

Technology Solutions to Improve Business Communication



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In the rapidly changing environment in which we work, business communication is becoming more and more important to forming successful practices. The more control a team has over when and how they can be contacted, the better they will likely be able to perform. The solution most businesses are turning to today is VoIP and Unified Communications.

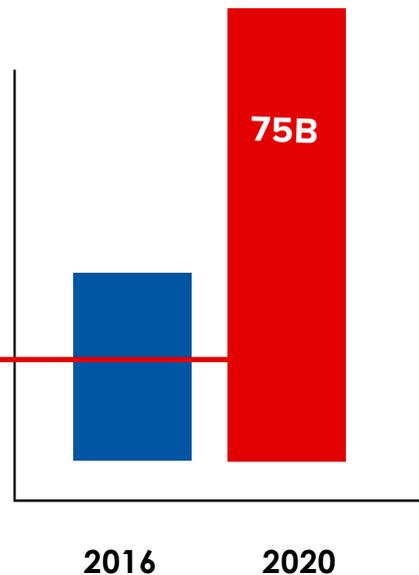
What Exactly Is VoIP?

In order to unify communications, a business must first switch from traditional analog land lines provided by phone companies – to digital, Internet-based phone lines via Voice over Internet Protocol, or VoIP. This allows your business phone calls to be transmitted digitally. And, like all things digital, VoIP calls can easily be programmed to perform certain functions in order to assist businesses in processing their voice communications.

VoIP includes all the features of a regular land line, plus many more, including:

- **Rules for Answering** – Set and change rules for times, individual callers, and individual call recipients, choosing how calls will ring through, and how they will behave
- **Automatic Call Recording** – At the touch of a button, or automated by programming, you can record incoming and outgoing calls, both for yourself, other individuals, or even whole departments

The global UC market will exceed \$75 Billion by 2020
- Grand View Research



- **Call Logs** – Keep detailed reports on who called whom, when, and for how long
- **Alerts** – Receive notifications via SMS or email of missed calls, incoming calls, voicemails and faxes
- **Change Devices** – quickly switch between desk phone, headset, or even mobile device without ever interrupting the call
- . . . and much more.

So, let's say you have a client who calls your business at weird hours of the day. You can program his calls to go to a specific voicemail message if he calls between certain hours. If he calls when you're there and you want documentation of the conversation, you can record it and email it to anyone you like afterward. Your call logs will substantiate the call times and duration and – if he's a long talker – you can switch the phone call to your cell phone and head home for the day – on time.



Other Benefits of VoIP:

- **Flexibility** – As conditions change, so too can your VoIP system. It can grow or shrink as you need it to. You can add more extensions or direct phone numbers whenever you like, and they should be available almost instantly. Plus, even if your coworkers are located all over the country, everyone can still operate on the same system.
- **Mobility** – VoIP apps can be quickly installed on your smartphones and mobile devices for making and receiving business calls; or simply plug in a VoIP headset to any computer, and the headset communicates the IP address associated with your VoIP service for instant connection.

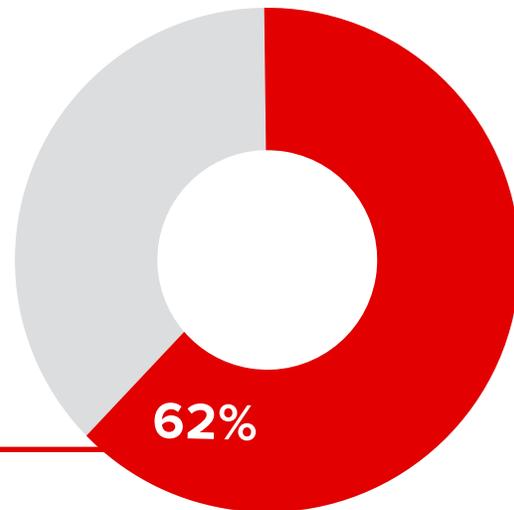
- **Unified Communications** – VoIP is the link which makes Unified Communications possible

Unified Communications, in a Nutshell

With VoIP, you now have your voice calls in digital form, meaning they can now interact with your other forms of communication, such as:

- **Live Chat**
- **Email**
- **Voice Conferencing**
- **Video Conferencing**
- **Screen Sharing**

62% of employees say improved collaboration is a top business driver for UC.
- Information Week



With Unified Communications, you can quickly control many behaviors and interactions between your business communication mediums, all in one secure platform.

For example, you can text from your business line, have voice messages or recordings sent as an attachment to your email, instant message your coworkers, even arrange a voice or video conference based on your coworkers' availability.

Speaking of which, if you choose to step away from the desk for some personal time, you can quickly select your availability for communication – or simply pick the mediums by which you will allow yourself to be contacted. The more control you and your team have over their communications, the more effective and satisfied you'll be in your work.

Business Owners are Eager for Business Communication Solutions

The usefulness of VoIP and Unified Communications is not going unrecognized by corporate America. According to Nemertes Research, 63% of companies had at least one UC app in the Cloud, with Web conferencing as the most widely adopted product. In addition, one in 3 enterprises moved to a cloud-based email or calendar platform, with another 12% planning to migrate the following year.

VoIP utilization grew beyond the small and medium-sized business market, with 18% of all companies using it, and more than 6% planning to migrate to the cloud the following year. And it's growing even beyond that.

Check out some of these new statistics about business communication:

- UC applications rose 21 percent year over year in 3Q14. – Infonetics
- By 2016, 30 percent of BYOD strategies will leverage personal applications, data and social connections for enterprise purposes. – Gartner.com
- The global UC market will exceed \$75 billion by 2020. – Grand View Research

“According to Nemertes Research, 63% of companies had at least one UC app in the Cloud...”

- The global UC market will grow at a CAGR of greater than 14 percent over the next five years. – ReportsnReports
- Some 62 percent of employees say improved collaboration is a top business driver for UC. – Information Week

Call NCGIT – Boston’s VoIP and Unified Communications Experts

When you make the decision to migrate your office to VoIP and take advantage of Unified Communications in order to give your business communication an extra edge, look for a provider who really knows what they’re doing.

In addition to handling your VoIP and Unified Communications, we can also take care of your managed services, Cloud, and backup needs. We’re ready to start the conversation just as soon as you are.



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