People have been talking about cloud since it burst on the scene as a new way to deliver IT services, and for good reason. With cloud services, instead of owning all the computing and storage equipment needed to provide IT services to your organization, those services are supported by an external provider’s technology infrastructure. But, unlike traditional hosting, these technology resources reside in an AT&T network “cloud” – virtualized systems that quickly scale to deliver the IT services you need, where and when you need them.

You tap into that highly scalable cloud through a robust and highly secure AT&T network connection of your choice and use the IT services supplied and rather than purchase all that equipment, you only pay a subscription fee for using those services.

It’s the same with cloud-based voice services from AT&T. Tasks like routing and the delivery of voice and multi-media applications happen via the network. So, you can decrease capital investments in on-site TDM or PBX equipment and access the cloud for a range of advanced services – from IP Telephony features to contact center solutions and more.

As a result, you can have a fast and flexible way to help control capital expenses, expand capacity and empower users with the latest communication capabilities.

Heighten Agility, Speed Deployment
With voice services in the cloud, you can greatly minimize deployment cycles to speed the rollout of new capabilities to your organization. And, with self-service tools, your company administrator can manage their communications platform online and access a virtual infrastructure in the cloud to support your voice services within just minutes.

When you need to extend voice services to new employees, branch offices or geographies, or you’re adding headcount to manage a seasonal surge in activity, you can quickly scale up to expand services. Once the increased demand is over, you can scale back to support business as usual.

In The Cloud, Up To Date
At a time when budgets are feeling the squeeze, updating or moving to up-to-date voice technology may be off the balance sheet altogether. This can put everything from basic calling services to more advanced call center operations at risk, keeping you from adopting new voice capabilities that can differentiate your organization and increase customer satisfaction.

Since cloud service providers can spread costs over many customers, it’s far more economical for them to deploy and refresh equipment and voice solutions. So, you can benefit from the most current, advanced voice technology in the cloud and do so much faster and more easily than on-premises solutions. You can also help ensure that employees have access to consistent applications and features.

If you want to adopt emerging voice services and protect existing investments, you can deploy a hybrid solution that combines the voice services provided via your existing PBX and key systems with services provided from the cloud.

Rising Opportunities
Cloud services not only transform how you deliver voice services, they transform what you can do with voice.

You can have the time savings and easier management benefits of a hosted voice solution, with the agility of cloud as you roll out advanced communication and collaboration capabilities to:

- Pick up a voice mail on your notebook or an email on your smartphone
- Route calls to multiple fixed and mobile devices using a single phone number
- Switch easily between calls, instant messages, email or web conferences
- Merge intelligent call routing with customer relationship management (CRM) apps to match the right call center agent with the problem at hand
- View presence information to locate and communicate with key decision makers quickly

Raise Your Voice
Reach For the Cloud to Transform How You Deliver Voice Services and Elevate the Value of Voice
On the Horizon
Cloud services can also help prepare you for the future as unified communications and collaboration capabilities expand.

Imagine integrating presence information with order processing apps. You could quickly locate a sales rep to reset customer delivery expectations and avoid disappointment. Think about being able to access a document virtually any time, anywhere for enhanced collaboration or creation using the AT&T cloud. You could instantly see the author’s availability status for a quick chat or teleconference to get an answer. Consider accessing information without a physical connection. Untethered from a desk, your whole world could be at your fingertips as you fly through your workday.

Now, imagine using a single device to do these multiple things enabled by the cloud – without waiting through long deployment cycles, buying or managing added equipment. You access the cloud on a monthly subscription basis to do much more for far less, and more seamlessly and simply than ever before.

Find out more about raising your voice capabilities into the AT&T cloud. Talk to your AT&T representative today or visit www.att.com/voicetransformation.

Built on the Network of Tomorrow
Cloud-based VoIP services may not even enter into the conversation today were it not for the any-to-any network connectivity of Multi Protocol Label Switching (MPLS) technology.

Entering the scene a decade ago as a way to link diverse networks, MPLS laid the groundwork for the virtually anywhere, anytime communication of today and the advanced capabilities of the future.

By carrying voice and data on the same network, the global AT&T MPLS backbone makes it easier to extend converged voice and data solutions to a range of fixed and mobile devices – from desktop PCs to smartphones.

As a result, you can have the reach, agility and enhanced network security you need for voice communications – and a speedy highway to the AT&T cloud.