


A woman in a dark business suit and light blue shirt is looking down at her smartphone. The background is a city skyline at dusk or dawn, with a prominent tower featuring a spherical top. The scene is overlaid with a semi-transparent orange circle and several glowing blue and white light trails that suggest connectivity or data flow.

A buyer's guide to telephony

- What companies need to know

dstny



Having reliable and efficient communication tools is crucial for every company, no matter how small or big they are. However, buying technology, especially telephony systems, can be a daunting task. With so many options available and a plethora of technical jargon to wade through, it's easy to feel overwhelmed and unsure of where to start.

At Dstny, we understand that choosing the right telephony platform is not just about picking the latest technology - it's about finding a solution that fits your unique business needs and helps you stay connected with your customers and team. That's why we've created this white paper, to cut through the noise and provide you with the essential information you need to make an informed decision.

In this guide, we'll cover the basics of telephony, including the differences between landline and cloud telephony, the benefits of mobile communication, and the importance of integrating telephony with other IT systems. Whether you have a small business looking to upgrade your phone system or a large enterprise in need of a comprehensive communication platform, this white paper will equip you with the knowledge to choose the best telephony solution for your company.

Let's dive in and explore the world of telephony, so you can make the best choice for your business and enhance your communication capabilities.

Table of contents.

4

What to consider when buying telephony.

5

Landline telephony vs. Cloud telephony.

9

What is BYOD?

11

Benefits of using mobile phones instead of desk phones.

12

Integrated telephony: Merging telephony with other IT systems.

13

What is MEX, FMC and FMU?

14

Common telephony terms.

15

About Dstny.

What to consider when buying telephony

It is easy to get lost in fancy lingo and technical details. Therefore it's good to have a shortlist on what to consider when buying telephony. Here are the five most important things to keep in mind.



Security

Ensure the platform offers robust security features to protect sensitive communication data.



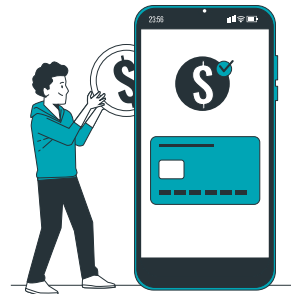
Scalability

Choose a system that can grow with your business needs without requiring major overhauls.



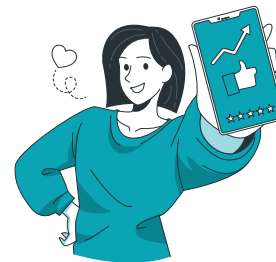
Customer Support

Evaluate the level of customer support provided by the telephony service provider.



Cost

Consider both upfront and ongoing costs. Look for transparent pricing models.



Vendor Reputation

Research vendor reliability, user reviews, and case studies.

Landline telephony vs. Cloud telephony

When it comes to telephony, one of the first decisions you'll need to make is whether to use traditional fixed landline telephony or cloud telephony. Both have their merits, so let's break it down and see which might be the best fit for your business.



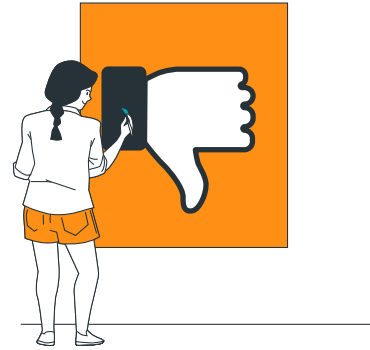
Landline telephony

Landline telephony, or fixed telephony, is what many from the older generation grew up with those reliable phones connected by physical wires to the public switched telephone network (PSTN). It's the classic, tried-and-true method of making calls.



Pros of Landline telephony

- Reliability:** Fixed landline phones are known for their stability. You're not dependent on internet connectivity, so even if your internet goes down, your phone lines stay up.
- Quality:** Traditional phone lines often provide clear and consistent call quality, free from the hiccups that can sometimes affect internet-based calls.
- Simplicity:** For businesses that prefer to keep things straightforward, fixed landlines are a familiar and uncomplicated option.



Cons of Landline telephony

- Scalability:** Expanding a landline system is often costly and cumbersome. Each new line requires additional physical infrastructure and the actual PBX takes up physical space at your office.
- Maintenance:** Maintaining a landline system can be expensive. Repairs and upgrades need professional handling by a technician, and hardware costs can add up.
- Flexibility:** Landlines don't offer the same flexibility as modern alternatives. Moving offices or adding remote workers can be challenging.
- Integration:** Making integrations with other IT-systems your company is using is much harder when you work with traditional telephony.
- Innovation:** In many countries, the landlines are becoming obsolete and reaching end of life, which means less or no innovation is done to that medium.

