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Executive Brief:
3 Myths About VoIP-based Business Phone Service
That Could Be Holding Back Your Business



The Champion
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What You Don't Know About Hosted VoIP Can Hurt Your Business

Are common myths about switching your business phone service to hosted Voice over Internet Protocol (VoIP) holding back your business? As voice, video, and data networks meld into a single user experience, solutions that integrate phone service, unified messaging, voicemail, audio and video capabilities, rich-media conferencing, and mobility solutions are in high demand.

“We just replaced our aging onsite PBX with VoIP business phone service. A month after having the new system, my only regret is that we didn't make the switch to VoIP sooner.”

Christopher Adams
Former CTO
MyoVision

Hosted VoIP is a telephony service provided through the Internet, with your PBX in the Cloud instead of through a premises-based PBX or traditional phone carrier. It delivers excellent results across all communication channels.

Still, three myths persist about **business VoIP**, discouraging many business owners from making the switch, something that might be costing them money and lost business every month.

Hosted VoIP Myth # 1

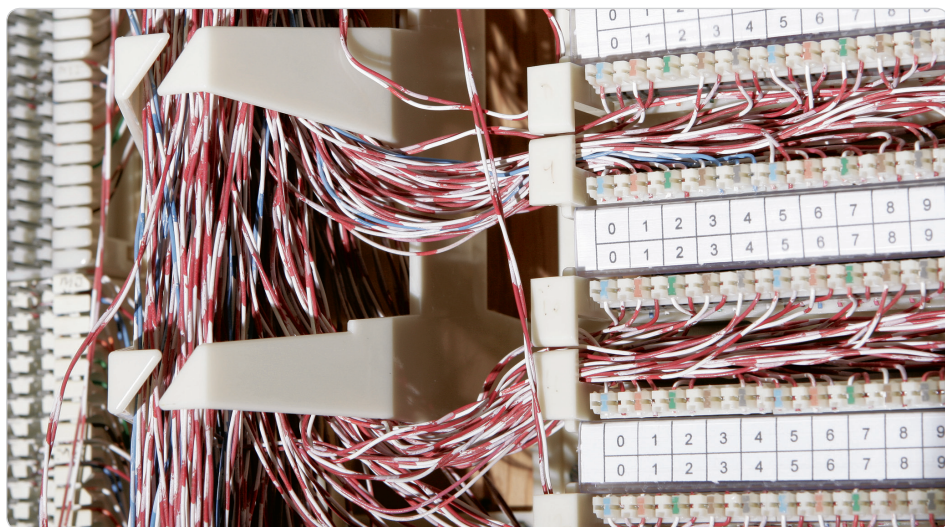
If my old PBX works OK, isn't it cheaper to stick with it until the old system dies?

The Real Truth—This is like insisting on using a horse and wagon to transport

heavy things instead of switching to a truck because the “horse and wagon work just fine.” As a matter of fact, your productivity will stagnate and your costs will remain high if your company stays with traditional telephony solutions.

When you factor in PBX maintenance, increasing carrier fees, and the cost of changes made during expansion and relocation, as well as being unable to exploit many new VoIP features that integrate with office productivity tools, you might be losing money by sticking with outdated systems.

That was the experience of Christopher Adams, former CTO at MyoVision. “We just replaced our aging onsite PBX with VoIP business phone service. A month after



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Ken Berry
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getting the new system, my only regret is that we didn’t make the switch to VoIP sooner,” he said. “We can now manage our entire phone system with a couple of clicks. The phones are amazing and, best of all, we are paying one-third the cost of our previous setup, and we have more features,” added Adams.

Waiting for a forced change, such as discontinued equipment or the closing or merging of your current telephony provider, can result in a rushed changeover and possible costly downtime. By switching to hosted VoIP, you can stay ahead of the game and remain competitive without hitting a bump in day-to-day operations.

Making the switch can be easy and far less painful than propping up an old, outdated system. “Our previous PBX provider was behind the times and took at least an hour a day to maintain, sometimes more for repairs and upgrades,” says Allan Berkovitz, Director of Technical Support, OTI.

“Now that we’ve switched to hosted VoIP, we spend almost no time on phone system maintenance.”

Hosted VoIP Myth # 2

Isn’t VoIP just a consumer solution?

The Real Truth—Early adopters of VoIP used services like Skype and Vonage primarily for personal use, and call quality varied widely. Today there are business-class VoIP providers with solutions specifically tailored for business use with high-quality IP phones and PBX features such as extension dialing, auto attendants, ring groups, conference calling and more. These solutions can now deliver crystal-clear audio anywhere in the world.

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Integrating voice, video and data on a single, secure network keeps employees productive from wherever they work, without compromising security or quality of service.

Hosted VoIP Myth # 3

Why do we need a hosted VoIP service? Can't we all just use our cell phones?

The Real Truth—Mobile phones are invaluable as part of a unified communications system, but they don't do everything. And while many entrepreneurs start out using just a mobile phone, they soon learn that there many reasons to include office phones, desktop computers, laptops, tablets and other devices as part of your overall internal communications strategy, and to tie them together using hosted VoIP service. Think of good business VoIP providers as the "glue" that can unite all of these devices by essentially turning them into endpoints in a total communications solution whenever you want.

For example, Carbonless business owner Kevin Franz says that just such a hosted PBX system has helped him manage his career and family responsibilities. "Being able to customize the auto attendant, allowing callers to get the information they need, has contributed to the professional look and sound of my company," he says. "I can take my business calls with me to the kitchen, living room, car or coffeehouse knowing the call has been professionally routed to me through a VoIP mobile app for the phone or Mac desktop. Using the system, I can coordinate with collaborators, quickly access voicemails, and answer a customer's inquiry, all from my mobile phone."

Bonnie Flom, CEO of Billing Buddies, agrees, commenting that while mobile phone integration is a great feature available on VoIP phone systems, there is much more to recommend them. "We love the full features our VoIP service offers; music, transferring, and conferencing, plus the ability to fax from our desktops, record calls and have net meetings," she says.

The best VoIP providers already have apps that connect your cell phone into the office phone system, giving you mobility and all the advantages of a full business phone system. You can then use your smartphone as a business extension whenever you want to, and reroute the calls when you don't. You never have to give out your personal cell number for business, and you can get business calls on your smartphone when you travel.

"Running a company with team members located in various parts of the US and now in Peru, we need a phone system that enables us to stay connected easily," says Michelle Spalding, founder of Transaction Management Consultants. "With each new person we add to the team, we can simply add another line. We have a unified system that allows us to connect to one another and our clients via our desk lines and with the technology on our mobile devices, we can now work from almost anywhere. Business is no longer about a location, it's about service, and with our business VoIP service, we're able to deliver great service."

No matter how many different devices are being used on the network, VoIP allows flexibility as well as more effective, reliable communications among team members. Don't hesitate to take advantage of new technology when it comes to your business. Hosted VoIP could be the best thing you do for your company this decade.

To learn more, call 1-866-862-2811 or visit www.8x8.com



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