



7 Reasons to Ditch the Duct Tape and Embrace the Cloud





When your business is rapidly growing, it's easy to fall into the habit of adopting quick-fix solutions to problems as they crop up. One area that tends to take a big hit is business communications.

Whether you're in the startup stage or growing into small to medium-size territory, your team is working fast to develop products, acquire customers, and make magic happen. You don't always have time to slow down and invest in the right tech so, instead, you slap some duct tape on the tools and processes you do have and call it a day.

But here's the thing about duct tape: it's not scalable and it doesn't last. While these fast fixes might keep you moving in the short term, they're actually counterproductive to long-term success, often leading to decreased productivity and slower collaboration.





Luckily, there's a pretty simple solution: a centralized cloud-based communications platform designed to meet all of your needs at once.

Because when one solution does more, so can your business.

Business Communications Checklist

- Phone system
- Web conferencing
- Internal messaging
- External messaging
- Video chatting
- Smart assistant for note-taking
- Communications analytics



One Solution for Every
Communication Challenge



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Unify your team

When you use multiple programs to stay in touch with remote team members, coordinating calls and meetings is tricky and time-consuming at best, and downright miserable at worst.

If real-time communication becomes too taxing, employees may resort to lengthy email chains—which often cause confusion—or else completely give up on the idea of staying in touch. This can lead to scattered teams and muddled information.

A central cloud communications platform can keep teams connected, no matter where they are.



With one system that hosts voice, messaging, video, and meetings, you can reduce the time you spend setting up conference calls, configuring devices, and updating teams on technology changes.

And because everything lives in the cloud, you can access important documents and messages on any device, any time, making it easy to share information across teams and channels before, during, and after meetings—all with a simple click.

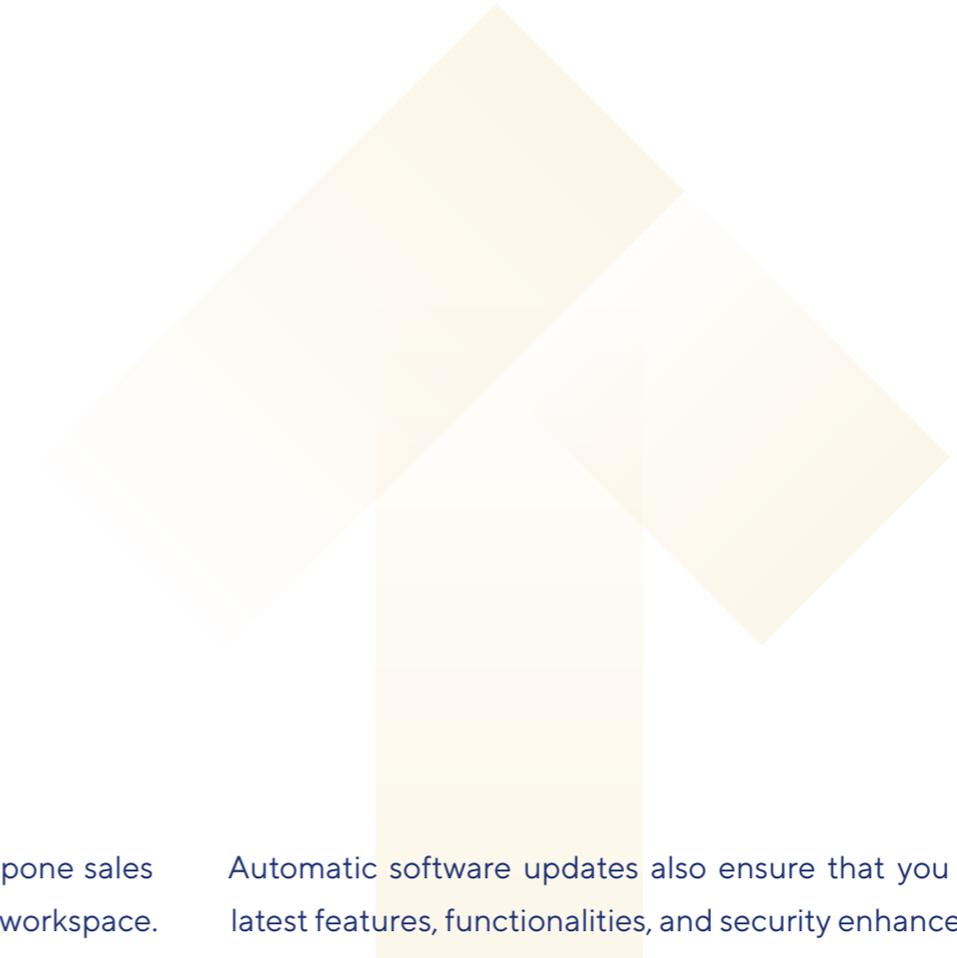
You can even switch devices halfway through a call without hanging up or sacrificing sound quality. Say you're using your laptop to chat with a team member, but suddenly realize you're running late to yoga—just shift to your mobile and keep the call rolling. The result: teams that stay connected and productive, from anywhere.



