# 5 Worst-Case Scenarios

## Your Hosted VoIP Provider Should Be Ready For

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# DISASTER RECOVERY IN THE CLOUD

## Compared to an on-premise phone system, Hosted **VoIP** provides **SUPERIOR** system redundancy and **Disaster Recovery**

These advantages are due to the key differences in how a hosted delivery and network function.

With an on-premise system, any disaster that knocks out your office will also likely take out your phone system. When that happens, no one can answer calls, no one can leave voicemails—and all your system configurations, settings, and dial plans are lost.

### PHONES IN THE CLOUD

Because Hosted VoIP is delivered on a hosted basis via the Cloud, your configuration and settings are stored safely off-site, usually in redundant datacenters. If your IP phones are ruined by a disaster, a Hosted VoIP solution can provide failover options that reroute incoming calls to predetermined extensions, like a home or cell phone number. Your callers can still get through to someone or leave voicemail messages as if nothing had happened.

**Hosted VoIP's**
natural advantages
can mean **big benefits**
for your **business**
in the event of a **disaster**
or other outage.
If you're investigating a
Hosted VoIP **solution,**
here are **5 common**
**worst-case questions**
a Hosted VoIP provider
should be able to address.

# HOSTED VOIP IN A NUTSHELL

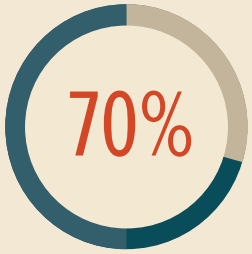
**Voice over Internet Protocol** (or VoIP) transmits calls digitally, usually along **Internet connections** rather than through the Public Switched Telephone Network (PSTN). Hosted VoIP means that the hardware, servers, and services are hosted and managed at an off-site location (i.e., at the provider). This key difference creates **advantages** in redundancy which give organizations the ability to **"stay live"** even in the event of a **local disaster** or **outage event.**

# DISASTER RECOVERY in the CLOUD

**Not all organizations are disaster-ready.**

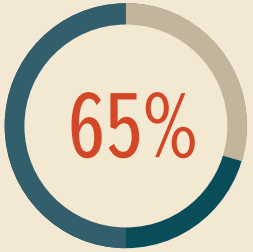
But those that are have turned largely to Cloud-based solutions to improve how well they respond to emergencies.

Only slightly more than a quarter of surveyed companies have a disaster program in place that will ensure business continuity in the event of an emergency. Disaster Recovery Preparation Council



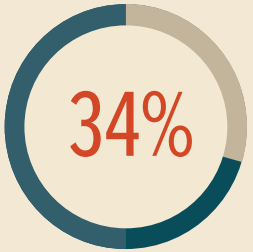

70 percent of IT professionals are already using the Cloud or planning to do so sometime this year

(Cloud Computing Adoption Survey).




In the wake of a disaster, 65 percent of businesses surveyed said telecommunications was their weakest link

(Business Research institute).




34 percent of surveyed executives said disaster recovery was a moderate or very strong motivator in the decision to adopt Cloud technology

(Symantec).

# 1 “In an Emergency, Can I Still Dial 911?”

One of VoIP’s most popular features—its portability—also initially made it difficult to connect to 911 centers. A traditional phone on a typical phone line is associated with a physical address, which tells the phone service where to direct a 911 call. But a VoIP phone doesn’t need a typical phone line, just a broadband connection. Its address is its IP address, which originally made it difficult to direct 911 calls to the right call location.

That’s why it’s important to ask Hosted VoIP providers if they fully comply with the FCC mandate requiring them to deliver full E911 (Enhanced 911) service. Compliance with the FCC mandate means that a physical address is associated with the caller’s phone number, and the VoIP provider routes those calls to the most appropriate Public Safety Answering Point (PSAP) for that address. This displays the caller’s address and information to 911 operators immediately upon call arrival, providing emergency responders with the location of the emergency without the caller having to say a word.

