



INTEGRATION

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*“Insider Tips To Make Your Business Run
Faster, Easier, And More Profitably”*

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What's New

Truth About VOIP

PAGE 2

Making The Right Choice

PAGE 3

Communication Assessment

PAGE 3



This monthly newsletter is provided courtesy of Kevin Bowling, CEO of Integration.

“As a business owner, I know you don't have time to waste on technical and operational issues. That's where we shine!

Call us and put an end to your IT problems finally and forever!”



Phone System Marketing Is Out Of Control! How To Avoid Falling For The Hype (And Making A Poor Choice)

The Two Biggest Problems With VoIP Phones And How To Avoid Them

First of all, VoIP is an overused term that confuses a lot of people. They think it's a phone on your computer, a software application or a physical phone you plug into your PC.

Those all were the early iterations of VoIP. Today, a “VoIP” phone is more of a SERVICE than a physical phone (although physical phones still play into this). With a VoIP service, you can use any cell phone, your PC or other devices to make calls and send messages, which gives you the ability to make and receive calls from any location with a reasonable Internet connection.

But many people have a fear of moving to a VoIP for two legitimate reasons. The first is call quality and the second is “What if the Internet goes down?” So let me address both of those valid concerns and why with the RIGHT phone, this is not an issue.

Problem #1: Call Quality

It's true that in the past, VoIP phones have been notorious for garbled, choppy, low-quality sound and dropped

calls. However, the technology that operates these phones has come a long way in the last couple of years, and Internet bandwidth (which is a key component to call quality) is faster and cheaper.

So any sound quality issues you might have on a new VoIP system is due to two problems – your bandwidth isn't sufficient, or your firewall, router and computer network (where the phone now resides) is not set up properly for the phone. That's it.

This is why it's critical for your phone vendor to assess your network before selling you a phone to make sure the phone you're buying will actually work on the network you're plugging it into.

KEY POINT: Big phone vendors like AT&T or RingCentral will NOT do this assessment before selling you a phone. They will take your money, ship you a phone in a box and leave you to set it up. When the call quality is horrible and you call them for help, they'll simply point the finger to your Internet provider, bandwidth or computer network and wish you good luck. They WON'T troubleshoot that issue for you, which is why you want to buy a phone

Continued on Page 2...

Continued from Page 1...

system from a local IT company that will own 100% of the setup, problems, and call quality.

Problem #2: What If The Internet Goes Down?

Without a doubt, the internet WILL go down, but that doesn't mean your phone system has to. That's because the "brain" of the phone is not hosted in your office. It's hosted in a secure and highly-reliable server that has multiple backup systems for Internet connectivity. Therefore, when your local Internet goes down, you can have the phone automatically set up to do a number of things, such as:

- Route to a designated cell phone or other location.
- Go to an auto attendant you set up to allow the person to leave a voice mail, similar to your after hours call system.
- They can leave a voice mail, and that voice mail can be e-mailed to you.

A good phone system vendor will set this up in advance so calls are automatically handled the way you want and instantly "fail over" without you having to do anything.

The Truth About All VoIP Phone Systems That No Salesperson Will Tell You

Here's the biggest "secret" to the phone system industry that you won't see any vendor advertising: ALL phone system are basically the same in features and capabilities.

Sure there are a few things some phone systems can do that others can't, but for the most part, it's a highly competitive field and every feature offered by one phone system is offered by them all. So all the marketing hype about how *their* phone system is "the best" or better than the rest is just marketing propaganda that should be taken with a grain of salt.

So how DO you compare, and what IS the most important point of differentiation that you need to look for?

Here it is: The most important "feature" is not in the phone itself but in the after-sale SERVICE – who is setting it up, who will be there to install it, configure it and make sure it works, and who you will call when you need help.

It should not surprise you that most small business owners and office managers do not know how to properly set up a phone system and customize it for their office, nor do they want to learn. They also don't want to become experts at their phone systems – they simply want an EASY TO USE system that consistently works.

That's why you want to really investigate the after-sale service. When something goes wrong or when you can't get the system to do what you want it to do, how easy is it to get fast, easy and helpful support? Further, who will be there to conduct the cut over to the new system and make sure it works?

