



Buyer's Guide: VoIP



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“To help you make the move we’ve put together a checklist of the top questions you should consider when choosing an Internet-based solution.”

Are you ready to join the 45% of businesses already enjoying savings and increased productivity through IP Voice adoption? The business case for Voice over IP aka IP Voice looks attractive.



Q1 Offsite vs onsite phone system?

a) **Onsite phone systems** (often referred to as PBX)

You can opt for a phone system that's located in your office, however instead of running over phone lines it runs over your Internet connection via SIP Trunks. It means you're using your resources more efficiently by running your calls, emails and web browsing over the same connection.


As the phone system is located in your office, you always have the freedom to access and monitor the service. Your team can manage, maintain and customise the system, which is a benefit for businesses that have already invested in their own solution and have people with the technical skills to properly manage it. This may also be the best option for businesses that have regulatory or compliance requirements which can be difficult to meet with a Cloud-based telephony model.

b) **Offsite phone systems** (often referred to as Hosted or Cloud-based).

This system also works via your Internet connection, however the phone system isn't located in your office, its hosted in the Cloud. It integrates with the handsets in your office or mobile devices so it has all the benefits as if the phone system is physically located onsite.

A hosted solution is great for flexible working. Through the integration of softphones your employees can take their desk phone with them anywhere, improving productivity and removing the need for a physical workspace. Your team can answer their calls in the office, at home and on the move.





Q2 Pay-as-you-go (PAYG) or upfront payment?

Offsite and onsite phone systems have very different payment models which can benefit businesses in different ways.

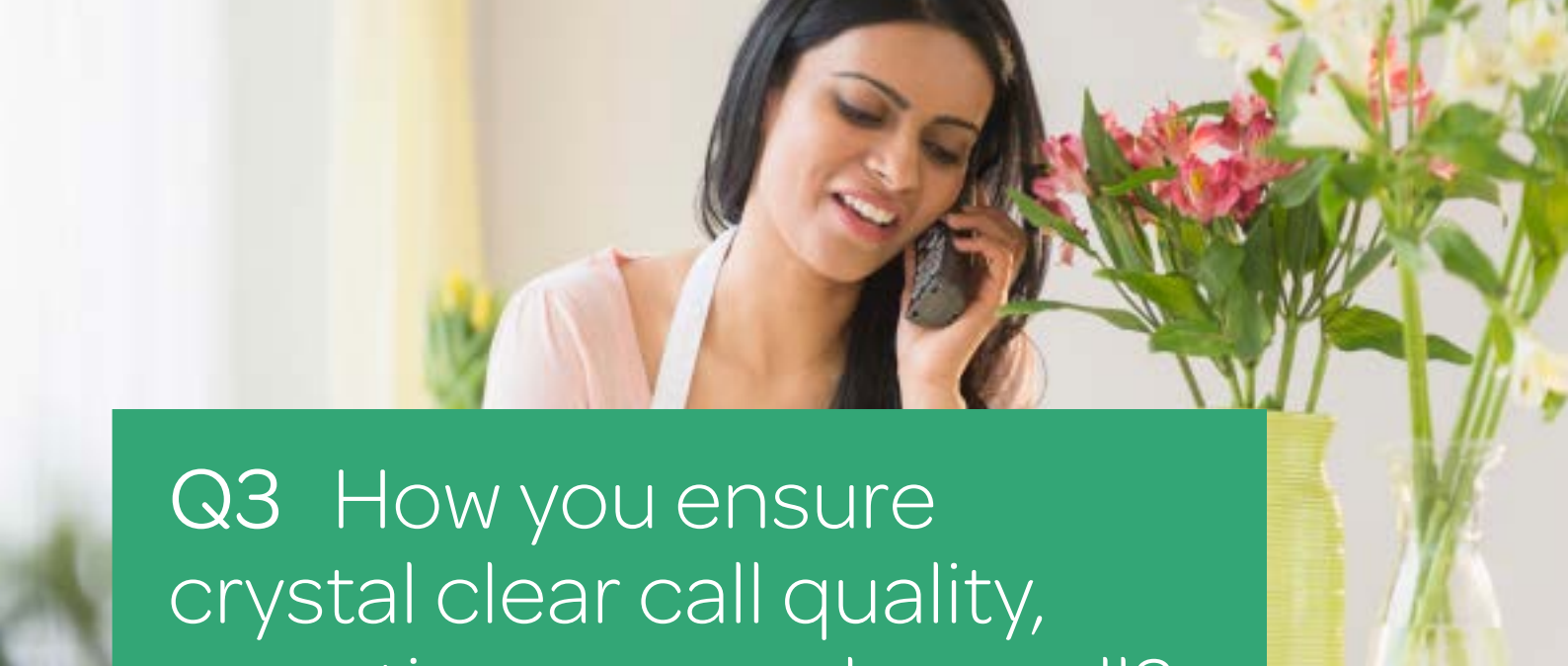
PAYG

Offsite phone systems are better for OpEX business models, as you don't pay an initial cost upfront or maintenance charges. Instead you pay a monthly fee for the duration of your contract. This can be better for smaller businesses looking to avoid upfront investment.