Cloud telephony

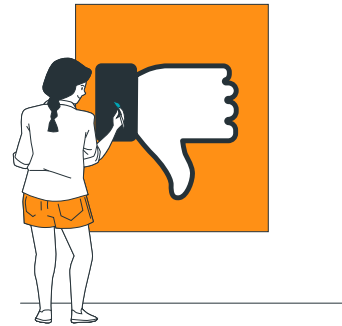
Cloud telephony, on the other hand, leverages the power of the internet to make and receive calls. Instead of being tied to a physical phone line, your calls are transmitted over the internet, providing a host of modern features and conveniences.



Pros of Cloud telephony

- 👍 **Scalability:** One of the biggest advantages of cloud telephony is its scalability. Whether you're a small business or a large enterprise, you can easily add or remove lines as needed without any physical changes. Many providers have self-service portals where you easily can add or delete users yourself.
- 👍 **Cost-Effective:** With cloud telephony, there's no need for expensive hardware to hold your PBX. Most services operate on a subscription basis, making it easier to manage costs. (Also read part on BYOD.)

- 👍 **Flexibility:** Cloud telephony systems can be accessed from anywhere with an internet connection. This is perfect for remote work, mobile employees, or businesses with multiple locations.
- 👍 **Advanced Features:** Enjoy features like voicemail to email, call analytics, automated attendants, and seamless integration with other business tools.
- 👍 **Integrations:** Integrate other systems to you cloud telephony system is often quite easy and many providers already have many integration options to choose from, like Microsoft Teams or popular CRM systems.



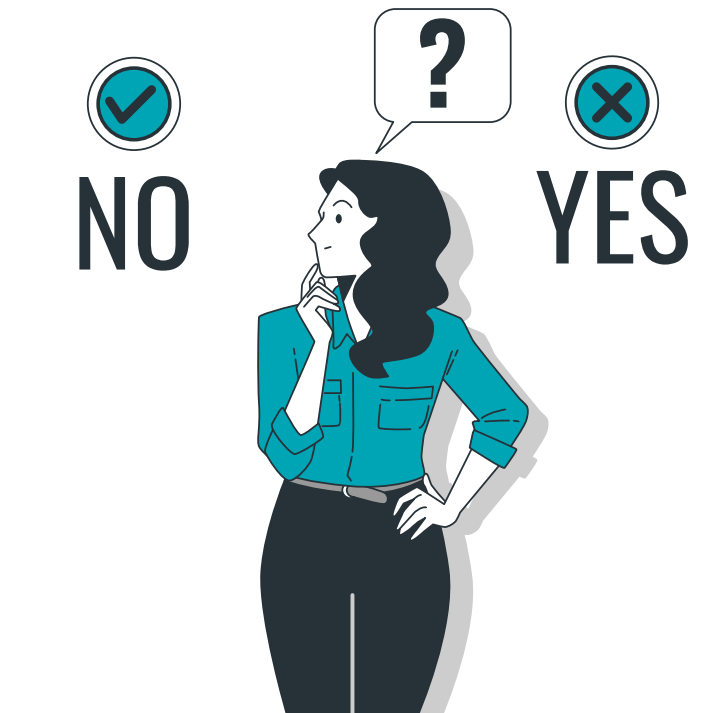
Cons of Cloud telephony

- 👎 **Internet dependence:** Since cloud telephony relies on the internet, your call quality and reliability depend on your internet connection. Poor connectivity can lead to dropped calls or poor call quality.
- 👎 **Security:** Any system connected to the internet can be vulnerable to cyber threats. It's essential to choose a provider that offers robust security measures to protect your communication data.

Which One is Right for You?

