



## Recognise the warning signs of an unhealthy PBX relationship

When your legacy PBX seems stuck in the past, find business bliss with customer engagement in the cloud.



# Your business + cloud communications =

You've been with your old PBX for a while. It's probably time to move on, but you've invested so much time and effort into configuring this system. Now you're used to it. Sure, it's not perfect—it's sort of outdated, not very easy to work with and unable to accommodate growth or change—but you're comfortable. Starting over seems like so much work. But it doesn't have to be.

The unfortunate reality is that your system has issues; it's not prepared to meet the needs of your modern customer base. You deserve a communication platform that delivers. A cloud-based communication system gives you the tools you need to meet all your needs now and into the future.

1. Cloud for business communications eliminates silos and unifies communication capabilities into a single, seamless communications experiences.
2. Cloud-based can easily scale to meet your business needs—if you move offices, launch a new location, acquire another company or enable a telecommuting workforce—cloud communications easily adapt.
3. Cloud communications enable you to deliver new features automatically, minimising IT costs.
4. A cloud-based platform ensures business continuity and enables high availability and disaster recovery.
5. Compliance is better in the cloud—storage and data processing are off-loaded to your vendor, along with the responsibility of compliance measures.

## PBX deal breakers

Once upon a time, PBX systems provided top-of-the-line business communications. But as technology advanced, cracks in the foundation began to show. And PBX systems were not built to last. They become outdated and lack adaptability. Once you start to see the signs, it becomes clear that you and your legacy system won't last over the long term.

# PBX deal breakers

## You've had issues from the beginning

When you first met, it seemed like your PBX was perfect. It was shiny and new and did everything you could imagine you would need. But times change, and traditional PBX systems were not built to change with them. Advances in technology created a demand for functionality that a PBX isn't built to address.

## It's like you speak different languages

Technology has made the world smaller. Businesses that once would have been limited in scope can now operate on a global scale. While this is great for a growing business, it poses new challenges. Legacy PBX systems lack multinational capabilities. While modern cloud applications can scale and adapt with your business, a PBX system makes it difficult and expensive to extend communications into new countries.

## Your PBX is high maintenance

On-premises PBX systems are monolithic and stagnant in nature. Their very design demands expensive implementation and upkeep. Initial expenses for system setup are high, updates to the server environment are arduous and pricey, end-of-life components must be maintained and replaced, and a staff is required to manage your legacy infrastructure and any system upgrades.



## PBX isn't there for you in the hard times

Life is unpredictable. Whether it's natural disasters or manmade issues like road construction or union strikes, your communication platform should keep you connected. Because PBX systems are built and operated on-premises, employees are cut off if they can't make it into the office. Through no fault of your own, you're shorthanded—and customer experience suffers. Cloud-based platforms ensure your workers have access to the same robust set of tools, regardless of their physical location.

## The platform is resistant to change

Your PBX system is stuck in its ways. Progress won't stop to accommodate your outdated platform. Because PBX systems are managed internally, it's often difficult to establish and maintain compliance with the latest policies. Much of the burden falls on your organisation, and if you don't have the required expertise on the payroll, you can suffer service outages and risk violating regulations.



## PBX no longer meets your needs

Chances are that your PBX is already exhibiting issues. Maybe you're staying with your legacy PBX system because it's already paid for or because it's the devil you know. And even though it's far from perfect, it seems easier to stick it out than to try to find something better. But your outdated PBX isn't just an inconvenience—it costs you money and hurts your bottom line. It also lowers employee satisfaction levels, negatively affects your customer experience and limits growth.



# PBX no longer meets your needs



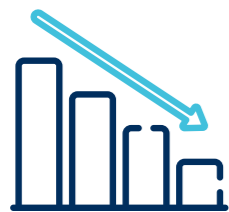
## Your communication platform must be flexible

The world moves fast—if your company isn't moving with it, you risk being left behind. Legacy PBX platforms might have worked when they were new, but they've rapidly become too old-fashioned. Modern workers want flexibility in their jobs. They don't want to be tied to a desk, but they won't tolerate feeling disconnected either. A unified cloud-based communication platform gives your employees the flexibility to work remotely while ensuring that they have all the tools they need to stay connected and best perform their jobs.



## The system takes forever to get ready

Your PBX was designed to handle business telephony—but that's no longer the only channel you need. To keep up with demand, you've had to add different tools. Capabilities are now siloed, segregated and inefficient. Employees must log into each application individually and attempt to make sense of the disconnected communications between them. You expend time and money deploying, integrating and managing disparate multi-vendor solutions.



## PBX won't let you grow

Cloud-based communication solves the problems of scalability. With PBX and other on-premises systems, any upgrades or additions require considerable expenses, significant time to deploy and staff who are knowledgeable with the hardware. Upgrades are slow and clunky. And you must contend with outages and unplanned downtime while you scramble to keep pace with modern technology and customer demands. It's true that your PBX is familiar, but it also could be killing your business.

## Taking the next steps

If you'd like to learn more about moving your business communications to the cloud, what the transition looks like and possible implications on existing infrastructure. Leave your PBX in the past where it belongs—and find your business bliss with the cloud.

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