

How to Unlock Your Business' True Potential With VoIP

Level the playing field and help your small business thrive with cloud communications.



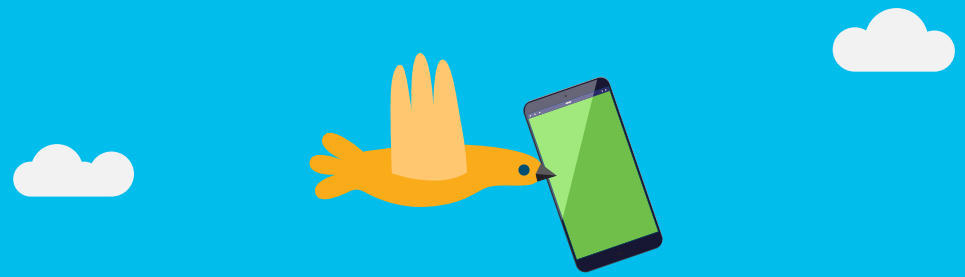
Go Big on a Small Budget

Every small business owner knows the struggle of going head-to-head against the largest companies around. How can you not only compete, but excel beyond everyone's expectations?

The best way to start is by adopting the same voice, contact center, and teamwork applications the big box stores use to get their work done by upgrading to cloud-based voice over IP (VoIP) services.

Strengthen your game with auto attendant, smart call routing, HD voice and video conferencing, mobility capabilities, online desktop and file sharing, secure instant messaging and presence, and so much more.

VoIP delivers modern features that help you look big on a small budget. The best part: everything is available for a predictable monthly service fee, with no capital investment required. If you're ready to take your business to the next level, keep reading.

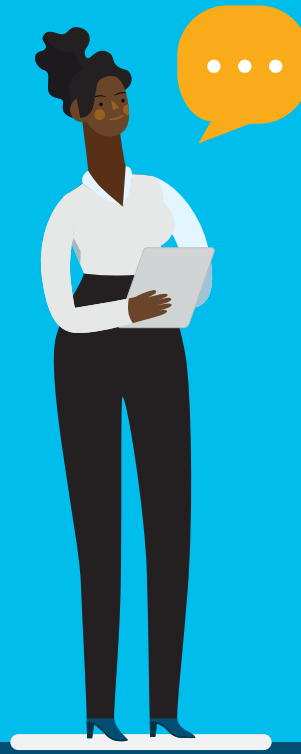


Unified Communications



How VoIP Helps You Compete and Win

Here are seven ways VoIP's productivity, cost and service advantages set you apart from your competition:



1

Extend Your Reach

Have multiple business locations? Stop worrying about costly maintenance on multiple, standalone PBXs or key systems and start simplifying your IT operations.

With cloud-based VoIP, you can easily give each employee the same tools for voice, video and file-sharing, regardless of where they work.





2

Be Agile

In today's highly competitive marketplace, we're all looking for cost advantages. Some small businesses are skinning down by outsourcing functions like order fulfillment and call center support.

With cloud-based VoIP services, teams inside and outside your company can collaborate seamlessly to deliver stellar levels of service.

Add remote experts or partners to your call center routing strategy, send secure instant messages to collect status details, and even work together as a single virtual team in a collaborative online workspace.

VoIP lets you share documents and messages, conduct voice and video conferences, assign tasks and track progress just as if your partners were on your payroll.

3

Feed Your Need for Speed

Opportunities don't wait. With the right collaborative communication tools, you can shorten time to market and respond more quickly to new business opportunities.

Let's say a prospect calls to request a quote for a complex new solution. You're out of pocket at a noisy location and can't hear the voicemail. Luckily, you've personalized your cloud license so text transcripts of your voicemails are sent straight to your email.

After reading your voicemail, you realize you need your resident expert who's out of town. With VoIP, you won't have to delay your response and risk losing the business. Simply work with your expert remotely, just as if you were both in the office.

When you're back at your desk, the two of you log into an ad-hoc conference call workspace. You share your desktop so your expert can see the request for quote, and you both collaborate on screen to craft a winning response.





4

Manage Peaks and Valleys

Unlike on-site PBX hardware, VoIP in the cloud doesn't lock you into a fixed capacity. You can scale to meet demand by paying as you go for precisely what you need.

That means you can easily stand up new branch offices and add lines for new permanent or seasonal employees – without having to fund a major hardware investment. All you need are either desk phones, mobile devices or headsets that connect to a PC.

If your business hits a rough spot and you have fewer employees, it's easy to reduce your number of seat licenses and save some money.



Stop Juggling Phones

How many cell phones and laptops does your lifestyle require?
Do you waste time fumbling for the right handset or charger, unsure which to keep closer by and when?

With VoIP, end the juggling act once and for all. Use a single cell phone for both business and personal use. It's like having two phones in one.

