Diallers On-Premise vs Hosted

Making the best choice for your business.

Hostcomm

Business VoIP Solutions

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About the Author

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Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Which type of dialler makes best business sense?

Whichever type of dialler you choose, you can be assured of some useful benefits. You'll be able to maximise performance, minimise agent downtime, and drive your calling campaigns to new levels of success.

But choosing the right type of dialler can be a difficult, time-consuming task.

On-premise Dialler

Traditionally, on-premise diallers were your only option. Owned outright, these units could be very costly across hardware servers, licensing, and sourcing outbound lines.

Today, cloud services are becoming an integral part of many companies' business and technology strategies. It's no longer a case of IF you'll move to the cloud – it's a case of when.

Hosted Dialler

Hosted diallers offer cloud based telephony as a service – an accessible solution without the capital expense and complexity of an in-house setup.

But is a hosted dialler always more affordable? Why do some organisations still opt for an on-premise dialler? And how can you make sure that the dialler you choose makes sense for your business?

Read on to find out

The advantages of a hosted dialler

Why is it that so many organisations opt for a hosted dialler?

Here are the six major differences that make hosted an attractive proposition:

On-premise	Hosted
⊖ High dialler costs On-premise predictive diallers are expensive. A 20-seat, blended dialler with call recording, for example, can cost around £30,000. Add to that the additional costs of annual license renewals, maintenance contracts and ISDN line rentals. As a result, return on investment (ROI) is slow.	**⊕ Low dialler costs** Our hosted dialler has a fixed monthly cost starting from £79 for 3 seats. A 20 seat ContactPro dialler would cost £350 per month. When compared with a premises-based dialler at £30K, the ROI for ContactPro is virtually instant, with increased productivity outweighing the cost of the monthly fee.
⊖ High server costs Server hardware is expensive. Add in licensing costs. Plus, costs for housing this equipment in a secure, temperature controlled environment. Plus, staff are required to maintain everything. Factor in a Network Security or Network Engineer at £90K plus a Systems Administrator at £40K per year.	**⊕ Negligible server Costs** Our hosted dialler uses a broadband internet connection for outbound communications. In the unlikely event of a failure, agents can continue work from home or an alternative office. They can use available landlines or mobile phones to continue calling. Inbound calls can be re-routed to a landline circuit or mobile phone.
⊖ Power supply with low fault tolerance It's unlikely that a typical on-premise dialler can provide high fault tolerance in its power supply. Plus, energy costs are high and a challenge to reduce without best practice operational procedures.	**⊕ Resilient, cost effective power supplies** Power supplies in our data centre have diverse routing with automated generator backup, ensuring high resilience. Energy consumption costs are managed through best practice and increased buying power for smart energy purchases.
⊖ High cost performance scalability As teams of agents grow, problems can occur with dialler loading, which leads to diallers needing to be replaced and re-installed. Users have to bear the full cost of replacement and installation.	**⊕ Low cost performance scalability** For customers of our hosted diallers, the replacement of diallers is free or included in a low service fee.
⊖ High cost outbound lines For on-premise solutions, outbound lines need to connect directly to the premise. A 20-seat team needs up to 100 lines to allow for 4:1 ratio dialling and administrative calls. 100 ISDN lines will cost around £1,200 to £1,500 per month.	**⊕ Low cost outbound lines** Available bandwidth is the only restriction for a hosted dialler. Bandwith reach of 100Mbps is equal to up to 3000 lines. The cost for line rental is negligible, and included in the monthly service fee.
⊖ High cost upgrades and maintenance On-premise diallers normally require a site visit for server upgrades and maintenance at a cost to the business. Consequently, they're often not as up to date.	**⊕ No upgrade and maintenance cost** A hosted dialler is a managed service, so upgrades and maintenance are included in the cost of our service. We are responsible for the server's availability and maintain it regularly.

The advantages of an on-premise dialler

A hosted dialler is more affordable than an on-premise alternative in every conceivable way. So why is it that some organisations still invest capital in an in-house solution?

The answer is simple: ownership provides complete control.
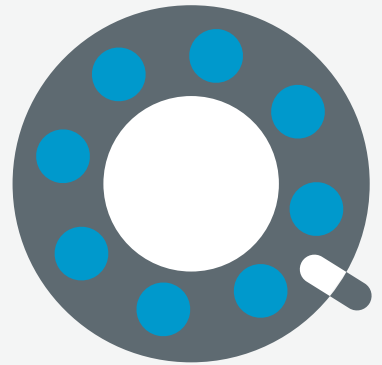
With an on-premise dialler, you can:

⊕ Take full responsibility for reliability and performance. The quality of your calls and the stability of your lines is controlled almost entirely by your in-house hardware and infrastructure.

