EARTHBEND
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5 Signs It's Time to Upgrade Your Business Communications.

Communication technologies have rapidly advanced in recent years with the maturity of Voice over Internet Protocol (VoIP), software virtualization strategies and the concept of Unified Communications (UC). However, many businesses find themselves stuck with the same telecommunications systems for decades. How do you know if the time is right for your company to make a change? Continue reading for five signs it's time to upgrade your business communications.

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You have outgrown your current system.

Your business has grown in the time since you bought your current system. Maybe you have expanded to new locations, hired more employees, or have more advanced feature requirements. Any and all of these circumstances were likely not considered in the original deployment of your current platform. Today, you are trying to stretch that old technology to do things it was never designed to do. Without the flexibility of newer technologies, this can cause problems and limit your capabilities. **Much like a pair of pants you shrank in the wash, your current system just doesn't fit like it used to.**

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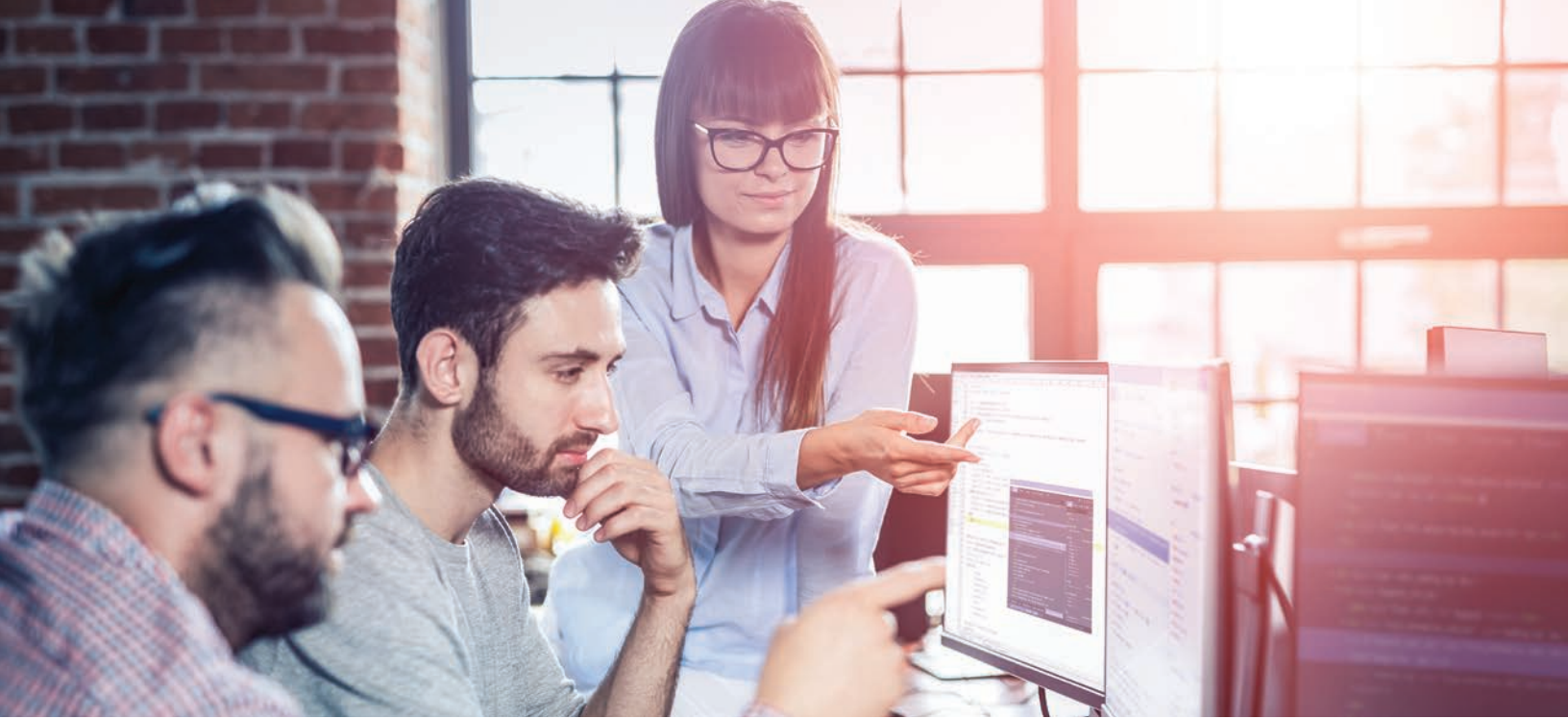
Your IT talent is being wasted on upkeep instead of serving as an asset.

Your IT team spends a significant amount of time maintaining your communications system and making sure everything is working. **If this seems like a waste of talent and resources, that's because it is.** The IT department in many organizations has become a vital and integral part of the business. With today's newer cloud-based communication platforms, you can hire less experienced employees to manage day-to-day operations. This allows your more talented IT personnel to move beyond simple upkeep and actually customize your business communication tools to help all of your employees become more efficient and productive.

You are working with a complicated puzzle of different vendors.

