

WHAT IS UNIFIED COMMUNICATIONS?

Unified Communications (UC) is a term used to describe a VoIP phone system that integrates, or unifies, a spectrum of communication technologies and methods into a single platform. Most businesses communicate in a number of different ways. A UC system unites them to work seamlessly in one solution.

Systems Unified Communications Can Merge

- » Phone system
- » Voicemail
- » Chat
- » Fax
- » Conference call bridge
- » Video conferencing
- » Interactive voice response (IVR)
- » And more

Platforms that Integrate with Unified Communications

- » Email
- » Web applications and browsers
- » Social media
- » Customer relationship management system (CRM)
- » Customer support software
- » And more



Unified Communications Deployment Options

Dedicated Appliance

- » In-office server managed locally
- » One-time upfront capital expense

Hosted PBX

- » Hosted server managed by the provider
- » OpEx for one monthly price and little to no upfront costs

Virtualized

- » One-time upfront capital expense
- » Save on stand-alone appliance costs

TOP BENEFITS OF UNIFIED COMMUNICATIONS

» Boosts Productivity

- › Reduced number of communications systems creates a more efficient work environment
- › Workflow processes can be automated to save time
- › Administrators have a streamlined set of technology to manage



» Reduces Travel & Administrative Costs

- › Remote and mobile workers can better collaborate with other team members, which reduces the number of times they need to report to the office
- › Employees can use their own mobile devices instead of the company having to purchase phones for everyone



» Lowers IT & Other Operational Costs

- › Combines voice, video, and data into a single connection
- › Eliminates long-distance fees
- › Enables admins to make moves, adds, and changes in-house without calling a technician
- › Integrates multiple systems into one solution



» Better Workforce Collaboration

- › Employees have one central hub for communicating
- › Integrations with other business tools, such as CRMs, allow employees to collaborate across systems



» Secure Communication

- › Many UC providers include security features built into the system for protection against other networks
- › Session border controllers are available for additional protection



UC TERMS & DEFINITIONS

- » **PBX - Private Branch Exchange:**
Essentially, a phone system for your business.
- » **VoIP - Voice over Internet Protocol:**
The transmission of phone calls over the Internet, instead of using telephone landlines.
- » **SIP - Session Initiation Protocol:**
The standard communications protocol for sending voice and video across a data network.
- » **UCaaS - Unified Communications as a Service:**
A service model for delivering UC through the cloud instead of managing the system in-house.
- » **Mobility:**
A term for integrating your fixed desk phone with your mobile phone to create a seamless communication experience regardless of your location.
- » **BYOD - Bring Your Own Device:**
A trend that allows employees to bring their own preferred communications device with them, including mobile phones, tablets, and more.
- » **IVR - Interactive Voice Response:**
The automated attendant that answers and assists customers on the phone. Advanced IVRs can handle functions like payments, retrieving or receiving information, and more.
- » **QoS - Quality of Service:**
Prioritizes your voice traffic and ensures that your phone calls are going to get the bandwidth needed, regardless of what else is happening on the network.

Everything that Connects, Connect with Unified Communications.

Tophill Traders is a trusted leader in value-based Unified Communications (UC) and UC as a Service (UCaaS) solutions. With UC, your businesses can:

- » Achieve enhanced levels of collaboration, productivity, and ROI
- » Deploy a UC solution to fit their needs - in the cloud, on-premise, or virtual
- » Enjoy advanced UC features for all users for one, low price