Here are two critical questions you need to ask the vendor about support BEFORE you buy:

1. Who will set my new phone system up and customize it for my specific needs and situation?

Get specifics here. Some vendors simply ship you a phone and require you to set it up yourself. Sure they'll *tell* you all you have to do is "plug it in," but rarely is anything that easy. Instead of doing it for you, they'll give you the 100-page instruction manual you'll need to muddle through and a "customer support" website that will require you to search through hundreds of questions to find the answer to your specific problem, which is time consuming and frustrating. Rarely do these sites provide the answers you need quickly.

Then the day of the cut over, you're scrambling to make the system work, frantically trying to figure out how to troubleshoot it and set it up.

Worse yet - if you CAN'T get it to work and you CAN'T get it to do what you want it to do, exactly how will they help you? Do they have local techs who will come to your office and set it up? Troubleshoot it? This brings me to the next question...

2. How do I get help if the phone system isn't working or I can't get it to do what we need it to do?

As outlined above, we all know how exasperating it is to try and get a “customer service” person to help from a big, nameless, faceless corporation.

So we recommend you look for a reputable, local phone system reseller who will not only set up the phone system for you and customize it for your specific needs, but also be there to provide personalized support, training and help over the phone AND in-office support should the need arise.



One Final Key Point: As already discussed above in the “Problems With VoIP,” you really want to work with a phone system vendor that is also an IT firm, like us. Because your phone resides on your computer network, the network must be assessed prior to installing a phone to ensure it can properly handle the added bandwidth requirements, and to ensure the firewall and router are configured properly. Only an IT firm will know how to do this properly.

By doing the assessment BEFORE you buy, you can prepare in advance and be aware of any additional costs you may incur with the phone.

Again, many phone vendors won't do this assessment (or won't do it properly) and then will sell you a phone, only to let you discover later you have to incur hundreds or thousands of dollars in costs to make it work.

In addition to the above questions about support covered earlier, here are X additional questions you want to ask BEFORE signing on the dotted line:

- How can I be certain the sound quality will be excellent with your system?
- How can I cancel and get out of the contract? What are the fees involved?
- Can I keep my current phone number? Are there any additional costs involved to keep my number?
- Will it work with my current firewall, router, Internet and network settings?
- Do you offer a trial phone we can test in our office before making a commitment?
- If my employees need to work from home, how does your phone system accommodate that? How does the transition happen if we suddenly have to work remote due to a covid-type shutdown or other disaster?

A Free Phone And Communication Assessment

Are you ready to make a move to a new phone system? Curious if you could save money on your phone and Internet bills? Do you HATE your current VoIP system and want to find a replacement – but are stuck in a contract you don't know how to get out of without paying huge fines and early cancellation fees?

Then we'd like to offer you a free phone and communication Assessment to answer these questions:

- ⇒ **Is your current network environment (bandwidth, firewall, router, etc.) able to handle a VoIP system?**
- ⇒ **Is it possible for you to get out of a long-term contract with a phone system that you HATE?**
- ⇒ **Can you save money on your phone and Internet bill?**
- ⇒ **Are you losing sales and opportunities because clients and prospects can't get to someone when they call your office?**

At the end of this assessment, you'll have all the answers you want as to whether or not it makes good business sense to upgrade your phone.

Computer Service

- ⇒ Pro-Active Customer Care
- ⇒ Onsite Computer Service/Support
- ⇒ Network Management/Support
- ⇒ Network & Server Installations
- ⇒ Network Security & Firewalls
- ⇒ Cloud Solutions & Hosted Email
- ⇒ Secure Remote Access / VPNs

Healthcare Services Provided

- ⇒ Medical, Dental, Radiology
- ⇒ Software & Hardware Integration
- ⇒ Security Solutions

Backup & Disaster Recovery

- ⇒ Business Continuity
- ⇒ Secure & Compliant Offsite Backup
- ⇒ HiTech BDR

Specialize in DFAR planning

Email, Web & Archiving

- ⇒ Spam Filtering
- ⇒ Email Hosting
- ⇒ Email Encryption & Archiving
- ⇒ Website Hosting
- ⇒ Customer Hosting Server

VOIP (Hosted)

Quotes and Jokes

Hope you enjoy the day...

What do you call an obnoxious reindeer?
Rude-olph.

What do reindeers say before they tell you a joke?
This one's gonna sleigh you!

What do snowmen eat for breakfast?
Frosted Flakes or Ice Crispies.



INTEGRATION

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Ask us about – VOIP

How would you like to pay a flat rate and no hidden fees and your phones to work as they should?

How would you like FREE refresh on phones every 3 years?

Call me today at 256-536-5805.