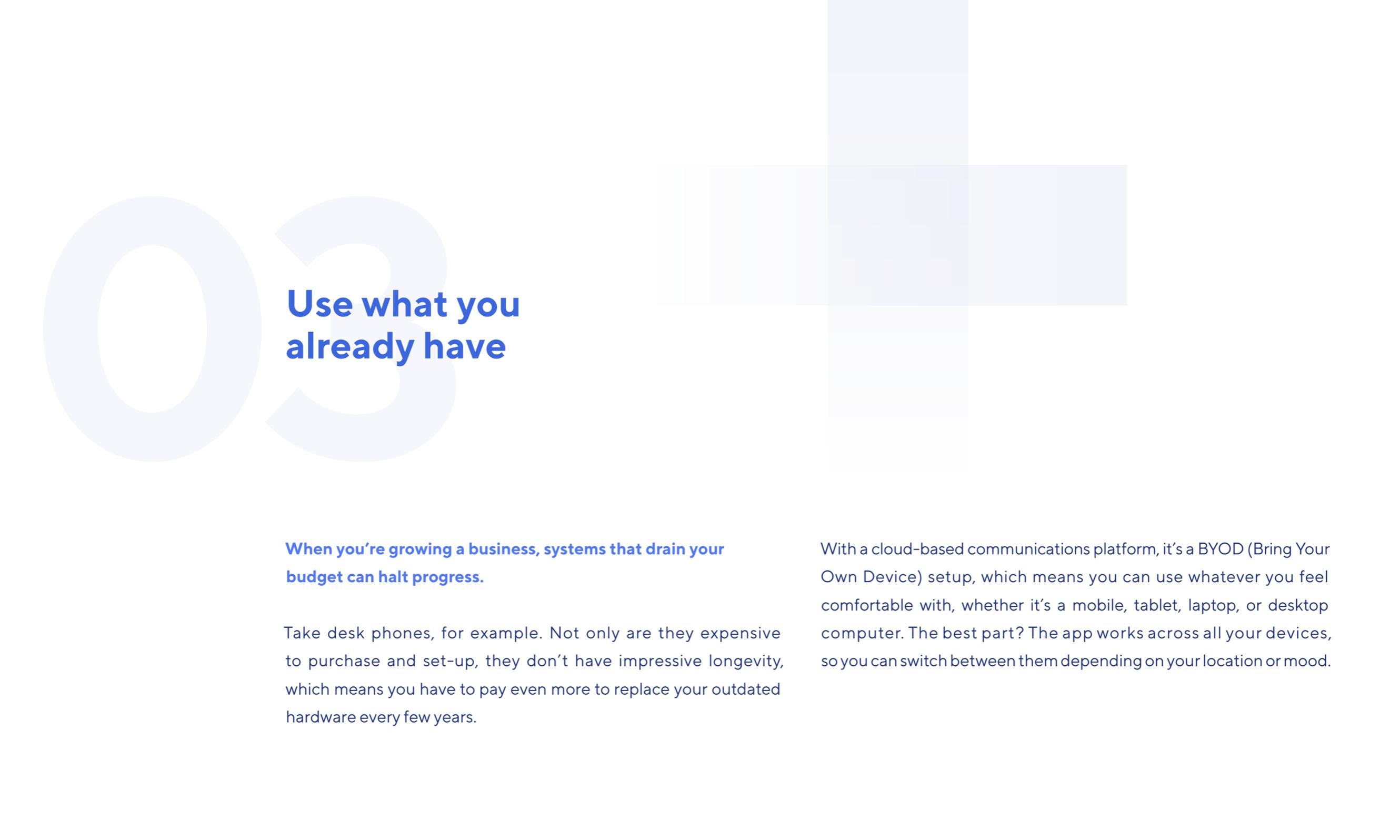
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Simplify setup