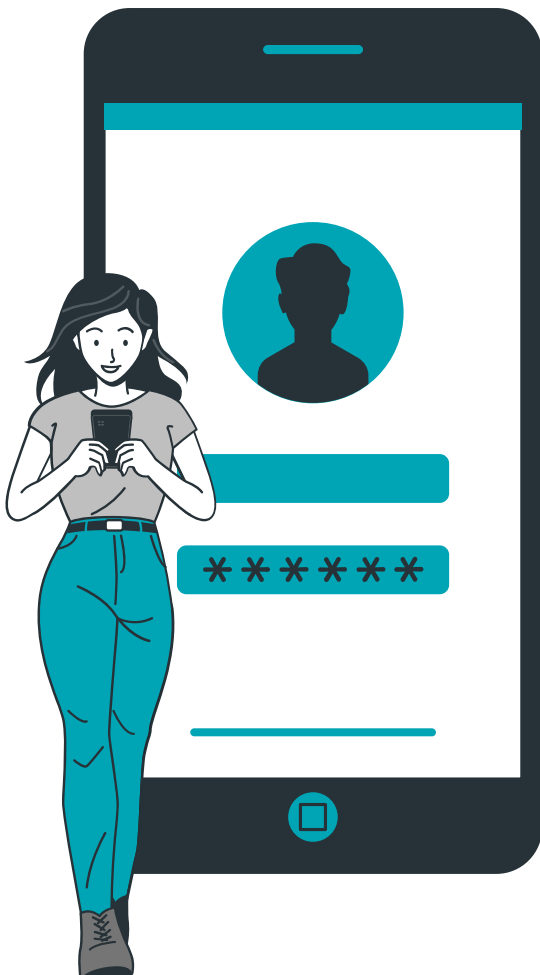
Deciding between fixed landline and cloud telephony depends on your specific business needs. If you prioritize reliability and simplicity, and don't foresee any changes in your telephony needs, a fixed landline system might be suitable. However, if you need flexibility, scalability, and access to advanced features, cloud telephony is likely the better choice.

Remember, the best telephony system is one that supports your business goals and enhances your communication capabilities. Take the time to evaluate your current and future needs, and don't hesitate to seek expert advice to help you make the best decision.



What is BYOD?

In the modern workplace, flexibility and mobility are key. One trend that has gained significant traction is BYOD. BYOD stands for “Bring Your Own Device.” It’s a policy that allows employees to use their personal devices such as smartphones, tablets, and laptops for work purposes. Instead of issuing company-owned devices, businesses let employees access work-related applications and data on their own gadgets.



Pros of BYOD

- 👍 **Lower hardware costs:** Companies save on the costs of purchasing and maintaining devices for their employees.
- 👍 **Reduced IT support:** Since employees are familiar with their own devices, they often require less IT support for basic operations.
- 👍 **Comfort and familiarity:** Employees are more comfortable and productive using devices they are already familiar with. There’s no learning curve associated.
- 👍 **Flexibility:** BYOD allows employees to work from anywhere. This flexibility can lead to higher job satisfaction and better work-life balance.
- 👍 **Up-to-date technology:** Personal devices are often more up-to-date with the latest technology compared to company-issued devices, which might go through longer upgrade cycles.
- 👍 **Accessibility:** Employees can access work emails, files, and applications anytime, anywhere, making it easier to stay productive while on the go.



Cons of BYOD

- 🗨️ **Data security:** Allowing personal devices to access company data can increase the risk of data breaches. It's crucial to implement strong security measures to protect sensitive information.
- 🗨️ **Lost or stolen devices:** If an employee's device is lost or stolen, it could expose the company to significant data security risks.
- 🗨️ **Software compatibility:** Ensuring that work-related applications run smoothly on a variety of personal devices can be challenging. Different operating systems and device models may not always be compatible with company software.
- 🗨️ **Support challenges:** IT departments might face difficulties supporting a wide range of devices with different configurations and operating systems.

