

Cloud

# Is Cloud Telephony best for your business?



**GLOBAL Z-DATA**  
SOLUTIONS SINCE 1996

**You've built a solid business from the ground up. You've hired a talented team, your services are in demand, and customers are calling in regularly.**

**But there's a problem:** Your old phone system.

Every time the phone rings, it's a gamble. Dropped calls, missed messages, and endless frustration.

Adding a new line for your growing team feels like pulling teeth. Or worse, you lose an employee, and now you're stuck paying for a phone line that no one uses. You've tried everything. Talked to your phone company, added more cables, but nothing seems to fix the problem.

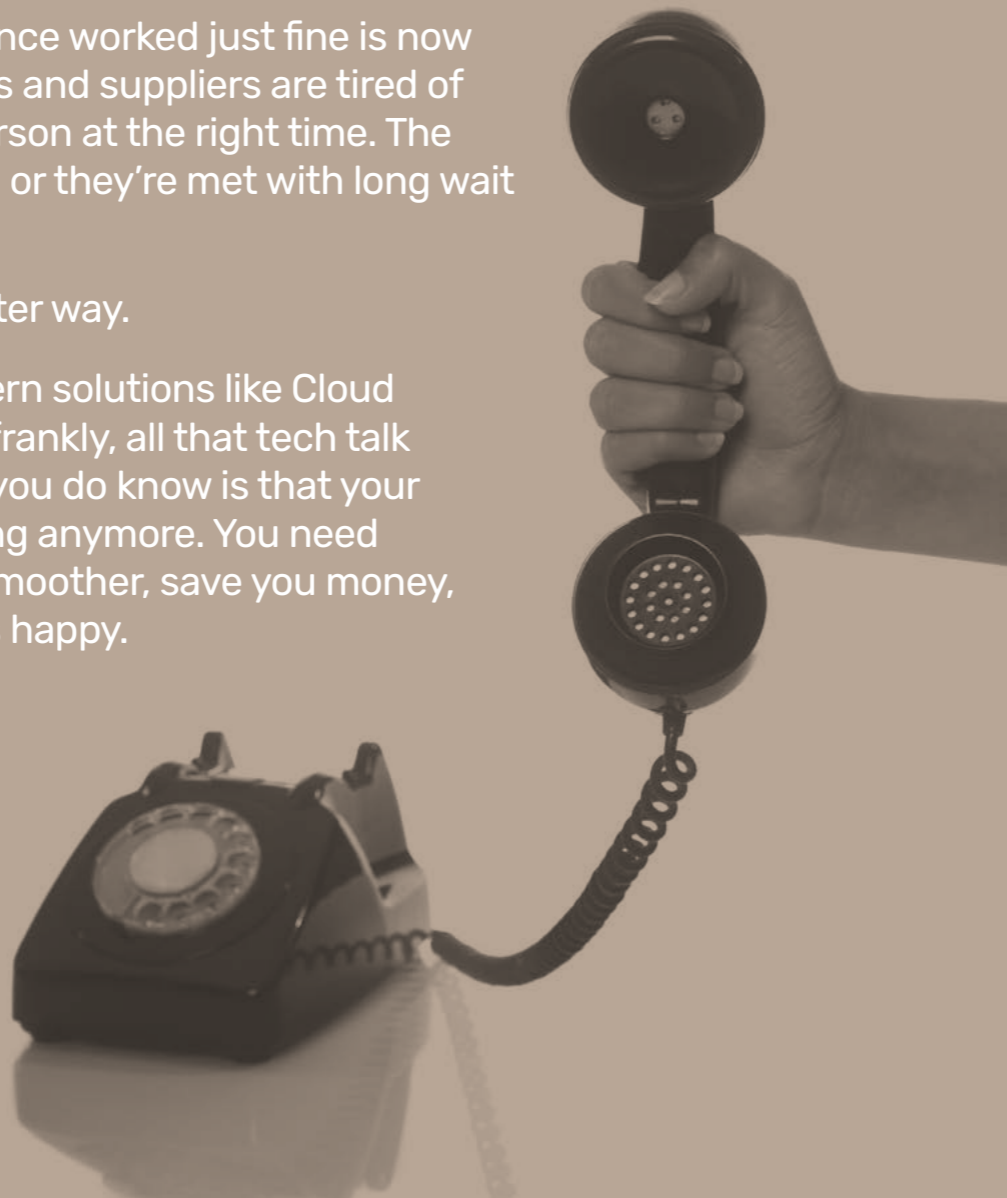
It's costing you more than money; it's costing you time and customers.

