

The Benefits of VoIP for Small- to Medium-Sized Businesses

How utilizing the latest VoIP technologies can reduce maintenance costs while contributing to improved retention and growth within a business

Over the past several years, we have seen the impact of mobile technology in our personal lives and how we shop for products and services. While businesses continue to make improvements to their websites, customer service management platforms, and accounting and operational software, their phone systems are overlooked for operational efficiencies. This white paper examines why businesses need to consider upgrading their communication systems to VoIP, and how utilizing the latest VoIP technologies can reduce maintenance costs while contributing to improved retention and growth within a business.

Existing Phone Systems

Businesses typically invested in a traditional phone system through the purchase of phone lines from their local telecom representative, and then purchasing a physical phone management system that was mounted in a closet near the company servers. To make extension changes, a tech from the phone company or an IT network engineer would physically re-route the phone wire from one point on the "punch" board to another. This took time and scheduling to move the phone and have a person available to perform the action.

The phone system capabilities were limited to what was available when the system was purchased and configured. Adding additional features as a business grew led to significant additional investments in hardware modules and equipment.

With VoIP, the hardware and phone service is completely managed by software. Similar to today's smart phones, making changes to configurations and updating software for new features are easier to execute on a VoIP-based system. Due to the simplicity of VoIP, both monetary and operational savings are realized quickly once the system is implemented within a business.



Gone are the days of depending on a single strand of copper wire for your entire business communications. With hosted voice your business will never miss an opportunity or any client communication. Hosted Voice is scalable to your company's growing needs, without downtime or anyone noticing that changes have been made. It's as easy as connecting your SIP-enabled phone to the network and adjusting software settings, or as simple as plug and play with a certified VoIP phone.

Benefits of VoIP

Migrating from a traditional phone system to VoIP achieves many benefits. The increased costs to maintain and expand an existing business phone system for both the customer and carrier is not present with a VoIP provider. Because VoIP providers typically have lower operational costs, more flexible phone equipment, and leverage internet connectivity, the savings are passed on to the business.

Increasing Productivity



- **Increased connectivity** – VoIP systems have the ability to simultaneously ring multiple devices (desk phone, mobile device, assigned departments). Achieving this feature with a traditional system would require multiple lines and additional equipment leading to increased costs and maintenance.



- **Enable a remote workforce** – With access to a high-speed internet connection, remote employees and staff can use desktop and laptop computers remotely to interact with clients and coworkers seamlessly. Additionally, mobile phone users can use their personal phone for business calls, while displaying their business phone number, allowing them to keep their personal numbers private. External callers will be routed directly to employees no matter the device they use as their primary phone. Executing this type of routing and features would be quite costly via a traditional phone system setup.



- **Portability** – Once an employee is assigned a phone number, that number can follow them whether they change office cubes, move to a remote branch office, or work from home. Employees simply need to plug-in their phone to the nearest LAN port or wireless connection and they are all set. This reduces the need for IT personnel to be involved in physical moves and reprogramming configurations.



- **Simplification** – VoIP standardization provides an easy transition for employees as they move around an organization because they do not need to master a different system each time.

Business Efficiencies



- **Phone Numbers Everywhere** – For expanding businesses, VoIP can provide growth assistance by adding local phone numbers in an area code you select. With no physical system or presence needed in that location, VoIP can provide immediate opportunities for business expansion. With a traditional system, there can be additional charges for call forwarding and country/regional fees assessed, which are not present with VoIP setups.



- **Easier migration and deployment** – Since VoIP utilizes an existing internet infrastructure (LAN or WAN), deploying a VoIP system involves little effort and costs. It can run side-by-side with an existing phone system and can be phased in or completely migrated over time.