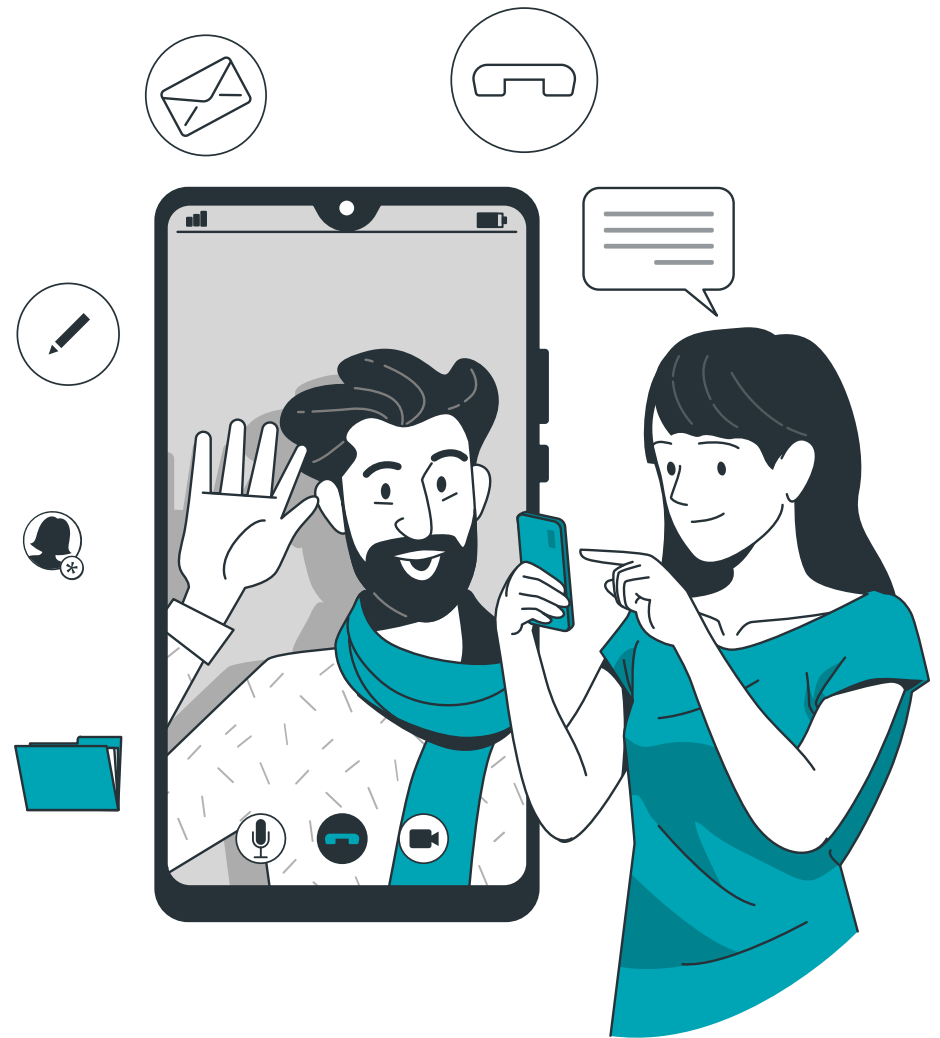
Conclusion

BYOD can offer significant benefits to both businesses and employees, including cost savings, increased flexibility, and enhanced productivity. However, it's essential to address the associated security risks and compatibility challenges through a well-defined BYOD policy and ongoing support. By carefully implementing and managing a BYOD program, companies can harness the advantages of modern technology while keeping their data secure.

Benefits of using mobile phones instead of desk phones

Mobility in a telephony system allows employees to **work from anywhere**, significantly enhancing flexibility and productivity. By enabling remote work, organizations can reduce the need for investing in desk phone infrastructure, making the system more cost-effective.

Furthermore, modern telephony solutions provide access to a wide range of apps and advanced communication tools, ensuring that employees have the resources they need to communicate effectively. **Unified communication** is another key advantage, as these systems integrate seamlessly with other mobile apps and services, streamlining workflows and promoting efficient collaboration across the organization.



Integrated telephony: Merging cloud telephony with other IT systems

Integrated telephony involves connecting cloud telephony systems with other IT platforms such as Microsoft Teams, CRM, and customer support systems. This integration facilitates improved data flow across different platforms, providing **enhanced customer insights and streamlining operations**. As a result, organizations benefit from better collaboration among teams, leading to more efficient and effective communication.

Overall, integrated telephony helps create a unified communication environment that supports comprehensive data sharing and operational efficiency.



What is MEX, FMC and FMU?

You might have come across one of these terms while looking into a new communications platform. These are all quite similar technologies. Without getting too technical, simply put these are ways to make a **landline number and a mobile number work as one**.

Say that a user has a landline number and a mobile number. When someone calls this user on their landline number, the mobile number will understand that the user is busy, and vice versa. With these services you can also select what number should be shown when you place a call, i.e. the number that is shown up on the receiver's screen. That way you can place a call from your landline number from your mobile phone.



