

# Voice over Internet Protocol (VoIP)

## **VoIP In More Detail**

We can help you understand and quantify the benefits of Voice over IP (VoIP) technology for your business communication needs. More businesses and IT organizations are migrating traditional analog phone systems and digital PBX communications systems to VoIP based solutions, including IP Phones, IP-PBX, full featured wireless IP phones, and unified communication systems.

Depending on your situation, VoIP technology can offer a multitude of benefits: capital cost savings, reduction or elimination of long distance charges, elimination of intra-company communication costs, integration with existing LAN infrastructure, integration with your wireless network, integration with your CRM databases, integration with your data network or WAN, operational cost savings, cost effective collaborative tools such as video conferencing, and significant operation cost savings.

### **Benefits of Voice Over IP:**

Voice over IP (VoIP) or IP Telephony is an enabling technology. It enables businesses to experience similar efficiencies brought about by data networks and applications such as e-mail. Without a doubt, VoIP based solutions will change the way businesses communicate and design voice networks. The implications of VoIP based solutions for the enterprise will be significant. The technology enables the underlying protocol and infrastructure to socket into the existing data networks. The characteristic of VoIP is best described by such terms as accessibility, application intelligence, portability, user control, presence, ubiquity, and pervasive.

Voice over IP or IP Telephony in some ways is analogous to the web browser in that it adds a totally new dimension to the way we communicate. The predominately text based Internet was around long before the first browser, Mosaic/Netscape, was introduced. This visual tool completely changed the Internet. Now the Internet is the preferred choice for disclosing, accessing, and communicating information. Similarly VoIP will facilitate access and integration with the rest of the data network. More businesses are expanding with IP desktop phone systems and IP PBXs. In the next 2-3 years, we expect 50%-60% of new voice technology sales will be for one flavor or another of VoIP equipment (Kamman S., Wang, A. (2002, October 10). Enterprise VoIP. CIBC World Markets). VoIP based solutions are unique in that they are very scalable, and can be cost effective for small, medium, and large enterprise. Total cost of ownership can be a very affordable for small single office, with about dozen employees, all the way up to the large multi site-enterprise:

### **Benefits and Cost Savings:**

- \* Capital Cost Savings
  - IP PBX offers quicker ROI
  - On average 30% less than traditional PBX
  - One wiring infrastructure - Integration of phone systems with your wireless LAN strategy
  - IP ideal for multi site and adding small remotes
  
- \* Robust Disaster Recovery Architecture
  - Highly mobile and virtual
  - Dependencies on phone operator removed
  - Physical association of phone numbers removed
  
- \* Operational Cost Savings
  - Eliminate labor associated with Adds/Moves/Changes
  - Reduce maintenance contracts
  - Administration simplified - Intuitive user web based configuration tool
  
- \* Eliminate Intra Company (or VPN) Long Distance Calls

- \* Reduce Communication Charges
- \* Reduce Cost of Maintaining Two Cabling Systems (LAN and Telephony)
  - Eliminate need for telephony wiring network
  - Collapse communications onto LAN
- \* Integration With CRM
- \* Integration With Other Databases
  - LDAP - Directories
  - Associate contact list and corporate directory with both incoming and outgoing calls.
- \* Integrates With Wireless LAN Network
- \* Extend PBX Features
  - IP phone systems can be plugged virtually anywhere
  - Cost effective for SOHO, small office, and remotes
  - To any IP end point over: DSL, cable, ISDN
- \* Unified Messaging - Integrate voice mail and e-mail into single mailbox
- \* Increase Accessibility
  - Leverage distributed data packet model
  - Real time peer to peer protocols
  - Presence
  - Full feature wireless phone systems
- \* Increase Productivity
  - User friendly desktop phone systems
  - All features and instructions available in graphical web browser
  - Easy to learn features
  - Visual voice mail at your phone
  - Phone automatically integrates with Microsoft Outlook directories
  - Full feature phone can easily extended to any remote
  - Integrate with CRM - Add cost effective video to conferencing
  - White-boarding.