Making sense of the VoIP technology landscape.

Three keys to cracking the "value code"

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Not all Voice over Internet Protocol (VoIP) providers and networks are created equal.

When you compare solutions by price alone, you may not get what you bargained for. It helps to assess providers based on what they're delivering for your investment. Cracking the "value code" requires you to understand the quality of the technology, the reliability of the network and the level of customer service that will support what's most important to your operation These three keys will give you insight into the value of VoIP providers beyond price.

Key 1: Business productivity and collaboration

The right VoIP system unlocks the productivity and collaboration potential of IP communications. Employees need reliable access to the systems and tools that allow them to work efficiently and productively, whether they're working in the field, on the road or from a home or satellite office.

There are over 96 million mobile workers in the U.S. today, and IDC expects mobile workers to account for more than 72% of the American workforce by 2020.[1] From returning calls and checking voicemails to sharing files and accessing documents, if your communication network fails your employees, the productivity costs can mount quickly.

Key 2: Business continuity and support

Unexpected events can devastate a business that doesn't have a continuity plan in place. In fact, 45% of IT professionals report that their business is impacted if their network is down for just 15 minutes or less, and 17% say it's disrupted the moment an IT outage begins.[2] Preparing for disruptions like natural disasters, power outages and cyber attacks by deploying a reliable solution helps prevent short-term revenue loss and long-term reputation damage.

Protecting against service interruptions that could grind your business to a halt is vital. Implementing network-embedded applications, cloud-based solutions and hosted phone systems can productivity costs can mount quickly. help keep your business operating during unforeseen events.

Because VoIP phone systems exist in the cloud, you can quickly and easily maintain communications with your customers by routing calls to alternate locations, mobile phones or a third-party answering service. Verizon's communication systems are deployed with a geographically redundant configuration to help reduce the risk of network failures. And we back our service with stringent service level agreements (SLAs).

Safeguard your business by trusting a VoIP provider with a highly reliable network and 24/7/365 support that can provide solutions to help reduce downtime and get you back to business quickly and easily.

Key 3: Scalability

The perfect solution for your business today may not be the perfect solution tomorrow. As your business grows, you need a provider with communication products and services that can adapt to your needs.

70% percent of global organizations say they expect to increase their contingent workforces.[3] As your workforce changes, your communication system needs to scale to keep those workers connected. There is no one-size-fits-all solution. Verizon offers multiple products and customizable, pay-as-you-go features. We assess your current system and help determine which solution is best for you right now. And as your needs change, Verizon can migrate your business from one VoIP solution to another. And as your business grows, we can help you increase bandwidth and storage capacity, upgrade technology, implement mobile solutions, and support customers and employees—without paying for services you're not ready to use.

Conclusion

Evaluate your needs as they relate to business productivity and collaboration, business continuity, scalability and customer service. So you end up with the best value for your business.

Learn more:

For more information about the best VoIP solution for your business, contact your Verizon representative.

1. IDC, U.S. Mobile Worker Forecast, 2015-2020, Doc # 256194, May 2015
2. xMatters, Business Impact of IT Incident Communications: A Global Survey of IT Professionals, March 2015, http://info.xmatters.com/rs/alarmpoint/images/ xMatters-2015-Survey-Report.pdf
3. Fieldglass, The 2015-2016 State of Contingent Workforce Management Report, October 2015, http://www.fieldglass.com/resources/