Upfront Payment

In contrast with an onsite system, there will always be upfront costs as businesses have to purchase hardware like gateways, switches and handsets. This CapEX model generally provides better long-term value, particularly when accommodating for larger numbers of users in bigger businesses.





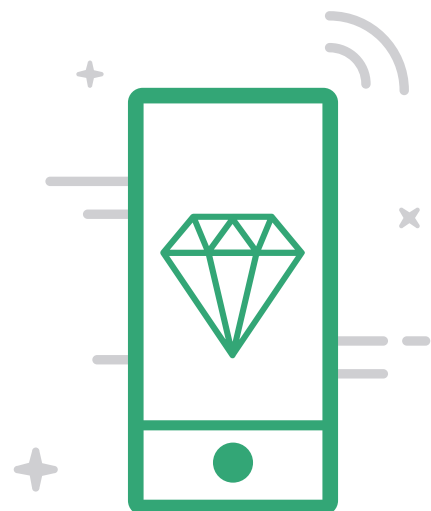
Q3 How you ensure crystal clear call quality, everytime you make a call?


Many people's experiences of Internet-based telephony are using services such as FaceTime and Skype, which have been known to drop-out. Business-grade IP Voice telephony provides a call service that is comparable to the ISDN lines used by most business phone systems.

Choose the right connectivity

However, always be mindful that the volume of voice calls in use by a business will dictate the type of Internet connection required. For example, if you have a home office, you could run an IP Voice solution over a regular broadband connection. But the more people making calls, the more bandwidth that's required.

Ensure you choose the right connectivity for your business size. This way, your calls will remain crystal clear at all times.





Q4 How would the phone system grow with your business?

If you're a growing business, make sure you select a system that allows you to scale. When selecting a provider ask about how easy it is to add extra phone lines. You'll want to know exactly how long it takes to expand your requirements, and how simple it is to do so.

Re-route numbers and calls

You will also want to know how easy it is to re-route numbers from one location to another, particularly if you anticipate moving premises. With Internet-based telephony your numbers are not tied to a physical or geographical location, so it's easy, quick and cost effective to take or route your number to another location.





Q5 Can you integrate with an existing phone system?

Some providers offer a solution which integrates your existing phone system to make Internet-based calls. If you have a traditional phone system (PBX) and you don't want to replace it with another model, you can choose a system with a 'gateway'.

This is a single box solution that acts as a translator between our phone system and an Internet connection.

If you have a phone system made in 2012 or later, it is likely to be capable of carrying calls via SIP trunks, however you will need to check with the supplier of your phone system to make sure.

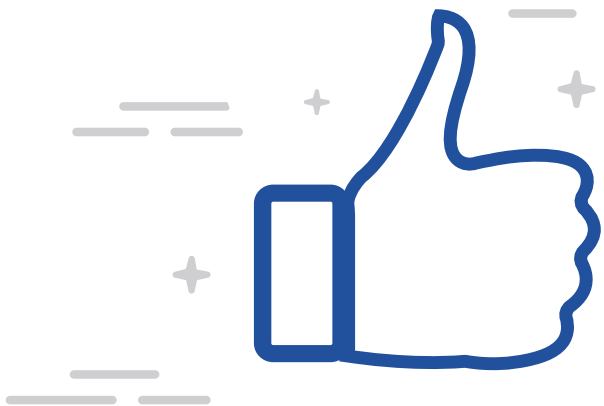




Q6 Which business issues am I trying to solve?

IP Voice solves a whole range of business issues from disaster recovery to keeping your numbers when moving office. While researching which system to choose, it is key to understand which issues you are looking to resolve.

Identify what the biggest pain points within your business are currently and then contact us for advice on which is the best route for you. We're happy to provide a no-obligation consultation.



How can we help?

Need to build your business case for the move?

Download our [White Paper](#) to learn how much businesses are saving by moving to IP Voice.

Need more advice?

Our UK sales advisors are on hand to help you choose the best solution for your business.

Contact us on [0800 458 1414](tel:08004581414).

About TalkTalk Business

TalkTalk Business is one of the UK's fastest growing B2B telecoms providers, offering a full range of Business Grade communications products and services, spanning Internet access, Private Networks, Internet-based telephony, phone systems and mobile.

With over 20 years' experience providing support to customers - from national retailers to sole traders - and with future-proof, scalable technology, and standout service, TalkTalk Business aims to empower you to connect to the things that matter most: your customers, your employees and your suppliers.