# 2 “If My Internet Service Is Down, Do My Phones Stop Working?”

Internet service and hardware can be periodically unreliable. This can lead to concerns about transferring crucial telecommunications over to data networks. It’s important to **question Hosted VoIP providers about what redundancies they have in place to handle situations like an Internet service outage.**

A Hosted VoIP system can be the last telecommunications solution you ever have to buy. Ask Hosted VoIP providers what hardware is involved in their solution, and if they require any upgrades or maintenance on your part. Ideally, the only hardware involved should be the IP phone and your Internet connection. Any software or server upgrades or maintenance fall under the complete responsibility of the service provider who provides updates and maintenance over the broadband connection.

A solution providers may suggest is a network/gateway device that automatically detects a failure of the primary WAN (Wide Area Network) and shifts traffic to a secondary WAN or Internet connection. This arrangement allows VoIP services to continue normally, with no interruption. Once the primary WAN is repaired, the network gateway switches back.

## Next, ask providers if their system comes with any failover options.

A failover option is a preprogrammed setting that kicks in when no connection can be made to an office handset. Individual end users can assign a variety of failover routes: an external number (like a cell or home number), a third-party service, or another company location.

# 3 “During a Power Outage, Will My Calls Still Get Through?”

Usually, a traditional PSTN landline will still operate during a power outage due to alternate power sources are built into the system. Because Internet networks are still relatively young when compared to PSTN networks, they don’t have those same redundancies in place, making it necessary to explore options to keep your system running during a power outage.

## Two options you can ask providers about are UPS (Uninterruptible Power Supply) devices and (again) failover options.

A UPS device can be hooked up to a phone and provide an alternate energy source in case of an emergency. An on-premise VoIP system would require several UPS devices to power all the hardware involved, but with Hosted VoIP, you just need to power the handsets or the Power over Ethernet (PoE) switch, requiring fewer devices.

Failover is invaluable during any kind of service interruption. Every user should be able to assign an emergency extension or failover number in case a call can’t connect to his or her work extension. The failover option should be seamless, switching to the alternate extension without alerting the inbound caller to the redirection.

# 4 “Will My Equipment Become Obsolete?”

Like all technology, phone systems quickly become obsolete. They require upgrades, maintenance, and eventually a complete overhaul of the system somewhere down the line. It can be tedious—and worse, expensive—as time goes on.