No need to vacate your desk for the afternoon or postpone sales calls so the IT guy can install a new phone system in your workspace. With cloud-based software, setup is easy and deployment is super fast. As in, less time than it takes to make a cappuccino. All you have to do is download the app on your preferred device, log in using G Suite or Office 365 SSO and you're ready to make your first outbound call within minutes. More time to enjoy that extra foam.



Automatic software updates also ensure that you always have the latest features, functionalities, and security enhancements.



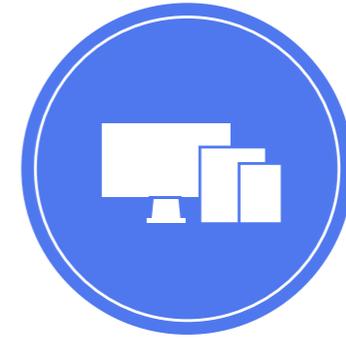
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Use what you already have

When you're growing a business, systems that drain your budget can halt progress.

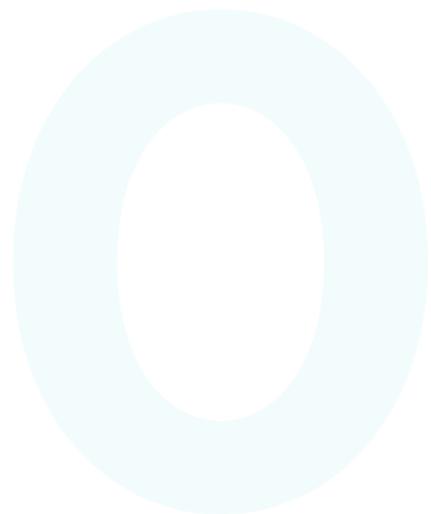
Take desk phones, for example. Not only are they expensive to purchase and set-up, they don't have impressive longevity, which means you have to pay even more to replace your outdated hardware every few years.

With a cloud-based communications platform, it's a BYOD (Bring Your Own Device) setup, which means you can use whatever you feel comfortable with, whether it's a mobile, tablet, laptop, or desktop computer. The best part? The app works across all your devices, so you can switch between them depending on your location or mood.



BYOD—it's cheaper, easier, and lets you work on the go.

And no matter which device you use, the app's clean, intuitive interface makes it simple to send messages and make calls. Even online conferences just take a few clicks to set up, so you can spend less time getting acquainted with new devices and more time getting ahead.

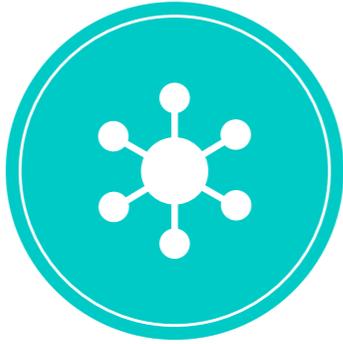
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**Stay on top
of your sh*t**



Efficiency is the key to building a successful business. And the trick to greater efficiency is smarter features. With a cloud-based platform, AI is built into everything.

Don't worry, the robots aren't here to take your job. Instead, AI can take over the tedious, mundane tasks on your to-do list so you can focus on the more meaningful aspects of work. That means less stress and twice the productivity.



Take voice-driven AI, or smart assistants, for example. Powered by artificial intelligence, smart assistants use natural language processing to identify real-time conversational insights and opportunities for talking points during phone calls. These handy AIs can also transcribe phone calls, provide post-call summaries and analyses, and highlight key parts of the conversation, so you don't have to spend time taking notes or sending follow-up emails. It can even share predictive insights about your business, allowing you to make strategic adjustments to help improve customer service and increase sales.

