

telco & cloud services for smarter business.



smartcom
business communications



**Cloud PBX
Phone System & VoIP
LEGAL SECTOR**

Amazing Capabilities
Unified Communications
Incredible Cost Savings
Eliminate Costly Upgrades
Low Call Costs

With Telstra announcing the cessation of ISDN as of June 2019; and the proliferation of cloud computing, VoIP is fast becoming an essential service.



ISDN 'end of life' will impact your business ...and it's all good news.

Telstra's announcement to de-commission ISDN as of June this year, will no doubt be the catalyst for many law firms to move to a web-based environment that incorporates Cloud Computing, VoIP (Voice over Internet Protocol) and Unified Communications (UC). Nonetheless, once the traditional copper telephone network is de-commissioned in your area, the shift to VoIP will become a business imperative.

The good news, is that the technological shift is great for business; in that VoIP alone has considerable technological advantages over ISDN. Likewise, Cloud PBX phone systems that typically bundle VoIP and/or UC, have the capacity to significantly improve business performance across the board.

Gain unprecedented capabilities and competitive advantage with any of the Smartcom Cloud PBX phone systems. Replace your incumbent system with a sophisticated cloud application; such as Smartcom's MyCloud PBX, or the Microsoft 'Skype for Business' & 'Teams' versions that incorporate cut-through features such as; Collaboration; Unified Communications; and large-scale Audio & Video Conferencing - in addition to; full integration with 'Outlook', 'Dynamics' and 'Salesforce' CRMs.



key drivers for law firms to switch to a cloud pbx & VoIP.

The obsolescence of the copper network aside, law firms making the switch to a Cloud Phone System, VoIP, and increasingly Unified Communications (UC), have as a result, the capacity to exploit the technical capabilities and inherent cost savings to their advantage. Moreover, Smartcom's cloud phone systems can increase a law firm's capability to optimise efficiencies and productivity - and hence improve competitiveness.

Commercial Considerations

Like most cloud applications, the financial upside has greatly attributed to the rapid adoption of Cloud PBX Phone Systems and VoIP.

- Lower Call Costs
- Elimination of ISDN Connection Costs
- Lower Phone Line Costs
- Nominal Support Costs
- Elimination of Expensive Upgrades: immediate & into the future
- Nominal Implementation Costs of both Cloud PBX & VoIP
- Cost-Savings & Increased Cash-Flow via OpEx Price Model & Automation