⊕ Customise your hardware setup according to your own priorities. The only limiting factor is your budget and expertise. Avoid creating a new agreement with a hosted services supplier, and managing your relationship over time.

⊕ Of course, these potential benefits of choosing an on-premise dialler come with a key problem: you need to be able to source the capital, expertise, and infrastructure it takes to run a telephony system in-house.

Keeping your dialler online

A dialler can only bring value to your business if it's online and operational when you need it. As a result, resilience is a fundamental quality of a useful dialler.

For a dialler to stay online, three things are essential: the outbound comms circuit, server hard drives, and power supplies.

Outbound Comms Circuit

Your outbound comms circuit is the network that connects you to the wider world.

On-premise: The outbound comms circuit is usually an internet connection or ISDN service. If either of these fail, the dialler will be out of action for at least half a day, leaving you with no inbound or outbound calls.

Hosted: The outbound comms circuit is an internet connection. But if your primary internet connection fails, agents can work from home or an alternative office, a smaller group could resort to landlines, and inbound calls can be re-routed to a landline or mobile phone.

Server Hard Drives

Hard drives must be available at all times to support the dialler platform itself and the data you work with.

On-premise: Your office is unlikely to be optimised for server hard drive performance. Meanwhile, the prohibitive cost of faster and more reliable solid state drives (SSDs) restricts you to conventional hard drives with moving parts that are liable to failure.

Hosted: Housing your dialler in a shared, service-based environment means that more resources are available including SSDs. Your server hard drives are stored in a purpose-built datacentre, complete with appropriate temperature control to ensure optimal performance.

Power Supplies

Every element of your dialler platform and infrastructure requires power to run.

On-premise: Using a standard office power source, it is unlikely that you can provide several sources of power. If your primary power source goes down for any reason, your service is lost completely.

Hosted: Datacentres are designed to keep devices online, 24/7/365. With diverse routing and automated generator backup, a hosted service can offer fault tolerance that can't be matched in most offices.

Keeping your call centre data safe

For most of us, it makes good sense to choose a hosted dialler. It's a way to pay for what you use – and nothing more – with a simple monthly structure.

But there is one issue that sometimes stops businesses getting the competitive advantage and increased productivity that the cloud can deliver.

That issue is security.

On-premise diallers come with peace of mind

It's an understandable concern. After all, what could be more secure than keeping all your customer and call data on a server that's sitting in your locked office?

With an on-premise solution, you retain complete control over physical access and security processes. You can see the place where your data is stored, and that delivers huge peace of mind.

But the surprising truth is that a hosted dialler could actually be even more secure.

Hosted diallers are secured by experts

According to Symantec, cyber attacks on small businesses continue to rise. The data in your own network is potentially at a great deal of risk.

Meanwhile, when you choose a hosted dialler from a reputable provider, you'll be dealing with experts in IT, infrastructure, and telephony.

These specialist companies depend on robust security to stay operational – so they invest heavily in securing your data, using the latest encryption standards, protecting against denial of service attacks, and keeping on top of the changing IT security landscape.

When hosted diallers don't deliver

Perhaps the biggest reason that businesses don't choose a hosted dialler – despite the huge benefits and cost savings it could deliver – is because there is a leap of faith involved.

When you choose a hosted services provider, you are trusting another company to manage your infrastructure, keep your dialler online, make regular updates, and maximise performance.

Not all hosted dialler services are built alike. So while it makes sense for every business to move to a hosted dialler, it's also vital to do your research.

At Hostcomm, we:

- **Specialise in telephony and contact centre services** – so you'll have the benefit of insight and expertise from the UK's leading hosted IP communications company.

- **Control our network and technology** – including five datacentres in the UK with constant monitoring and careful management to guarantee uptime and performance.

- **Maintain your Ofcom compliance** – so you can call with confidence, always on the right side of the Ofcom guidelines and regulations.

- **Work to strict Service Level Agreements (SLAs)** – guaranteeing that your hosted dialler is available whenever you need it.

- **Regularly upgrade our servers and infrastructure** – giving you the latest technology to support your organisation, without the need to overhaul an in-house implementation.

Discover Hostcomm Services

Visit our website:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

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