

## **Voice Over IP Increases Small Business' Capabilities While Cutting Costs**

This white paper explains the benefits of switching your small business's telephone service to Christo IT's new voice over IP service, a phone service that operates over the Internet much like the popular Skype. IT professionals have noticed a reluctance for businesses to switch over to this new technology, but not to worry, explains Christo IT Services. With simple equipment and Internet connection, voice over IP increases productivity by expanding a business' resources and facilitating easy communication, while also saving money.

### **What Voice Over IP Does for Small Businesses**

Voice over IP allows businesses to utilize Internet protocol to deliver voice communications and to conduct multimedia conversations using the Internet. This product increases a small business' resources by multiplying ways for its employees to communicate internally and externally with clients. Voice over IP serves as a replacement for traditional packet-switched telephone networks, or PTSNs, so businesses will not take on additional costs for the service, but rather will see savings with voice over IP's competitive rates. Among the standard services offered with voice over IP are:

- phone connection over the Internet
- video chat
- multimedia sharing
- remote access
- voicemail
- caller ID
- call conferencing
- call waiting
- call forwarding
- voicemail-to-email conversion
- online call activity directory
- online billing information

These features and more come standard with voice over IP packages for one flat rate per month and there are no additional charges for services or usage. Video chat and multimedia sharing are useful for exchanging ideas with coworkers or clients, and visual reference helps expedite the process, making the business more productive. All of voice over IP's services are compatible with smart phones, so when business owners are out of the office, they are really only a click away from call activity, billing information, and voicemails converted to email for easy access.

### **Cost Savings with Voice Over IP**

Many small businesses still use packet-switched telephone networks, or PTSNs, but a recent survey conducted by Consumer Reports found that on average businesses saved \$50 on their phone bills each month by switching to voice over IP services, a significant amount for most employers. The more costly, basic land-line telephone packages do not incorporate long-distance

calling or international calling, and users still pay for minutes in addition to their monthly fee. With Voice over IP, long distance calling and international calling come standard along with many more features, and customers only pay a flat fee each month regardless of how much they use the service.

Plus, employers save by having access to voice over IP anytime, anywhere, with its mobile capabilities. With every voice over IP service comes the ability to sync with iPhones, smart phones, and tablets, so employers have the flexibility to work outside of the office and still remain connected. Voice over IP is more efficient than PTSN phone service, which ultimately amounts to savings for businesses.

### **Making the Move to Voice Over IP**

Christo IT Services advises all its clients on how to best utilize voice over IP. The IT professionals aim to switch businesses to the new system with as little impact as possible to the everyday workings of the company, so they will be there for support every step of the way. Christo IT gives the following recommendations to businesses to make the move to voice over IP an easy one:

1. Set up two separate Internet connections: one for voice communication, and one for data transfer. That way, both lines will work at high speed and they can back one another up if one should fail. Keeping two Internet connections will act a safety net, so communication never goes down at a business.
2. Upgrade that “starter” Internet package from Comcast or Verizon. With a slightly upgraded Internet package, your voice over IP will have priority over all other Internet traffic, ensuring that you have top-quality connections every time you pick up the phone. This is especially important if you have people working from remote locations using the voice over IP system.
3. Invest in quality phones for each station where voice over IP will be used. The physical hardware of the phones must work together with the high speed Internet connection to produce the best voice over IP system benefits. One without the other will impair its effectiveness. Low quality phones are a short-term savings, but in the long run can easily cause problems with communications.
4. Create a separate Internet connection for voice and data at each desk where voice over IP will be used. With two connections, voice over IP traffic will be segmented and given top priority to ensure the highest quality phone service is delivered to each desk.
5. Finally, using a voice switch, or ‘smart switch,’ with Power over Ethernet will make the new phone system easy for employees to use. The faster employees can learn to use the new system, the greater the benefit to the company. The smart switch routes traffic in house and promotes better quality by reducing the possibilities of power issues at each user desk.

Christo IT Services bases its voice over IP service on a national firm, so it can offer small businesses service that rivals that of companies with large IT departments. Switching over to voice over IP service is a leap for businesses, but one that will ultimately offer great savings and increase resources and efficiency. Christo IT Services' IT professionals will be there at every juncture with support, and can be contacted at any time for questions concerning the communication system. Utilizing the latest advancements in technology, Christo IT services has created a system that is easy to use and produces results.

### **About Christo IT Services**

Chris Schalleur founded Christo IT with the goal of providing small businesses in the greater Philadelphia area with effective IT services that rival the kind of services that big name corporations receive, without the high-end corporate costs. Christo IT's goal is to continue to stay up-to-date with the newest forms of services and products for their small business clientele, which is why they are excited to announce their latest service, voice over IP. By helping small business owners make the transition from standard landline phone services to this latest form of phone and multimedia communication technology, Christo IT continues to provide their clients with the latest services in the industry.

To speak to Christo IT Services' staff about Voice over IP technology, call 215-256-7901 or 1-800-211-8657 or email [info@christoit.com](mailto:info@christoit.com). Christo IT Services is on the web at [www.christoit.com](http://www.christoit.com) and holds offices at 314 Ruth Road in Harleysville, PA.