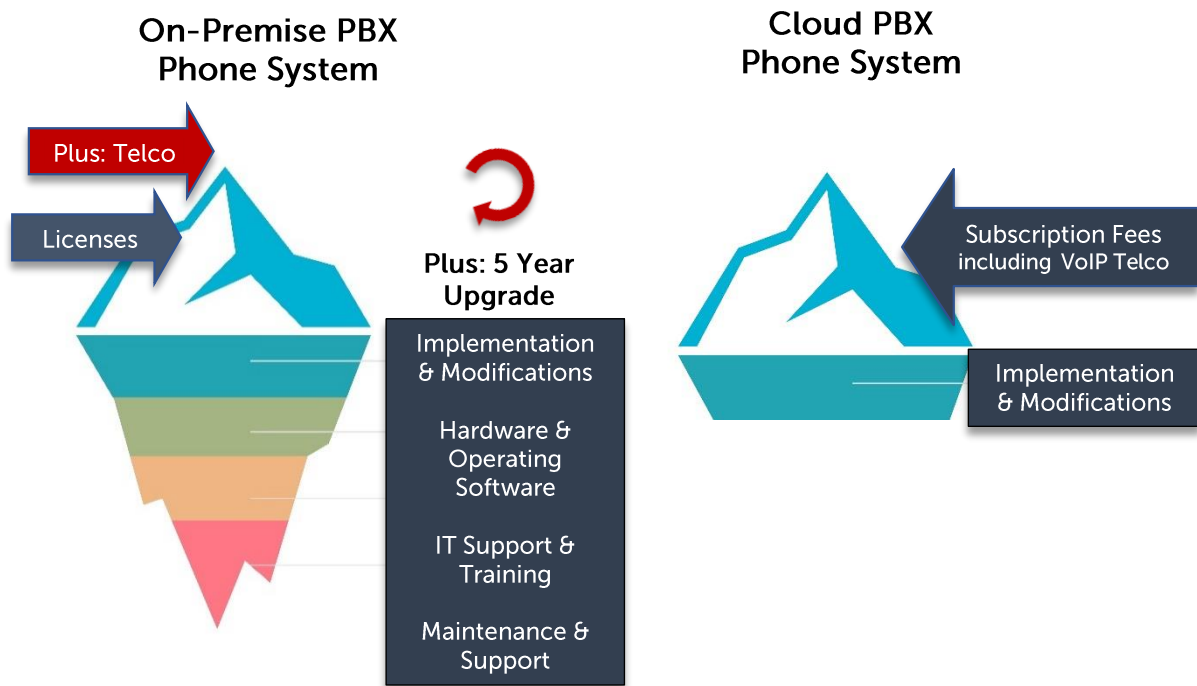


Figure 1: Cost Elements & Comparison of On-Premise v Cloud PBX

Increased Capabilities

Key Features of Smartcom's cloud phone system & VoIP include;

- Virtual Receptionist with Auto-Attendant ie; push 1, push 2
- Inbound Call Management (ACD)
- Handset and/or Softphone Option
- Itemised Billing
- Call Recording
- Mobility
- Customised Routing & Call Forwarding to any Landline or Mobile Phone
- Hunt Groups & Simultaneous Call Ringing
- VoiceMail-to-Email
- Fax-to-Email
- Microsoft 'Skype for Business' & 'Teams' with 'Outlook' integration
- CRM Integration
- Presence

Flexibility & Scalability

- OPEX Subscription Price Model
- Work from Anywhere, on any Device
- Self-Service Change Management Portal
- On-Demand Activation of New Users
- On-Demand Deployment of additional Phone Lines

Continuous Upgrades

- Continuous Upgrades of Cloud PBX to Future-Proof Businesses



a highly adaptable phone & communication system for the legal sector.

Gain competitive advantage with Smartcom's Cloud Phone & Communications Platform. Exploit its capabilities, build efficiencies, and improve productivity with our customer facing cloud applications.

Designed for organisations of all sizes, the Cloud PBX is a sophisticated and affordable replacement for ageing technology; that optimises operational performance with advanced phone and call management features.

In addition, our Microsoft 'Skype for Business' and 'Teams' versions incorporate Collaboration and Unified Communications (UC) as a means of effectively communicating with clients and legal teams across multiple channels.

Client Engagement

Unlike the limited capabilities of a traditional phone system, Smartcom's cloud phone systems offer a dynamic communications platform that inherently promotes client engagement. Furthermore, increased efficiencies and effectiveness can be gained by staff accessing customer information and business tools via integration of Microsoft 'Skype for Business' or 'Teams', as well as 'Dynamics' and 'Salesforce' CRMs, and MS 'Outlook'.

Collaboration

The dynamic features of Smartcom's digital platform enables staff to collaborate with potency. In addition to a plethora of PBX Phone System features, collaboration functions such as; online meetings & scheduling, audio & video conferencing, file sharing and instant messaging are available in the 'Skype for Business' or 'Teams' phone system.

Mobility

In today's fast-paced environment, mobility is high on the agenda for law firms, as they strive to meet client expectations of having their legal affairs handled as they arise. Lawyers stay connected with Smartcom; gaining the capacity to communicate on multiple devices throughout their busy days.

Itemised Billing

Take the administration out of generating client phone bills with access to call reports via the Client Portal - recording the date/time, call length, extension etc.

Handset | SoftPhones | Cordless Dect

Choose the appropriate phone device for each business discipline of your law firm. For instance, handsets are suitable for traditional office environments, softphones are a preferred option for high call volume environments, and cordless phones are perfect for people moving around the office. Calls can also be forwarded or routed to mobile devices.

Call Recording

Record and securely store and retrieve phone calls through the advanced call recording function. Importantly, call recordings can be quickly retrieved through multiple search fields ie; client details, call type (inbound or outbound), date, internal extension or external phone numbers. The length of call is also recorded to assist in tracking billable hours. Furthermore, calls are recorded in WAV or MP3 format, and hence can be easily distributed as an attachment in an email.

First Impressions

Virtual Receptionist

Impress clients first time, every time with the Smartcom Virtual Receptionist. Not only does the Virtual Receptionist take away the need for a receptionist – it provides a highly efficient and professional means of answering calls by using functions such as; an Auto-Attendant, IVR and ACD.. (see below)

Live Receptionist

A traditional Reception configuration is also available, with extension modules added to IP Handsets to cater for any size law firm.

Inbound Call Management

ACD

The Automated Call Distribution (ACD) function, effectively manages inbound calls and queues, including on-hold messages and music.

IVR – Push 1 for X, Push 2 for X etc

The Interactive Voice Response (IVR) function professionally greets callers, as well as building efficiencies by prompting callers to select a lawyer, or member of a legal team; or any other area in the firm without delay.