Voice-driven AI cuts your to-do list in half with:

- Data insights
- Post-call summaries
- Real-time transcription



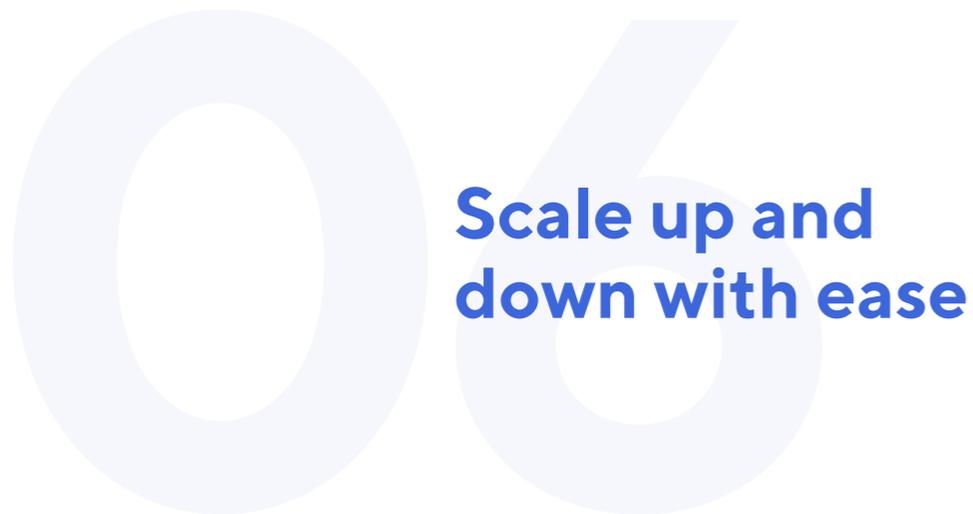
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Integrate with the tools you love

It takes time and effort to master your favorite business tools. So why throw them out when they don't integrate with your phone system? A good cloud-based communications platform gives you the best of both worlds. It natively integrates with the other cloud-based apps you use every day, like Salesforce, Zendesk, Slack, G Suite, Office365, and more.

These integrations give you access to your emails, contact lists, and documents all on the same platform, so you never have to toggle back and forth between applications to make a call or pull up a spreadsheet.

When all your tools are communicating with each other it makes it easier for you to communicate with your team and your customers.



Scale up and down with ease



Buying new phones each time you add a new team member isn't the most efficient or cost-effective way to scale.

It's better for your budget to take things to the cloud.

Cloud-based communications platforms offer simple, per-user-per-month pricing structures. You only pay for what you use, and every employee can utilize the app using devices they already own.

It's cost-effective and straightforward—that's a win-win.



Stay connected even in the worst case scenario



Data protection is a top concern for businesses of every size, even startups like yours. You don't have the time or headspace to worry about crashing servers or lost information. You need a reliable, safe platform that helps you get things done even in an emergency—and smarter technology can help.

Using a cloud-based app means you always have access to your business' data.

Say the power goes out in your building due to an earthquake or bad storm. Your desk phones may no longer work, but a cloud-based tool will stay up and running. You can even set a forwarding number in just a couple clicks so calls keep coming through on your mobile device.

Nix the duct tape—it's time to upgrade your toolkit.

An efficient, unified cloud communications system is the foundation of any successful startup. Without a clear approach to team meetings, client calls, customer service, and brainstorming sessions, it's harder to get things done, let alone do them well. Piecing together disparate communications tools in a pinch is tempting, but ultimately makes for fragile, disorganized team collaboration. Instead of reaching for the duct tape, adopt a smarter system that supports the way you and your team work.



Dialpad offers a cloud-based communications platform that accommodates your changing business needs. It hosts calls, messaging, meetings, and conferences, and syncs up with all your existing devices and apps. Picture endless possibilities with none of the hassle.

Not only is it reliable, secure, and easy to use, it comes with innovative tools and VoiceAI technology designed to improve the way you work and interact with team members and customers.

If you're ready for a lasting solution to your business communication issues, [try Dialpad Pro](#) for a free 14-day trial. We'll guide you through the process, and work with you to create the perfect communications plan for your growing business.

