**Internal Knowledge Base**

**Cloud Based Communication Services**

This internal knowledge base entry serves to inform new employees about the general topic of cloud based telephony services.

**What is it?**

Cloud based communications services, sometimes called telephony, transfer voice and data based communications through the public internet, utilizing third party applications, switching, and storage. Ther service provider (in this case NUSO) hosts and channels the data through company held servers. This includes information such as emails, chat data, SMS, fax, SIP trunking, call tracking, and VoIP; within the VOIP products, the provider may store voicemails with the customer determining the retention protocols.

**Advantages:**

Cloud based telephony services have begun to replace traditional PBX (Private Branch Exchange) phone systems as the subscriptive nature of the product is more cost effective for many organizations. In addition, companies are able to choose which products and services best suit their needs. Advantages also lie in the opportunity for enterprises to choose services other than those offered solely by local competition. This outsourcing model allows businesses to select the best provider and product for themselves while eliminating the costs of in house employees and equipment to meet these needs.

**Disadvantages:**

Businesses offering these services are subject to the local and federal laws of the physical location in which servers reside as well as those applicable to the areas of service. Customers are also dependent on the functionality of a third party's equipment and personnel with no control over outages.