

THE 10 MOST COMPELLING REASONS TO GO VoIP RIGHT NOW

Written by Tom Adkins

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1. This technology is done. After nearly 8 years of extensive R&D and beta testing, VoIP came of age in 2005. The specifications are in place, and running. The equipment is of commercial or carrier grade in both hardware, and user applications. Every high-end telephone feature you have come to expect is available right now, and so are several more, you did not even know were possible!

2. The price has come down, to comparable levels with standard "vanilla" telephone systems, with fewer features and higher maintenance costs. The standard telephone system of the 1980's and 90's worked very well, but with 7 years into the new millennium, the time is now to elevate your game.

3. The Industry protocols for Internet Voice transmissions are now standardized World Wide. It did take a great deal of negotiation, but the power requirements, the transmission protocols, and the security parameters are in place and fully operational.

4. The features available in VoIP are truly amazing. The new philosophy is "any device, in any place, at any time". What this means is that VoIP offers the availability of 100% connectivity, regardless of the unit you are using (office phone, fax, laptop, cell or pda). It also allows full availability of all your data and documents, as well as full availability of all the voice features, both in and out of the office.

5. Competitive edge: use it or lose it. Part of the equation that separates the customer-centric Enterprise and the also ran is the competitive edge offered by VoIP. Full connectivity has several advantages. Employees are more available to management, as well as the very important customer base. Work groups can share all voice and data, making them more able to satisfy customer needs. The customer feels "special" when he or she gets the proper care. Customers that think your company offers "special care" are not out shopping for another supplier that they feel may be more attentive. Stay competitive!

6. Dramatically reduced costs of system upkeep as well as "moves, adds, and changes". VoIP systems are administered by the IT technology people already servicing the data network. No additional staff is required. The menus are generally "point and click", and standard language commands, not complex code. When the need arises for an employee to move, he or she just takes their business set to the new space, and plugs it in. The phones generally auto discover and restart where they left off. This represents a huge savings in time and resources, and improves productivity during every employee relocation. In many organizations, this alone offsets the cost of the new equipment, in less than 2 years.

7. Calls have very high quality (QoS), and very low cost. The call quality is monitored during routing to achieve a sense of full presence, both clean and clear. Many calls over VoIP circuits to Europe or Asia are under a nickel a minute. With Virtual Tie Lines, between company locations, most intra company calls are just 4 digits and completely free of charge, ...even if the branches are 10,000 miles apart. Now that is variable cost control at its best.

8. Productivity for out-of-office workers can be greatly increased. Pregnancy leave, prolonged key employee illness, and off site sales personnel, can be kept in the loop, and add to the companies overall success, in real time. This allows accountability, without over stressing the employee or his manager. This makes the entire enterprise more productive and cost effective.

9. Today, privacy and security are key elements of a successful enterprise. VoIP signals are encoded at origination and decoded at termination. An intercepted signal is not made up of words, but of algorithms. Just as your data stream needs encryption, so does your voice

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stream. In standard tel sets, there is no security,.... What is said is interceptable and can be heard without any processing. VoIP signals are digital packets, not words. This is an issue, in the era of outside theft of corporate proprietary information.

10. The future of VoIP applications is very bright. We are now only in the middle of the promise of VoIP. The 9 issues above are very compelling, but the rest of the story is just as promising. VoIP will soon be fully video compatible, both in house, and on –the –road. This will allow for far less travel, and full time intercontinental video links, at very low price points. Remote repair, remote security, find me, and have my messages follow me, are just a few of the ideas in the pipeline. And the best news is that all of these applications are being written to today's standards set. All will come on line and be available to VoIP users World wide. The time for VoIP is now!