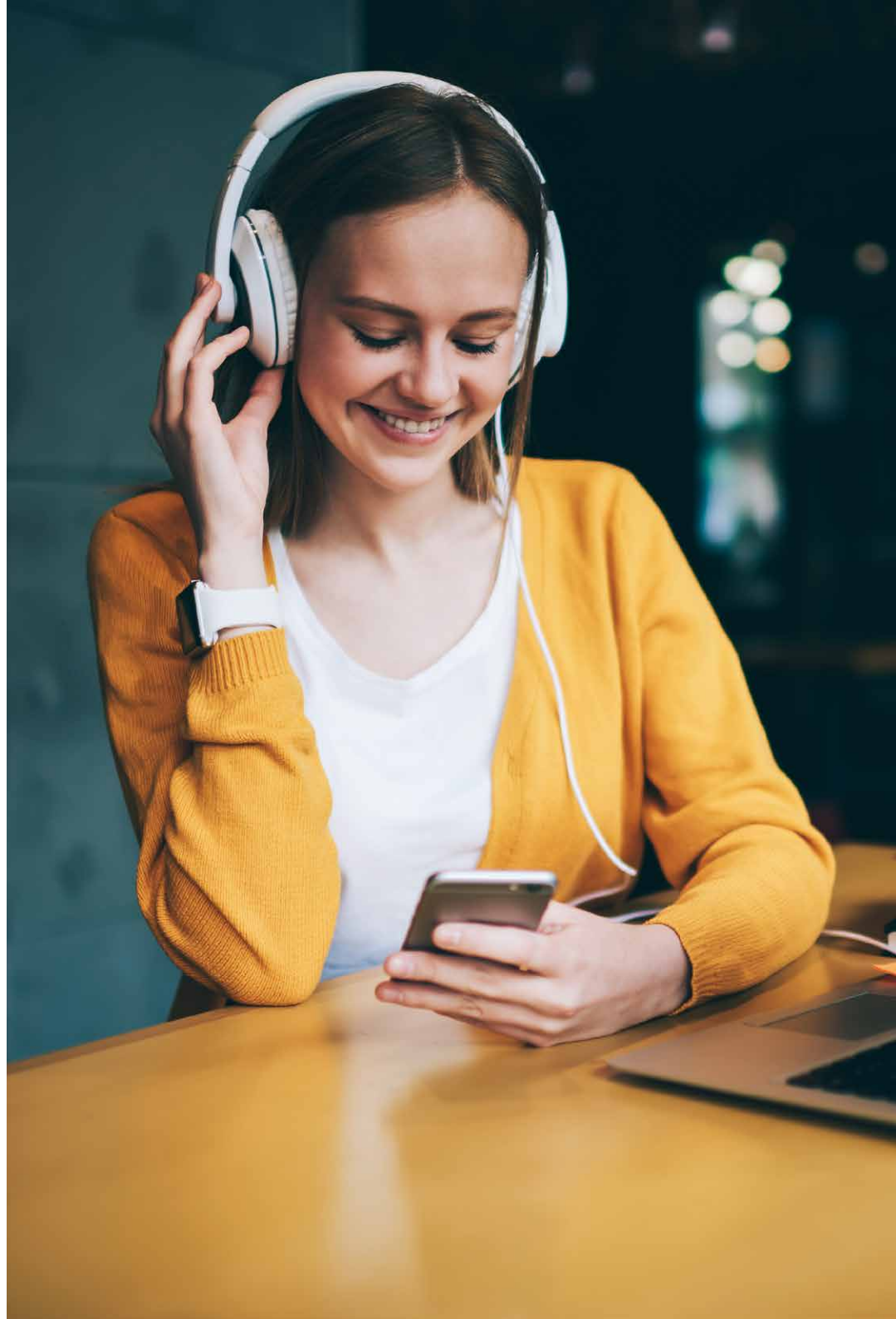
Provide user numbers which can be used anytime, anywhere



### Step 5:

#### Build any complex telephony as per requirement e.g. Interactive Voice Response (IVR), contact centers, hunt groups

Ensure you have the right solution to meet your business needs



## Getting started

Now is the time...

There is not a one-size fits all approach when deploying Cloud Voice; every organization is unique, with their own transformation journey and differing requirements.

One thing is certain, however. If your organization wants to fully embrace secure remote working, the effective use of cloud-based communications and collaboration tools, and prepare for the future, NTT Ltd. is a partner you can trust.

We can help your organization to transform to a more connected future and realize all the benefits of modern collaboration. So if you are ready to explore a Cloud Voice solution that will increase your operational agility, reduce capital expenditure, offer a superior customer experience and future-proof your business, then we'd be happy to discuss how we might work together.

### Further reading:

[Learn how Jensen Hughes expanded their footprint, improved offerings and saved 50% with a consolidated Cloud Voice solution](#)

[Microsoft Teams with Cloud Voice gives businesses the agility to grow and adapt to change. Discover how you can improve your ROI with this tool](#)



