KLOUD 7

CHOOSING YOUR UNIFIED COMMUNICATIONS PLATFORM

HOW K7 CONNECT TICKS ALL THE BOXES?

Kloud 7 is a business communications provider that has been operating for almost a decade now. From UCaaS, to Managed IT Services and everything in between, we provide the industry's leading software and hardware communications solutions alongside the best customer experience you could ever ask for.

If you've come to the decision that moving your business to a unified communications (UC) platform is the way to go, then the next step is to pick the platform that would work for you.

There's a lot of things to consider since it's a big commitment, so you need to make sure that you're making the right call. We recommend K7 Connect with Webex, but don't just take our word for it. Weigh out the Pros and the Cons, and we're confident that it will come out on top every single time.

Broadly, though, your decision should come down to two main factors that will determine your experience on a unified communications platform:

1. **The Platform**
2. **The Provider**

The Platform

Judging the platform means judging the software that you're going to be using. It includes everything from the software itself to the technical side of the service, including the features, security and the user experience that it offers.
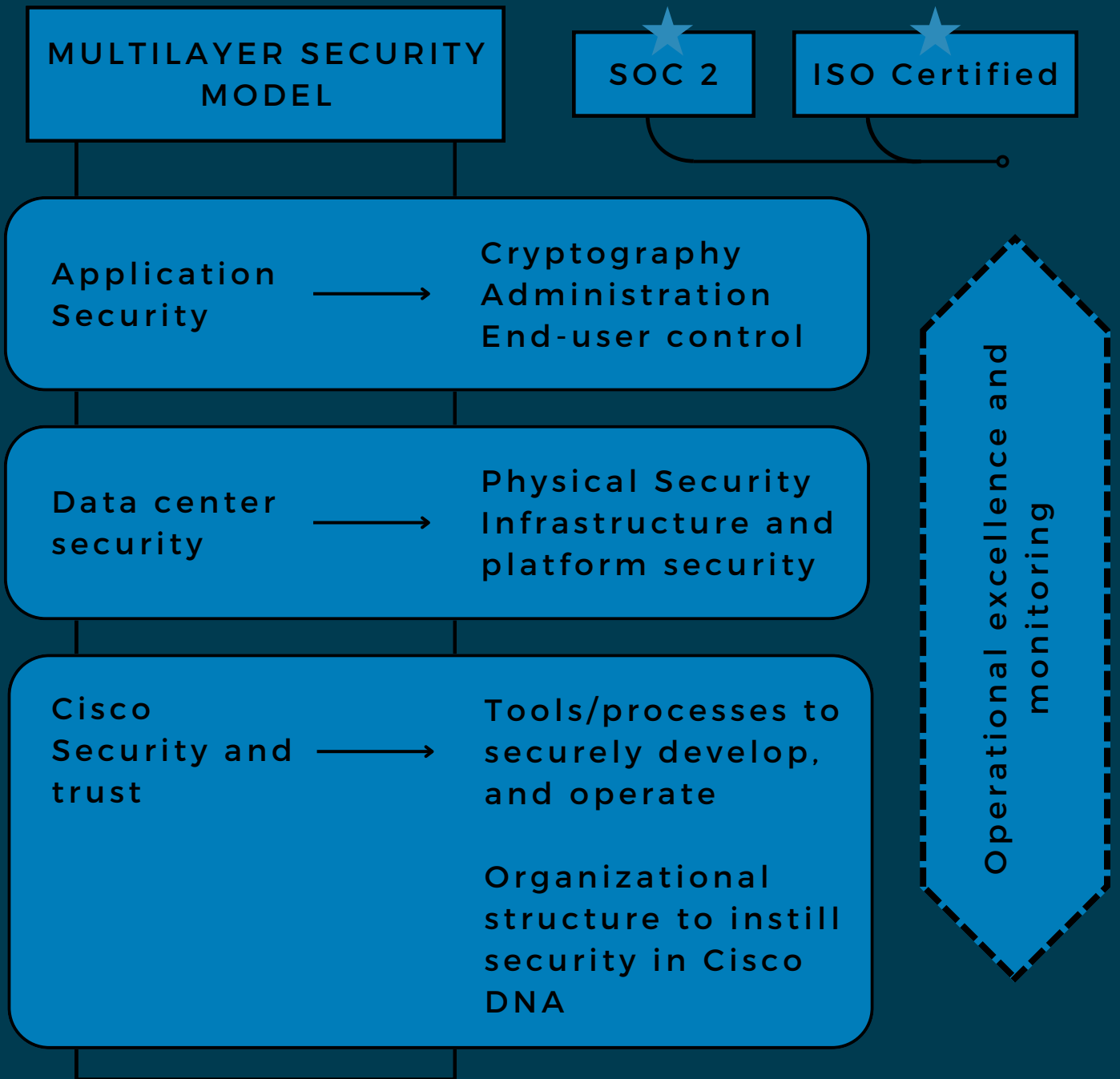
In-built Security

As services have transitioned to the Cloud, they have become faster, more efficient and easier to use. However, they are accompanied with a host of new challenges that are specific to the Cloud, significant among which, are security concerns. From Denial of Service (DOS) attacks, to Call Frauds and Viruses, the virtual world has its own set of threats.