A simple mobile client lets you use your personal phone or tablet to make and answer business calls. Customers and colleagues see your business number displayed instead of your personal line –helping you look more professional and keeping your personal information private.

Meanwhile, your personal line, contacts and calendar remain at the ready when you want to make or answer personal calls. The phone you have in hand will be the only phone you need.





6

Work Smarter and Faster

With VoIP services, your team can literally accomplish more in less time. From day one, all your file-sharing, video conferencing, contact center and more are integrated onto a single, seamless platform.

VoIP also integrates with your other cloud suites like Salesforce, G-Suite, and Office 365, saving you time from constantly switching in-between apps.

One more way you're working smarter: VoIP helps you go green. By telecommuting, you can ditch the daily commute and reduce your office overhead for power and natural resources. Less on-premises hardware also equals less hazardous waste in landfills.

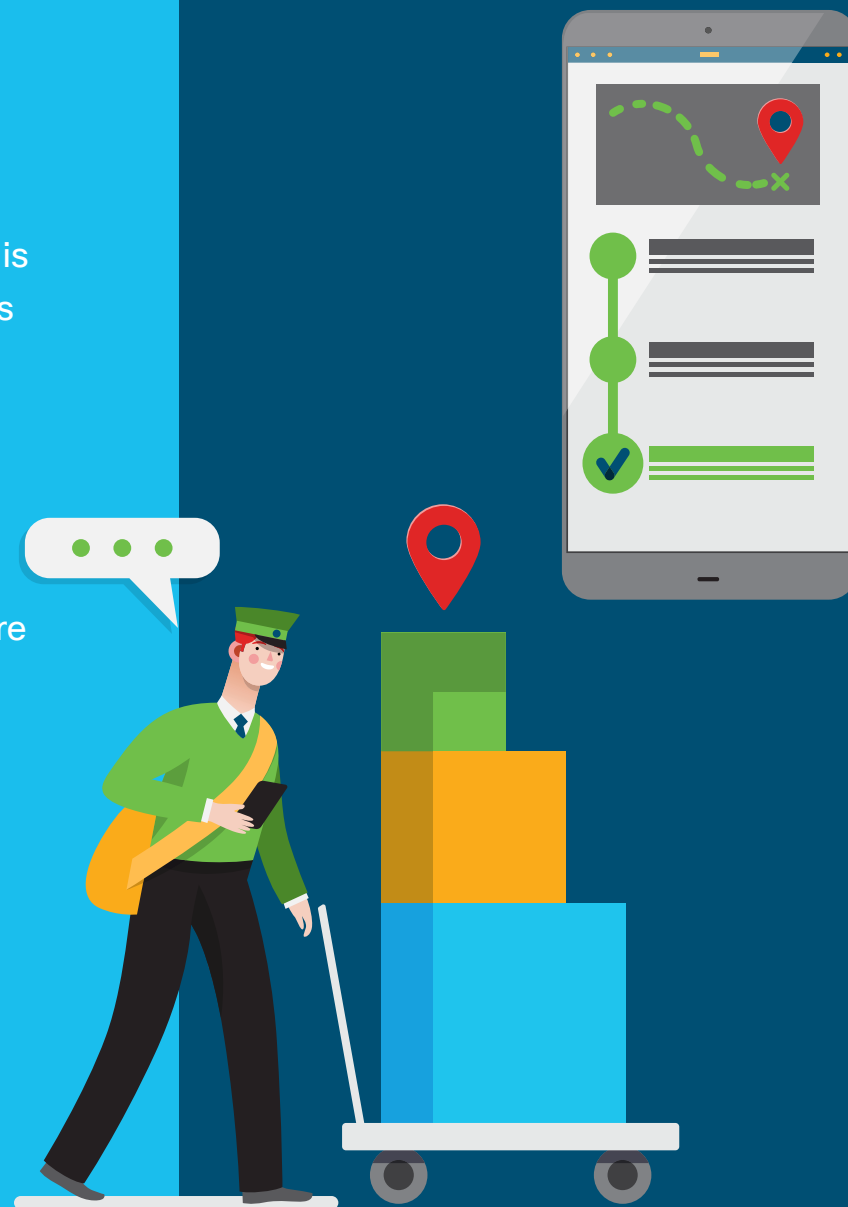
Bonus: it's as easy to implement your new system as it is to train employees on using it.

Shed Costs and Risks

With a premises-based PBX, unpredictability is a way of life—from capacity issues to component failures. The only thing that is predictable is that your maintenance costs will soar over time as your system ages.

With cloud-based VoIP services, your service provider delivers cutting-edge updates automatically, with no extra cost.

Know precisely what your costs will be, month by month and year by year. You'll be working with a carrier-grade infrastructure—designed from the ground up to drive down risks and ensure always-on availability. That means rigorous security, a fully redundant infrastructure with “five nines” reliability (that's 99.999%.)



Take Your Small Business to New Heights