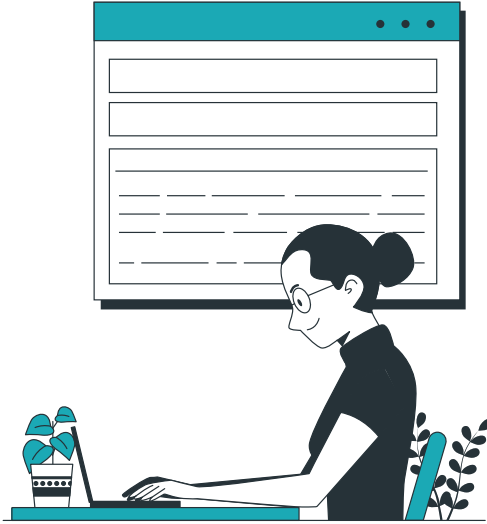
Common telephony terms

When purchasing a new communications system, understanding common telephony terms is crucial. This knowledge empowers you to make informed decisions, ensuring you choose the right features and services to meet your needs. Familiarity with telephony jargon helps you navigate technical specifications, ask the right questions, and avoid misunderstandings, ultimately leading to a more efficient and effective communication solution for your business.



ACD

Automatic Call Distribution (ACD) efficiently routes incoming calls to the right agents based on predefined rules. This system manages call flow, reducing wait times and minimizing misrouted calls. ACD improves customer service by promptly connecting callers with appropriate agents and optimizes agent workloads by evenly distributing calls.



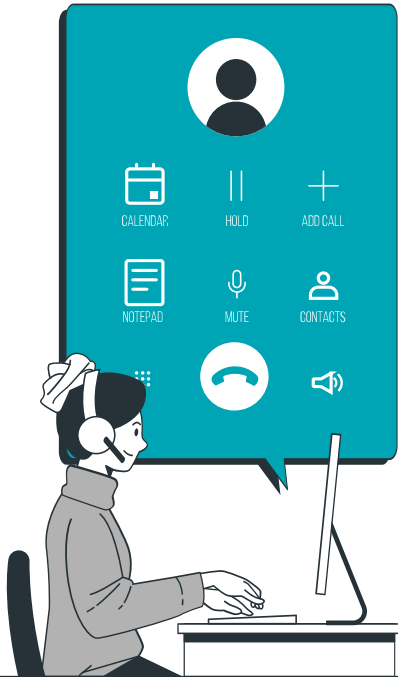
Presence

Presence in a PBX system shows the real-time status of users, indicating whether they are available, busy, on a call, away, or in a meeting. This information enhances communication and collaboration by helping employees decide the best times to initiate contact, reducing interruptions and increasing efficiency. Presence data integrates with other applications like instant messaging, streamlining workflows and improving responsiveness. Knowing colleagues' availability at a glance boosts team coordination, productivity, and customer service, making presence in a PBX system essential for a connected and efficient workplace.



Linestate

Line state shows the real-time status of telephone lines, indicating if a line is in use, idle, ringing, or experiencing an error. Monitoring line state is crucial for managing call flow and ensuring efficient communication. It helps call managers and agents see available lines, reducing call collisions and improving call handling. This awareness optimizes resource allocation by identifying underutilized lines and redistributing call traffic. Real-time visibility enhances customer service by ensuring swift and accurate call connections, making line state tracking essential for an organized and responsive telephony system.



Webphone

A webphone, also known as a web-based phone, is a software application that allows users to make calls directly through their web browser. Utilizing Voice over Internet Protocol (VoIP) technology, web-phones enable real-time communication without the need for traditional phone lines or dedicated hardware. Users can make calls, send messages, and chats from any device with internet access, making web-phones a flexible and convenient solution for modern communication needs.



IP Telephony

When shopping for a modern communication tool, you might come across the term IP-telephony. Here is what it means:

Internet Protocol (IP) telephony, also known as Voice over Internet Protocol (VoIP), is a technology that enables voice communication over the internet using IP networks. Instead of traditional telephone lines, IP telephony utilizes internet protocols to transmit voice data packets between users.

About Dstny

At Dstny, we pride ourselves on our extensive expertise in local markets across Europe, with offices strategically located to serve our clients' diverse needs. Our team of experts is dedicated to helping your company enhance collaboration and elevate customer care through our innovative communication solutions. We would love to demonstrate how our services can transform your business and drive success. Contact us to learn more about how Dstny can support your telephony needs.



Belgium

www.dstny.be



Denmark

www.dstny.dk



France

www.dstny.fr



Germany

www.en.easybell.de



Netherlands

www.dstny.nl



Sweden

www.dstny.se



dstny