



VOIP: WHAT IS IT? WHY DO I NEED IT?

Voice over Internet Protocol (VoIP) simply means your voice 'traffic' travels over the same wire as the data on your computer network. This is not the same thing as a residential VoIP service such as Vonage or Skype which travels over the public internet.

In a business environment, VoIP simple means that your voice calls will travel over the same infrastructure as your computer traffic (wires, switches and routers), using your existing LAN or WAN infrastructure. This can significantly lower your communications costs, especially between offices located in different geographic areas.

Once VoIP is implemented you can run applications which integrate your phone system with your computer network. An example of this would be a CRM program which automatically pulls up a company's history when the customer places a call into a sales department. Another example is 'twinning' a mobile device to your desk phone to make sure you never miss a call from a client. VoIP offers many unique applications that are not available with traditional PBX Systems.

Teleworking is another VoIP application. With a Teleworker application a remote or part-time employee can work from home and still be on the company network. The employee simply takes the VoIP telephone home and plugs it into their existing broadband connection. They're then "on" the company network. Calls can be routed, forwarded, transferred, or recorded just as if that employee was in the office. This can be a source of significant savings for Call Center managers as well as a real benefit to employees who no longer have to travel to the "office".

VoIP telephony can be a powerful business tool. It can help slash your company's communications costs, make your workforce more accessible to your customers, improve the quality of life for your employees, and even help your company go "green".

For more information about how VoIP telephony can help your business contact Telcom Innovations Group sales department at 630.350.0700.