Reducing Costs

- **Monthly ongoing savings** – VoIP long distance rates are less expensive than traditional providers. Regulated fees and services, along with occasional per-minute charges billed by traditional providers, typically do not apply to VoIP services.
- **Time savings** – With VoIP, online portals help manage the system, perform user-level changes, and easily execute administrative activities. This reduces the cost of having IT personnel dedicate time for moves, adds, changes, and deletes. There are also cost savings in that on-boarding new employees and changing out equipment is significantly reduced and minimizes impact to productivity.
- **Technical resource costs** – Once a VoIP system is implemented, having to hire and maintain IT staff for managing phone functions is not needed. Where a traditional system required a level of expertise on-hand, the VoIP provider will usually handle the maintenance and monitoring of the system at a much lower cost.

With today's
mobile workforce
it is imperative to
have a solution
that encompasses
all business
communications.

VoIP Implementation Choices

A major consideration for choosing the right system lies in whether to implement a cloud hosted VoIP solution or an on-premise VoIP solution. There are some big differences between the two options and understanding the benefits and limitations makes it easier to determine the best option for any particular organization. Cost, expansion, time line, scalability, and other technical considerations should be considered in comparing the hosted VoIP solution and the on-premise VoIPs within the same categories to discover what works best for your company or organization.

Hosted VoIP Solution

- Lower initial equipment and set-up costs
- Upgrades are at the customer's expense
- In the majority of cases, hosted VoIP feature programming is done by the customer. **At TeleVoIPs, we do this for our clients.**
- No maintenance costs of the hosted VoIP, but all on-premise IP and remote IP phones and network devices are the responsibility of the customer
- With most VoIP providers, staff training is the responsibility of the customer. **TeleVoIPs provides complimentary training for the entire organization.**
- Easy to add extra extensions, users, phone numbers
- Extended features, like Advanced Unified Communications or Virtual Switchboard, may come with additional costs

On-Premise Solution

- Higher initial and set-up costs
- Potentially higher monthly maintenance costs
- Lower monthly cost after expenses are covered in some cases
- Ability to utilize SIP Trunking to get lower cost calls
- Will install and program VoIP-PBX
- Will train staff on feature use and "best practices"
- IP phones can be identical, regardless of layout

Other Considerations

There are many costs to consider for expanding. Adding more phones to an on-premise VoIP is as simple as purchasing more IP phones, unless any kind of additional licensing is required. With other hosted VoIP providers, additional IP phones are purchased and added to the monthly bill requiring additional programming time by the customer. TeleVoIPs handles this type of expansion for hosted VoIP customers, but most hosted VoIP providers shift this burden to their clients. Adding additional IP phones can increase the monthly cost, depending on how the company sets up the plan.

Conclusion

With a VoIP phone solution you are never alone when it comes to supporting your business voice needs. From installation to future additions, moves, or changes, a team is always available locally or remotely to take care of your communication needs. Beyond the significant savings on equipment, maintenance, and phone call usage, the inherent features of a VoIP system provides efficiencies in sales, operations, and customer service departments. Lastly, a VoIP system is scalable for business growth and software upgradeable to take advantage of the latest technologies to come.

The TeleVoIPs Hosted Voice Solution comes complete with all the business phone system features you'd expect from an enterprise phone system and more, including over 90 features.



About TeleVoIPs

TeleVoIPs provides Hosted Voice (Phone Systems in the Cloud) and Onsite Telecommunication solutions to businesses across the United States and is locally based in Tampa, Florida. We create solutions to fit our clients' needs using an advanced cloud-based platform while providing unparalleled customer service and support.

We truly believe that innovation is the successful path to growth in this industry. TeleVoIPs' goal is to stay on the leading edge of technology and continue to reinvent, re-think, and challenge how we communicate today.

Our plan is to focus on the local market, continue to re-invent and be ahead of the technology curve at every step of the way. The statistics and current trends show that a huge shift is happening and it is exciting to be at the forefront. **There has never been a better time to provide unified communications.**

Call us at **(888) 287-9198** or connect with us at **www.televoips.com** to discover how a TeleVoIPs phone solution can improve the efficiency of your business while reducing costs and complexities.

