



Solutions for the Future

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***“...a valuable
business
asset...”***

***“...presence
management
tools.”***

Understanding VoIP

What you need to know about VoIP

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Traditional Wisdom

There may be talk within your organization to install a VoIP (Voice over Internet Protocol) phone system or some other VoIP service. Since its inception VoIP has been thought to deliver “free phone service” but in fact VoIP technology can deliver valuable benefits that effect the operating structure of an organization in many ways. The place to start is by understanding which VoIP services can enhance your organization’s strategic plan.

Traditional VoIP benefits focus on cost savings. Most commonly, VoIP is perceived to be toll bypass service which allows organizations to make calls without having to incur long distance charges. Today companies such as Vonage offer VoIP telephone lines that work very well in residential and 1 or 2 line small business environments.

Another potential cost savings of VoIP services can be through reduced infrastructure costs which allows organizations to share data cabling networks and equipment for both voice and data services. However, you may have to spend money to re-cable your office or purchase and install new equipment to realize these benefits.

Beyond cost savings

VoIP should be viewed as a valuable business asset in a strategic plan designed to generate financial growth and competitive advantage. Recently, multi-site organizations have found that using VoIP technology to connect remote and branch offices through data network connections allows for more seamless communications for personnel in separate offices. Also, this design allows organizations to utilize common network overhead such as a phone receptionist, voice messaging system or simply the communication server.

Emerging technologies are allowing organizations to take advantage of the power of presence management tools. Offering more features than instant messaging and unified communication presence management allows users to better stay connected to customers, vendors and coworkers. A good example of this would be a sales staff who are on the road but need to be accessible to clients through either cell phone, laptop or PDA/Blackberry devices. VoIP technology can manage communications through these devices for them regardless of where they are traveling.

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All or Nothing?

VoIP technology is not an all or nothing decision. Depending on an organization's needs, a VoIP roll-out can follow a carefully planned timeline and budget and still deliver a tremendous impact. If networking one or two users is more important than activating presence management features the technology is flexible to meet this need. A partial deployment in most cases is the best choice because of the financial and operational impact of doing a complete deployment within a short period of time.

Up to the challenge?

Many times a deployment schedule will have to consider a need for increased network bandwidth, peripheral equipment installation or specialized personnel re-training. Critical to a successful deployment is the client-vendor relationship. At Telspan we value this relationship and work towards achieving a goal of customer satisfaction through thorough planning, installation and training. Telspan ensures that all VoIP installations receive a completed multi-point check list to verify that a series of critical factors have been achieved prior to deployment. This check list includes verification of IEEE requirements, network performance tests and network hardware overviews.

Contact Telspan today at 1.800.TELSPAN (835-7726) to discuss how a VoIP solution can benefit your organization.

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