

Why VoIP?

Why Now?



Intro

While the recent economic downturn helped increase demand for business VoIP communication technology, the economic upturn continues to provide opportunities for small businesses to gain a competitive advantage through VoIP. Small businesses can free up valuable resources, allowing them to focus more time on growing their business. Plus, they can become more efficient and profitable with advanced communication features.

What is VoIP?

VoIP is a remarkable innovation in telecommunication technology. It converts voice signals into digital voice data packets and transmits them over the Internet through a standard broadband connection. This is a quantum leap over the age-old traditional telephone technology that relies on phone lines connected to the public switched telephone network (PSTN).

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As the pace of business accelerates due to new technology developments, customers expect a higher level of service and support, as well as 24/7 availability, which VoIP technology delivers. VoIP provides greater cost savings, employee mobility, improved response times, and an enhanced customer experience. Sophisticated mobility features allow employees to access their communication system from nearly anywhere, anytime.

The business advantages of VoIP technology include:



1. Significant Cost Savings

VoIP combines both voice and data onto a single unified network, which reduces total cost of ownership. Plus, with a hosted VoIP network, there is no need to invest in costly hardware purchases and maintenance, since upgrades and support are provided by the carrier.

2. Simple Web Management

A simple online management system allows both technical and non-technical users to easily manage their VoIP system through a secure Web interface.

3. Greater Availability

Access the system via any Internet connection, which allows VoIP users to take the office with them wherever they go. This is highly advantageous for a mobile workforce and employees stationed in distant locations.

4. Business Integration

VoIP technology integrates with other communication tools like Customer Relationship Management (CRM) software and Outlook. Plus, it is compatible with advanced communication hardware from Cisco, including powerful Cisco SPA phones.

Why Now?

VoIP is a revolutionary communication technology that is transforming the business landscape. With VoIP solutions, businesses realize exceptional business value and a significant competitive advantage through cost savings, advanced features that enhance productivity, organizational efficiency and more.

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5. Scales along with a Business

VoIP – particularly hosted VoIP – will easily adapt and scale to the changing needs of a business. Subscribers can add or delete users easily and make changes to the system without relying on outside IT support. Business VoIP phone systems come with a simple plug-and-play setup process. Plus, VoIP provides the communication tools that enable small businesses to appear as advanced as large, multi-department organizations.

6. Increased Productivity

Hosted VoIP offers numerous advanced features to make a business more productive and efficient, including advanced call forwarding and electronic messaging, customized auto-attendant, three-way conferencing, video conferencing, and Advanced Call Distribution (ACD) functions.

7. Ability to Focus on the Core Business

Small businesses no longer need to worry about excessive costs, ongoing maintenance, upgrades, associated staff and complex management. Hosted VoIP frees up these resources and more, so organizations can focus on their core business.

Why Nextiva?

Nextiva is a leading provider of advanced VoIP business communication services. Nextiva has won more than 30 Independent Technology & Telephony Awards, including numerous "Product of the Year Awards" by Internet Telephony magazine. Nextiva delivers "Fortune 500" phone service at start-up prices and serves thousands of small-to-midsize companies across the United States.

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