Customised Call Routing & Forwarding

Any number of call routing rules can be set-up in accordance with business practices and/or preferences of individuals. Furthermore, calls can be forwarded to an internal or external phone or voicemail when staff are not at their desk; or scheduled in the Client Portal, such as 'after-hours'.

Hunt Groups

Ensure a quick response to inbound callers with 'Hunt Groups'. Calls can simultaneously ring, or alternatively 'in sequence' to any nominated phone numbers ie; Office, mobiles or at home.

Skills Based Routing

Intelligent queueing of calls ensures calls are delivered to the most appropriate recipient, with the highest 'skill' level, based on idle time, preference, presence, etc. In this scenario, one recipient will ring for a specified amount of time before the call is intelligently routed to the next available most appropriate recipient.

Simultaneous Ringing

Multiple phone devices can be configured to simultaneously ring until the call is answered by the legal team from any location, and on any device.

Virtual Numbers

Make calls from your mobile phone whilst displaying your office Caller ID. Likewise, display local area prefixes to outbound calls ie; 08, if phoning Adelaide, or display random mobile numbers.

Fax to Email

At times, fax is still an important communication medium, and can be received at nominated email addresses, as against a fax machine.

CRM Integration

Integrating your CRM with Smartcom can significantly improve the BAU efficiencies and effectiveness of legal teams managing multiple cases at any given time. Furthermore, CRM and database integration can prepare legal teams to fully engage with clients with personal greetings and reference to client information via screen-pops; and with Click to Call functionality.

'Outlook' Integration

For users of Microsoft Outlook, the 'Skype for Business' & 'Teams' version of the PBX & communication platform enables legal teams to create efficiencies through online meetings & scheduling, audio & video conferencing and file sharing.

Brand

Promote and protect your brand from the 'first point of call'; projecting the professionalism, judicious and proficiency expected of your firm with clients and colleagues alike.

Voicemail to Email

Voice Mail recordings can be automatically emailed to nominated email addresses, and can be accessed via a desktop or any smart device. Voicemail files can also be filed into the appropriate client folders. and thereafter stored for reference.

Conferencing

Hold one-to-one or large scale conferencing via our 'Skype for Business' or 'Teams' PBX conferencing application; whereby attendees can use either a desktop or any smart device from any location.

Presence

At a glance, legal teams have access to the work 'status' of each other via the 'Presence' function ie; if a lawyer is on a call, in a client meeting, or out of the office – available or not available etc.

National Footprint

1300 or 1800 numbers are a highly effective means of having a single point of call across the nation, with calls able to be routed to the most appropriate person or department via the IVR function (push 1 for X, push 2 for X etc).

Operational Transparency

Above all, partners, office managers, and senior managers have complete transparency of operations, with an audit trail of calls and interactions through the PBX - both internal and external communications.

Shifting to the Cloud & VoIP

Shifting to the cloud is a relatively straight forward exercise, with typically no downtime. Ask your Smartcom representative to provide a high-level scoping for your practice.

Portability

Unlike traditional phone systems, a cloud PBX is incredibly agile, and hence moving office, or indeed opening a new office is a straight forward exercise that typically incurs no downtime.

competitive advantage.

Organisations operating in a cloud environment are inherently nimble; in that they are able to exploit resources and optimise opportunities in the marketplace in both a timely and accurate manner - and ahead of the competition. Figure 2 illustrates the typical outcomes derived from Cloud PBX applications.