For an organization of any size, business communications often contain sensitive information. This could include financial details, strategies and other confidential data. On top of that, since your UC platform unifies your communication - the one site for your files, messages, calls and conferences - it is impertinent for it to be absolutely safe to use.

To make sure that the platform you're using is safe, it needs to have end-to-end encryption (E2EE) which, essentially, means that no third party can have access to anything that you're doing within your UC platform. Nobody can access the files you're sharing, see your messages, or listen in to your calls or conferences.

And on that end, K7 Connect offers you Cisco's expertise,the industry leaders in Cloud security. The Cisco security model is built on three pillars: the security of the application itself i.e., the end product, the data center, and lastly the organization's procedural safeguards in ensuring safety of user data. If their own words (or the acclamations received) aren't enough, the ISO and SOC II certifications may be helpful in addressing your concerns.

MULTILAYER SECURITY MODEL

SOC 2

ISO Certified

Application Security → Cryptography Administration End-user control

Data center security → Physical Security Infrastructure and platform security

Cisco Security and trust → Tools/processes to securely develop, and operate

Organizational structure to instill security in Cisco DNA

Operational excellence and monitoring

"Security and trust will differentiate Cisco as the number one IT company"

Efficiency and Productivity

The purpose of subscribing to UCaaS is to get a seamless experience, in a setting that integrates all of your communication needs into one and enhances productivity by making your communications an all-around better process.

From the third-party app integrations within the same space, to the option to transition from a normal cloud call to a conference call with the push of a button, everything is purpose-built to save you time. That is why the K7 Connect interface is one that is easy to traverse through and easier to get a hang of.

All of this translates into real-life statistics that build an irrefutable argument for enhanced productivity and efficiency. Surveys reveal that the unified communications by Webex have resulted in shorter and more effective meetings for 86% of the respondents, faster decision making for 83% and a significant 90% who reported an overall improvement in collaboration with their team.[1]

The Provider

To complement your software, you need a partner, a provider, that hosts your unified communications platform, offers you technical support and enhances your experience.

Provider Experience

Support

Your relationship with your provider is supposed to start when you subscribe to a UC service, rather than it diminishing. From your migration, to the trainings and the set-up, as well as the technical support, an ideal provider stays with you throughout and guides you through every step of the process.

As a business, you need to focus on maximizing your productivity through your business communications mediums, instead of having to spend time figuring how to use the services. On top of that, you're not supposed to know how to fix every bug and every technical issue, all of that is on your provider.

The importance of a good customer service system is evident from the fact that for 86% of customers, it is this specific factor that turns one-time customers into representatives of the brand.[2]

What may perhaps be K7 Connect's biggest selling point, aside from the features that it offers, is the team of dedicated professionals that are always available to help you. The customer experience that is offered, not as a complement but as a trademark, is what makes the difference between getting a good deal and getting a good experience.

Flexibility

Whilst subscribing to the same service, businesses may vary in their needs and requirements according to their size, industry and users. For this reason, it is important that the provider of your UC platform is flexible with your needs. Whether you're scaling up or scaling down, business communications should never be affected.

The corporate world, as a whole, is moving towards Software-as-a-Service (SaaS), and UCaaS is leading the way in the transition. The video conferencing SaaS market alone is expected to grow to market value of $7 Billion by 2026. [3]

So, whilst providers market sizes increasing drastically and cloud companies are growing at unprecedented rates, who's out there saving you money?

K7 Connect comes with a 'per-user per-month' model that allows you to spend precisely, according to your business needs. It's flexible, and accommodates businesses of all shapes and sizes.

Third-party integrations

If you're still not concerned that K7 Connect stands out as the premier UCaaS platform in the market, we're offering top-of-the-line third party integrations that enhance your experience and make sure you're getting the most out of the service.

The first is our Call Reporting Analytics integration, that shows you every important detail about your phone system. Missed calls, abandoned call recovery, and active users and calls are only a few among the 400 real time statistics that you get with the Analytics integration, on top of alarms, reports, and statistics according to time and day.

Better still, our call recording integration allows you to record and listen to every call you've made, including a built-in AI powered sentiment analysis that determines the quality of your calls based on phrases that help it decipher emotions and moods.

Making an informed decision

After reading through all of this, you should be able to form reasonable expectations from the UC platform you're about to subscribe to. Your investment in communication technology is a representation of your commitment to customer service, efficiency within your organization and your commitment standing out in your industry.

[1] https://www.webex.com/why-webex/index.html

[2] https://khoros.com/blog/must-know-customer-service-statistics

[3] https://startupbonsai.com/saas-statistics/#:~:text=Companies%20estimate%20that%2070%25%20of,80%20IT%2Dsanctioned%20SaaS%20apps.