

What Happened the Last Time the Lights Went Out?

You have a mission critical business. Answering calls are of the utmost importance. You are a non-profit organization so every dollar counts. What does this have to do with a phone system? The answer is plenty.

Businesses, both for profit and not-for-profit are migrating from traditional facilities-based phone systems (like a PBX or Key system where you have a box sitting in your closet) to Hosted-VoIP Systems. There are 2 reasons for this. The first is reducing cost; the second is gaining operational efficiency.

First, let's discuss costs. The initial capital expense of \$15K to \$20K or more for a facilities-based phone system, and that is just the initial investment, is GONE. You can have a [Hosted-VoIP](#) system from *Platinum Communication Solutions* with VERY LITTLE to NO initial investment coupled with monthly service fees that average about one third compared with service providers like ATT and Verizon. Additionally, with a facilities-based system, most come with a monthly maintenance contract you have to pay, even if you don't want to. If you don't have a contract, every time there is a problem with your facilities-based system, you will be paying a Time and Materials charge which is most likely not accrued for in your budget. With *Platinum Communication Solutions'* Hosted-VoIP companies, there are NO maintenance costs. We handle everything as part of the service.

Second, let's look at operational efficiency in handling critical calls. Does your organization have a disaster recovery plan? Is it easy or difficult to implement? With your current infrastructure, is it difficult to administer a disaster recovery and business continuity plan?

Here are some real life situations that seem to be happening around us constantly. A storm is predicted and turns into ice, snow or a blizzard, and no one can access your facility. A fire leaves your whole facility not habitable. A contractor mistakenly cut an underground utility cable leaving power out for hours leading to days. Think, for second, about the effect storms that cover large areas like Hurricane Sandy did where power was not restored for weeks. Additionally, a gasoline shortage ensued preventing more people from getting to work.

These scenarios are real. The question is, "How important is it that your company is able to take calls and respond when disaster strikes?" If your answer is, "Very important, and possibly, life threatening!" There are some easy-to-implement solutions using a *Platinum Communication Solutions* Hosted-VoIP Telephone System.

Initially, a company or organization needs to understand what capabilities it has in place should there be an emergency event. Then, an operational plan needs to be instituted so that every worker and staff understands exactly what to do. With a *Platinum Communication Solutions* Hosted VoIP Telephone System many capabilities are instantly available.

What solution do you have in place to minimize the effect the following situations distribute freely upon your company or business? Consider these problems:

Problem #1: Storm, hurricane, evacuation, etc. and people can't get to their office

Platinum Communication Solutions Hosted VoIP: Employees can take their VOIP phone home and plug it in to their cable modem or router. The phone will boot up with the same extension as they have in the office. Since the control of the phone system is redundantly duplicated at a number of remote data centers located from coast to coast in the continental United States of America, when a call comes in, it routes to that phone, automatically, anywhere in the world. No critical calls are ever missed. Another option included in *Platinum Communication Solutions* systems is routing calls to cell phones, home phones or another designated number. This is easily accomplished with our *find-me follow-me* feature included with all of our phones. Companies or organizations can make these changes easily themselves or call our office. It takes about 1 minute to make these changes. And, there is never a charge.

Problem #2: Power outage, internet goes out in your building or area, etc

This, again, does not cause an issue for clients with *Platinum Communication Solutions* Hosted-VoIP Phone service. Automatically, your calls will be routed to your cell phone or other predetermined number. It takes less than a minute to activate changes.

Problem #3: Working the night shift and leaving your post to open a door or other things

Cordless VOIP phones allow a person to leave their post, open a door to let someone in or take care of other business. These phones allow someone to walk up to 300 feet away from their location and still be connected. This is generally more than enough range for most businesses.

Call us at *Platinum Communication Solutions* and schedule a free, no obligation consultation and insure that you are not left in the dark when the lights go out.