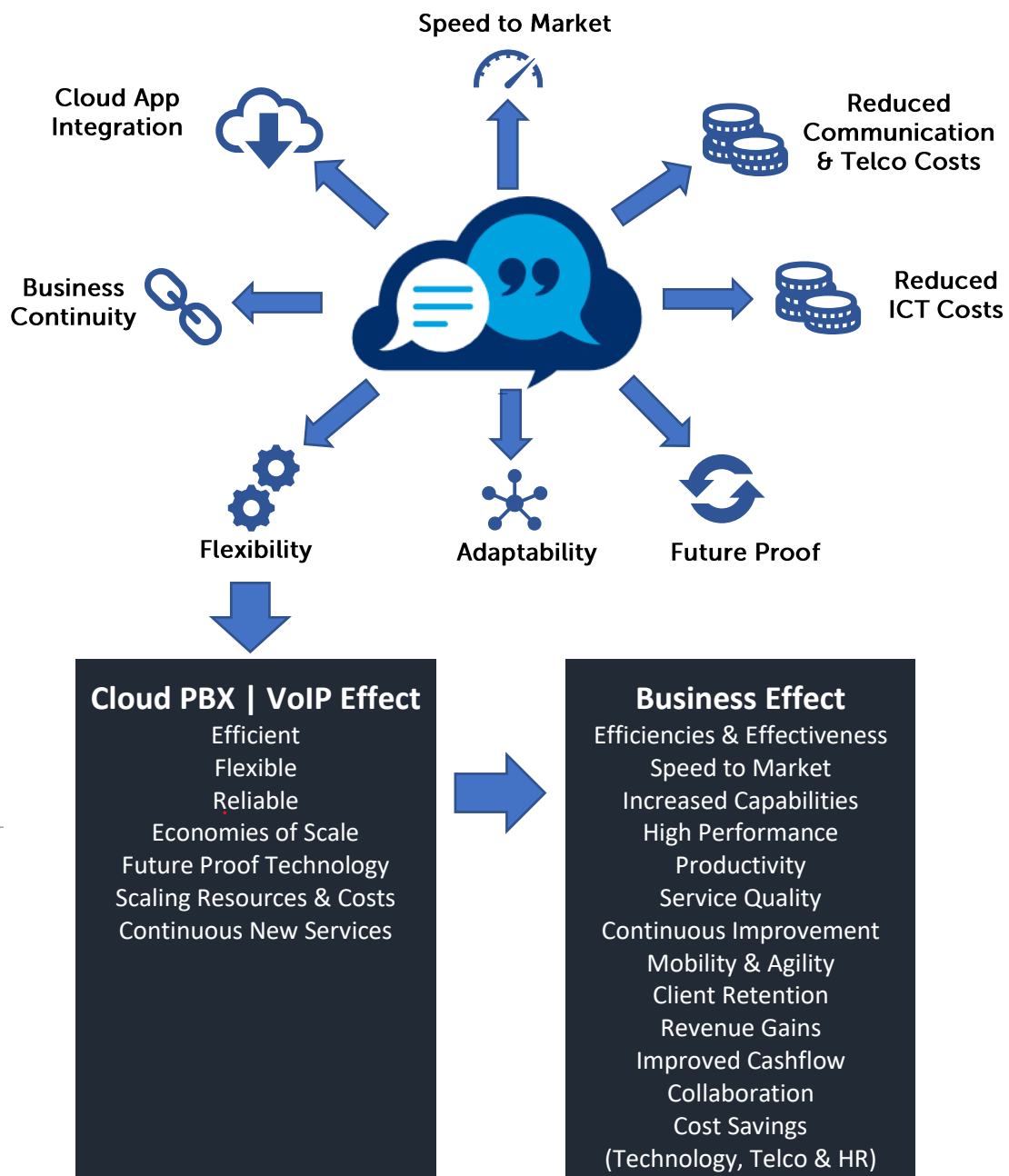


Figure 2: Competitive Advantage is derived throughout, with the adoption of Cloud applications such as a Cloud PBX & VoIP.

cloud pbx phone system.

The Smartcom Cloud PBX is a fully managed, business-grade phone system with VoIP telephony and Unified Communications capability.

For clarity, phone systems are often referred to as a PBX or PABX - which are essentially interchangeable terms. Likewise, Hosted PBX, Cloud PBX, VoIP PBX and Internet PBX mean the same thing ie; a phone system that is hosted in a data centre – as against the traditional phone system with server/s installed onsite.



Quality Polycom and Yealink Handsets

Standard Phone System Capabilities

IP PBX Phone system	✓	Phone Number (DID) Transfer	✓
Polycom and Yealink IP Handsets	✓	Call Recording	✓
Softphones	✓	ACD Inbound Call Management	✓
VoIP	✓	Simultaneous Ring to multiple devices	✓
Voice Mail	✓	Remote Access - @Home & Office	✓
VoiceMail-to-Email	✓	Call Forwarding; Mobile & Landline	✓
Handset 3-Way Conferencing	✓	National 1300 & 1800 Numbers	✓
IVR (Push 1 for Sales etc)	✓	Regular Software Upgrades	✓
Change Management Portal	✓	Local Support	✓

Microsoft 'Skype for Business' & 'Teams' – Additional Capabilities

Unified Communications	✓	Video Conferencing	✓
Collaboration	✓	MS Outlook integration	✓
Contact Centre Capability	✓	Salesforce CRM integration	✓
Online Meetings & Scheduling	✓	MS Dynamics integration	✓
Audio Conferencing	✓	Salesforce Click to Call	✓

How it Works

Cloud PBX infrastructure is located in secure data centres. Service access is via an internet connection. IP Handsets (or SoftPhones) connected to the Internet via a network router is used to make and receive calls via the PSTN (Public Switched Telephone Network).