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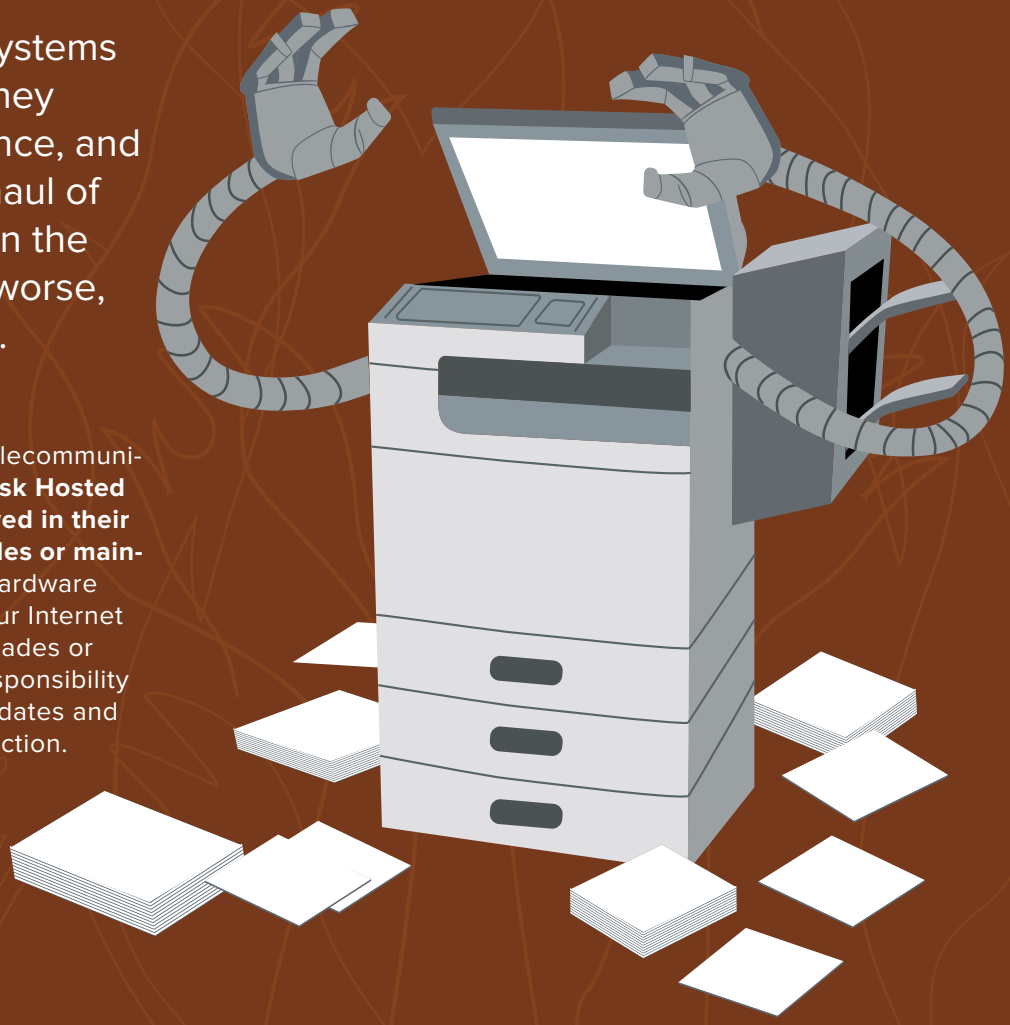


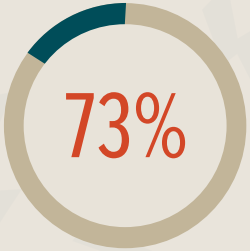
# 5 “Do Software Updates Cause System Downtime?”

Unfortunately, delivering software updates can sometimes lead to unforeseen system problems. **Inquire about how your Hosted VoIP provider approaches upgrades. How much downtime, if any, do they anticipate?**

**BEST-CASE SCENARIO**— the provider and platform you choose allows upgrades to roll out remotely and seamlessly during periods of low activity. When upgrades are installed, you shouldn’t even notice.

# HOW COSTLY AN OUTAGE CAN BE

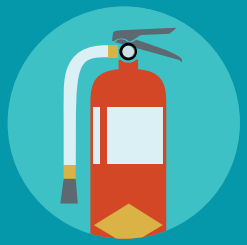
The cost of an outage, whether it's caused by a power station failure or a software upgrade, can add up fast:




73 percent of businesses have had some type of operations interruption over the last five years, costing an estimated $70 million (VB Network).


Through 2015, 80 percent of outages will be due to people and process issues. Over 50 percent of those will be caused by changes, reconfigurations and release-integration issues (Gartner).

Average resolution time per outage is around 200 minutes (IT Process Institute).



## A hosted VOIP solution can ensure your organization is equipped with a robust, **DISASTER-READY** response.

Asking the right questions will help you find a Hosted VoIP provider capable of keeping your business communications going even during the most adverse conditions.

# STILL HAVE QUESTIONS?

## ENTERPRISE - GRADE

Jive bepresentatives are ready to talk about Jive's enterprise-grade Hosted VoIP and Unified Communications solutions.

## JIVE CLOUD

Jive's hosted services run on **Jive Cloud**, an open-standards, Cloud-based platform. The Jive Cloud architecture has been purpose-built to deliver the most reliable, powerful, and economical hosted communication services available to the enterprise market.

**For more information, or to request a demo, visit jive.com.**

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