You engage with multiple vendors to support different aspects of your business operations, **yet they all have to work together**. This challenge is common for companies who have department or location-specific requirements for communication. Older PBX systems often lack the tools needed to create reliable connections between different software platforms, unlike modern, cloud-based platforms and the flexible APIs they provide. To address this limitation, you might pay a specialized engineer to develop costly custom integrations that must be maintained throughout the life of your current PBX.

You are spending too much to maintain your existing PBX system.

You are wasting money on what it takes to keep your current system up and running. As your old system ages, reaches end-of-life, and becomes obsolete with the advancement in new technologies, you are faced with the challenge of maintaining legacy feature functionality. Older telecommunications systems were **built with proprietary hardware and software that can prove cost-prohibitive to maintain**. Often, the vendors that originally provided you with these solutions can only offer expensive overhaul options.

You are spending too much time on training.

When you experience turnover in any job function, there is a certain amount of training that is required to bring a new employee up to speed. With an older PBX system, **this training can be complicated, frustrating and a huge commitment.** That time could be better applied toward helping your new employee to become a contributing, fully productive team member. The user interfaces and processes inherent to these legacy systems were simply not designed to be intuitive like the newer cloud-based business communication platforms of today.

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If any of these describe your organization...

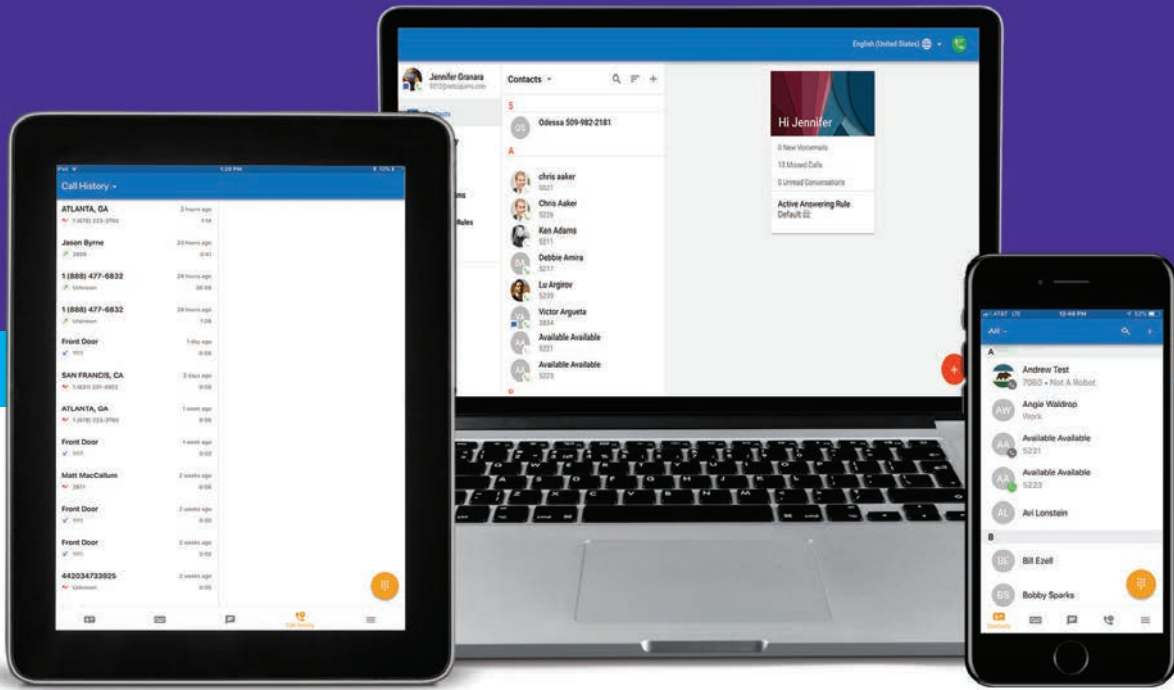**1** You have outgrown your current system.

2 Your IT talent is being wasted on upkeep instead of serving as an asset.

3 You are working with a complicated puzzle of different vendors.

4 You are spending too much to maintain your existing PBX system.

5 You are spending too much time on training.

...then it's time to upgrade your business communications.

EarthBend360 can help you:

1
Scale efficiently to support your growing business operations.

2
Reallocate and optimize your IT resources for maximum productivity.

3
Simplify and consolidate with all-in-one pricing and flexible APIs.

4
Lower and control your business communications costs.

5
Eliminate excessive training requirements.

We make business communications easy, productive and affordable.

Keeping your employees connected from wherever they happen to be working is critical to achieving business goals. Too many disparate collaboration apps, combined with a mobile and dispersed workforce, can create fragmented communication experiences resulting in poor teamwork, broken processes and slow responses to customers. We make business communications simple, productive and affordable with our cloud-based unified communications as a service (UCaaS) solutions. With the EarthBend360 Ascend UC platform, you can empower your staff to talk, message and meet with anyone, from anywhere and on any device.

Those are five signs to look for in your business!

For More Information

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