Immediate VoIP Capability

VoIP is incorporated in the Cloud PBX; and therefore adoption of the cloud application provides law firms with immediate use of VoIP.

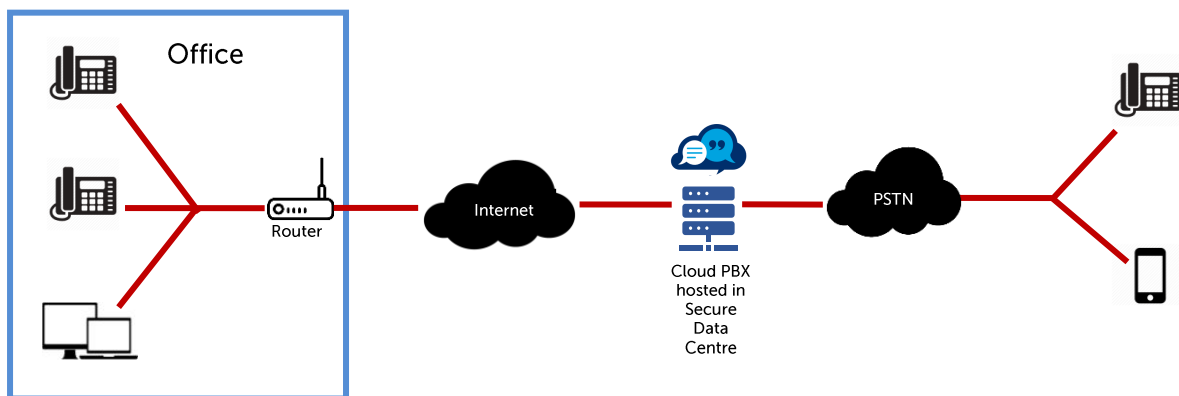


Figure 3: Cloud PBX

Mobility: Multiple Offices & Remote Access

Cloud PBX & VoIP is especially adept at uniting multiple office locations – enabling legal teams to seamlessly communicate with each other. Moreover, the flexibility of the Smartcom Cloud PBX & Communication Platform makes cross-location communications significantly more efficient than a traditional PBX – with colleagues better positioned to collaborate and work efficiently on client accounts.



Figure 4: Access the Cloud PBX & Communication Platform from any location and on any desktop or mobile device.

conclusion.



gain unprecedented communication capabilities with smartcom cloud pbx, VoIP & UC.

Even the most critical assessment of cloud computing and VoIP is likely to conclude that there is simply too much to like about its implementation; in that it provides law firms with increased capability, improved efficiencies and productivity, and ultimately it drives down costs.

Furthermore, cloud computing and VoIP improves a firm's competitiveness as a result of the agility and mobility it brings to an organisation – in addition to making it easier than ever for lawyers to communicate with their clients and colleagues in an increasing effective manner.

Based on the above, it's plain to see why the proliferation of cloud computing and VoIP is on a rapid rise, with expected revenue to reach US\$350b globally and AUS\$10b in Australia by 2020.

smartcom.

telco & cloud services for smarter business.

Smartcom Business Communications (Smartcom) is a trusted provider of business-critical telco and cloud services - for start-up to enterprise organisations. Our applications are designed to improve the performance, quality and compliance of customer-facing operations in; Offices, Contact Centres & Virtual Workplaces.

We adopt a simple, yet effective means of doing business; in that we deliver quality, cost-effective services in a timely and accurate manner. Moreover, we fully engage with our clients in order to develop mutually rewarding relationships and quality outcomes.

Smartcom is in relentless pursuit of delivering sustained competitive advantage through our obsession with automation, efficiency, innovation, and continuous improvement. In turn, our clients gain sustained competitive advantage through 'speed to market' of contemporary, business-critical applications.

With our DNA firmly grounded in Australia, Smartcom is attuned to the Australian marketplace, and indeed the challenges of Australian companies expanding into APAC and globally. Moreover, in an increasingly sophisticated and competitive environment of constant change, our flexible commercial models are designed to improve the competitiveness of our clients.

Considering a cloud phone system for your law practice? Contact Us to learn more.

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“In the past, before phones and the Internet, all communication was face-to-face. Now, most of it is digital, via voice, emails & messaging services. If people were to start using virtual reality, it would almost come full circle.”

Palmer Luckey
Founder of Oculus VR