The phone system that once worked just fine is now outdated. Your customers and suppliers are tired of not reaching the right person at the right time. The lines are constantly busy, or they're met with long wait times or dropped calls.

Good news. There's a better way.

You've heard about modern solutions like Cloud Telephony and VoIP. But frankly, all that tech talk sounds confusing. What you do know is that your current setup isn't working anymore. You need something that will run smoother, save you money, and keep your customers happy.

Where do you start?



## How does Cloud Telephony work?

**Imagine an old-fashioned phone system: It relies on physical wires, and if something breaks, you've got to call in a technician to fix it. With Cloud Telephony, everything is virtual.**

## What is Cloud Telephony?

**Cloud Telephony is like having your entire phone system hosted in the "cloud," which simply means it's managed over the internet by a third-party service provider.**

Unlike traditional phone systems where all the hardware (like PBX boxes and phone lines) sits in your office, everything in Cloud Telephony happens remotely. Your business calls, voicemail, call routing, and even advanced features like call analytics are all handled online.

When you make a call using Cloud Telephony, your voice is turned into digital data and sent over the internet. But the entire phone system, including call management, voicemail, and other services, is housed in data centres, known as the cloud.

When a customer calls your business, the call is processed through the cloud, where it's routed to the correct person, no matter where they are. You can make and receive calls from any device connected to the internet – desk phones, computers, or even mobile phones.

Here's a simple way to think about it: Traditional phone systems are like a landline phone connected to a single socket. Cloud Telephony is like your email, accessible from anywhere and from any device, so long as you have internet access.



## Where does VoIP fit in?

**VoIP stands for Voice over Internet Protocol. Don't let that technical name put you off. Essentially, it means that instead of using a traditional phone line, you're making calls over the internet.**

While both Cloud Telephony and VoIP rely on the internet to make and receive calls, VoIP refers specifically to the technology that allows voice calls to travel over the internet. It's focused on replacing traditional phone lines with internet-based calls.

At GZD, we use VoIP as part of our Cloud Telephony system, which also handles other functions such as call routing, voicemail management, and integration with your other business tools.

Cloud Telephony is an all-in-one solution. It uses VoIP technology for calls, but it also provides all the management, features, and scalability of a traditional phone system, without the need for on-site equipment.

**It's a complete business phone system hosted in the cloud.**

## Key features of Cloud Telephony

### ✓ Call management in the cloud

All your call management (things like routing calls to the right person, forwarding, and call queues) happens in the cloud. It's all handled online by your service provider.

### ✓ Easy scalability

Need to add new employees? No problem. Since everything is managed remotely, adding new phone lines or users is as simple as a few clicks. If you downsize, you can just as easily remove lines without the hassle of hardware changes.

### ✓ Advanced features

Cloud Telephony services come with a wide range of modern features. These include call recording, voicemail-to-email, interactive voice response (IVR) systems (those automated menus you hear when you call a company), and even integration with other business tools like your CRM or email.

### ✓ Remote work capabilities

One of the biggest advantages is flexibility. Your team doesn't have to be tied to their desks anymore. Whether they're working from home, travelling, or in a different office, they can make and receive business calls from their laptops, tablets, or mobile phones.

### ✓ Cost-effective

The cost of the phone calls over VoIP are typically much lower than traditional phone calls. And because there's no expensive PBX to manage on-site, maintenance costs are reduced.



## Is Cloud Telephony best for your business?

**If you're looking for a phone system that's easy to manage, flexible, and designed to grow with your business, Cloud Telephony could be a great option.**

It relies on a strong, reliable internet connection. If your internet goes down, so do your calls. However, many providers offer backup options, like forwarding calls to a mobile phone during an outage.

If you're tired of dealing with phone system hardware, Cloud Telephony eliminates that completely. Your provider handles all the technical work remotely, which frees you up to focus on running your business.

And as your business grows or changes, it makes it easy to scale up (or down) without worrying about new installations or complicated upgrades.

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**If you're unsure which system is best for your business, we're here to help. Every business is different, so we can work together to find the perfect solution to boost your productivity, reduce costs, and give your customers a better experience.**

**Get in touch.**

