

# RingCentral IT buyer's guide

As an IT manager or consultant, you have the important responsibility for your company's or clients' business infrastructure. And because small and medium businesses have unique needs — purchasing, implementing and managing solutions become an even bigger challenge.

With the RingCentral cloud business phone system, you no longer have to make compromises to meet your functionality, flexibility and cost needs. You get a system that's more powerful than a traditional phone system, has unmatched usability, mobility and access from anywhere — all without PBX hardware to install or maintain. As you consider business phone and fax solutions for your business or clients, see how RingCentral is addressing the pain points of IT professionals.

## I need a system that's easy to deploy and manage

[Simple setup](#) • [Manage from anywhere](#) • [We're here if you need us](#)

*“Basically any time we need to add a new employee or consultant, it's easy for us to deploy new employees on the system whether they're local or remote in a very efficient, cost-effective manner. RingCentral is a plug and play solution.”*

*— Howard Hellman,  
Executive, Aerobyte*

RingCentral delivers unmatched simplicity when setting up and managing a phone system, whether it's for one or fifty locations. Built on the RingCentral proprietary cloud platform means there is no PBX hardware to purchase or maintain, which eliminates complex configuration and lengthy, multi-week installations. You're able to purchase, setup and customize your phone system in minutes. Your system is instantly activated; all features are available immediately. When you need to add users, or even setup a new office, you can do so in just minutes from anywhere online.

RingCentral is also the first phone system to enable setup and management from a smartphone. You can access your phone system from anywhere, without needing to be on site to make changes or requiring use of client VPN software. IT professionals gain significant savings in both time and money, especially if your business has multiple locations, since any emergency changes can literally be handled from anywhere.

New features are seamlessly added to the system without requiring hardware or software upgrades and maintenance. And there is no extensive administrator training needed. The easy to use, intuitive interface allows you to get up and running quickly and easily. If you ever need to speak with us, RingCentral implementation advisors and 24x7 support are only a call or click away, both at no cost.

## My biggest concern is reliability

Bi-coastal datacenters with 99.999% SLA • 2x capacity for growth • Redundant architecture

RingCentral has world class bi-coastal data centers that are SSAE 16 compliant, have a 99.999% SLA and are co-located with all the major US telecommunications carriers. We currently handle over one billion minutes of voice traffic per year, and our facilities have more than twice the capacity currently used by our customers. You get the benefit of three layers of redundancy, ensuring that your phone system is always up, utilizing both load-balancing and failover technology.

## I want more time to focus on mission-critical projects

Unparalleled ease of management • Eliminate time spent on basic changes • Complete control

RingCentral empowers you and your end users unlike ever before. Every aspect of the end user experience, from faxing to staying connected remotely, is as easy as using a cell phone. Online and smartphone settings are uniquely designed for non-technical administrators and users, with point-and-click simplicity. Users can instantly customize their phone and fax settings to work the way they want them to.

This ease-of-use reduces the burden on valuable IT resources when changes are needed, without IT losing control of company settings. Administrators can easily manage user settings and permissions while having the power to change company settings from anywhere. Employees are able to change their answering rules and extension settings in just minutes — even when they are out of the office.

The result is fewer support calls to IT and the ability to quickly adjust call handling, routing and system settings rules based on your businesses' changing needs. You are finally able to focus on mission-critical issues and maintain full control of your phone system, without worrying about day-to-day operations.

## I want an all-in-one solution

All-inclusive solution delivers the best value • Eliminate multiple bills • No cancellation fees

RingCentral replaces all your existing phone and fax services completely. You get an all-inclusive solution that contains a robust cloud PBX, reliable phone service, internet fax, and more for one fixed monthly price. There are no cancellation fees, ongoing maintenance fees or contracts required. RingCentral eliminates the need for multiple vendors, and multiple bills, that traditional PBX solutions often involve. No traditional PBX can compare! You can also select brand name *Plug & Ring* IP desk and conference phones that arrive ready to use for each user — no manual configuration required.

## My users demand features and lots of them

Advanced functionality • Mobility • Flexibility

No other provider for small and medium businesses offers the combination of advanced functionality, mobility and flexibility that RingCentral does. With RingCentral, you get:

- A robust Cloud PBX with an auto-receptionist, music and messages when on hold, visual voicemail, multiple user and department extensions and more.
- No billing surprises with unlimited calling and faxing (US & Canada) and unlike any other provider, each RingCentral Office account includes 1,000 toll-free minutes per month free.
- Device flexibility that enables users to decide how and where they want to take and place calls. Select from IP desk phones, the PC/Mac-based softphone and smartphone apps for the iPhone, Android and BlackBerry. Users can turn their smartphones into business phones with access to voice and fax messages, extensions dialing and the ability to show their business number as their caller ID all from the RingCentral app.
- Access from anywhere so administrators can manage their RingCentral phone system from anywhere, either online or even from a smartphone — a first for the industry.
- Internet fax for each user to send and receive faxes at no additional cost. This is an incredible savings for any organization, eliminating the need for a separate fax provider. Every user's phone number is "smart", meaning it can be used for both phone and fax; no need for a separate fax number or machine.
- Free number porting that is handled online, all from your account, at no cost. Simply complete the online wizard and required forms and we will take care of the rest.
- And so much more...

For a complete list of features, go to <http://www.ringcentral.com/office/phone-system-features.html>

## I want a dependable provider that I can rely on

#1 cloud business phone system • Top industry honors • 200,000+ businesses and counting

RingCentral is the #1 cloud business phone and fax solution provider. Over 200,000 businesses, small and large, rely on us for their mission-critical business communication. Built on the RingCentral proprietary platform, we've taken the best of what a traditional PBX offers, enhanced the capabilities, and placed it into the cloud. Now you don't have to deal with installing an expensive PBX, ongoing maintenance, time consuming training, and other common pain points.

We've earned top industry honors, including the Small Business Computing Excellence in Technology Award, and the 2010 World Economic Forum Technology Pioneer Award. Partners such as AT&T and Rogers, also rely on the RingCentral platform to deliver services to their customers, all powered by RingCentral.

For more information on RingCentral and our solutions, visit [www.RingCentral.com](http://www.RingCentral.com), contact your **RingCentral representative**, or call **1-800-574-5290**.

Purchase **RingCentral Office** online in just minutes, or contact sales to customize a package tailored to your business' needs.