

Common Concerns About Moving to IP Telephony

Moving your business on to new technology is always a little daunting. And when considering changing your communications - something that is so vital to business - from ISDN to IP Telephony, it's not surprising you might have some concerns. However, most of the issues stopping people switching to IP Telephony are just myths. And the (very few) real issues? We've worked hard to create simple solutions that make switching to IP Telephony as seamless as possible.

With all the advantages IP Telephony offers, we wanted to debunk any myths that could be stopping you improving your business communications.

IT'S PROBABLY TOO EXPENSIVE

Generally, the latest tech advances also come with the biggest price tag. This isn't the case with IP Telephony. In fact, the majority of businesses can actually make significant cost-savings of up to 50% on line rental and 25% on calls¹.

With IP Telephony you no longer need expensive and inflexible ISDN lines. Instead, information is routed via the internet which means changes to capacity aren't as costly or time consuming. Capacity can be changed within minutes to accommodate peaks or dips in traffic, so you don't have to pay for lines you aren't using.

In addition to the cost savings IP Telephony offers, it's complex features also improve efficiency (and profit). On average, customers will only try to call a company twice before taking their business elsewhere, and one fifth will only call once².

IP Telephony allows for complex routing features, such as ranked call queueing or diverting to mobiles after office hours, meaning calls are more likely to be answered. Answering more calls equals more profit.



IP TELEPHONY IS TOO NEW TO BE TRUSTED

While you may not be as familiar with IP Telephony as traditional phone systems, IP solutions have been used by many businesses successfully for years.

Approximately 31% of all businesses using VoIP systems do so specifically for its productivity-boosting and cost-saving features³. The reduced communication expenses and logistical benefits has helped companies gain a competitive edge over businesses remaining with ISDN.

Major telecoms companies have already demonstrated their favour (and trust) of IP Telephony. BT has announced it will migrate all customers from traditional landlines to IP Telephony by 2025, starting in 2018⁴. With over 36% of businesses currently using IP Telephony⁵, even before this transition, it has clearly proven trustworthy across the board.

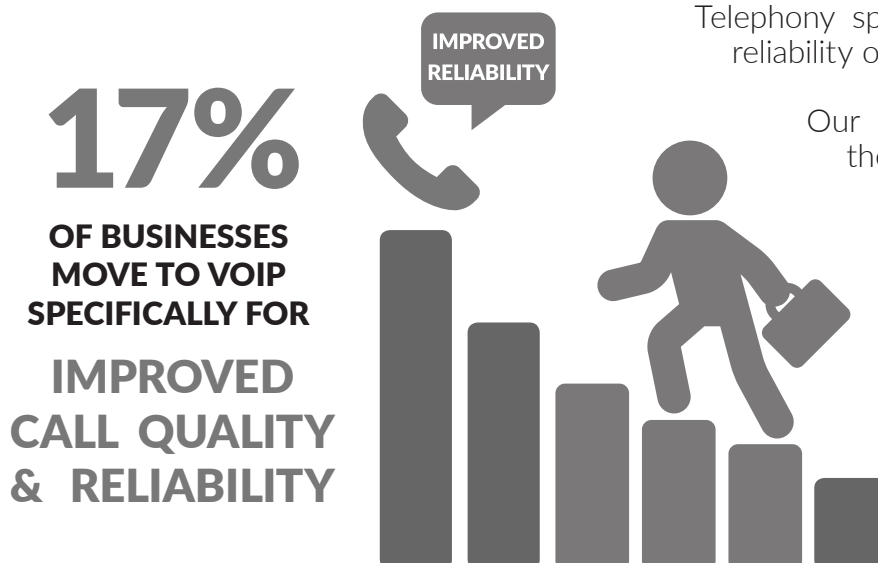
31%
OF BUSINESSES USE
VOIP TO GAIN AN
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OVER THE
COMPETITION



CALLS ARE GOING TO BE LOW QUALITY & UNRELIABLE

Many people's first (and only) experience of IP Telephony are applications like Skype or Whatsapp. While these are generally adequate for home use, the issues often encountered would be unacceptable for business communications.

Business-grade IP Telephony provides calls that equal if not better than ISDN line quality. In a recent survey of businesses using IP Telephony, less than 0.005% reported being dissatisfied with call quality¹. Over 17% of businesses switch to IP Telephony specifically because of its improved reliability over ISDN¹.



Our communications service utilises the highest specification servers in multiple data centres across the UK to ensure reliability like no other, with zero downtime in the last 12 months.

IT'S TOO MUCH HASSLE TO SWITCH

Replacing any system with a newer version usually can be time and resource intensive. But switching to IP Telephony is designed to be as simple and seamless as possible:



No new lines required. IP Telephony can use your existing broadband connection or can run over a dedicated voice circuit with attached service level agreements.



No new PBX hardware. If you opt for SIP Trunking, we are able to modify your existing PBX system to make use of SIP trunks. If your PBX is over five years old you may need to upgrade, but the vast majority of PBXs are compatible and at worst may need a session border controller (SBC) fitted. Alternatively, Invosys Hosted is an entirely cloud-based IP Telephony solution, making PBX repair or upgrade costs a thing of the past.



Spare bandwidth. As IP Telephony is a direct replacement for ISDN, leaving your existing ISDN lines will create spare bandwidth.



Scalability. If your business is seasonal, you may need to add and remove capacity as and when required without having to order additional physical lines. IP Telephony can easily add or remove capacity, without having to order additional lines, making your life easier during quiet or busy periods.



Easy transition. IP Telephony can be run alongside your existing ISDN service, which creates a completely seamless experience for your customers during a transition period.

OUR EXISTING TELECOMS PROVIDER DOESN'T RECOMMEND IP TELEPHONY

Many telecom providers may not be acting in your best interests, in order to protect their own profits. Incumbent operators have invested heavily in their infrastructure (mostly in ISDN), and so are unable to competitively offer an alternative solution, even if it would benefit their customers.

While IP Telephony isn't suited to all providers, the benefits it offers businesses are undeniable. Improved flexibility and complex features, delivered cost-efficiently; it's a communications solution designed for modern businesses real needs.

Sources: [1] The VoIP Report, 2017 [2] BT Business Report [3] Sipnology [4] BT's CEO, Gavin Patterson [5] Software Buyer Report, 2015

COMPANY NAME

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