



Modern World Communication

The benefits of VoIP in your business

The benefits of VoIP...

Communication in the modern world is unrecognisable to what it was a mere decade ago. Businesses have recently been forced to adapt the way they work just to continue trading and the ones that were still using traditional phone systems were inadvertently leaving themselves behind their competition. It was essential to change the way they worked to newer IP-based methods of communication that allow contact from anywhere – and if you didn't do it then, now is the time.

VoIP is the modern solution; in fact, it has been for quite some time – Covid merely opened our eyes to what it was capable of. Popular applications that use VoIP's capabilities include Facetime, Zoom and Skype, proving how good its functionality is.



Cost



Mobility



Resilience



Ease of Access



Easy to use



Relevant

...in your business.

Cost

Everybody – whether in the world of business or otherwise – is looking for value for money, and we all want the best quality product for the cheapest possible price. VoIP is the cheaper alternative to traditional telephony because the connection does not need to be continuous. Traditional phone lines use 'circuit switching' which requires a channel to be maintained for the duration of the call – whereas VoIP uses 'packet switching', where the data is routed through the internet in 'packets' whenever voice or data is picked up - basically, it stops and starts rather than constantly running.

Once having made the change to VoIP, money is also saved on system maintenance because there is less need for cabling infrastructure. Due to VoIP being able to connect through a variety of different means (Wi-Fi, mobile data, or an ethernet cable, for example), it only requires an internet connection to work, thereby irradiating the need for phone lines having to be installed in the office – all of which saves money.



Resilience

When using dated Telephony, you are often reliant on a single piece of hardware to provide connectivity to your entire business. Unfortunately, whenever you rely on a single thing in business you are playing with fire - what if there's a power malfunction or problem? This will mean you must stop trading until an engineer can come out and fix the problem, potentially stopping the business in its tracks for days.

VoIP prevents disaster recovery from even becoming a factor, because you can forward incoming calls to various devices; meaning if there is a problem that affects the running of the office you can divert calls to any other internet-connected device instantly. For example, there is a power outage in the office - no bother, just pick up your laptop and make your way home to continue working as you would have done.

The benefits of VoIP...

Mobility

A number is assigned a fixed location on traditional phone systems - but in a VoIP system there is no dedicated physical phone line. This means your phone number is not location-specific, which in turn opens the door to remote working from any location whilst being able to appear in the office setting. This can be invaluable for your organisation in maintaining a professional image.



Ease of Access

Not needing a location specific to your number allows you to carry your VoIP number with you anywhere in the world with an internet connection. For example, before leaving the office you assign your mobile as the first place the phone rings if you aren't available in the office.

You leave the office and board a ferry to France, and upon arrival you receive an important phone call on your mobile from one of your best clients. You want to display good levels of customer service and professionalism every time you communicate with your clients – luckily VoIP makes this possible, because you can answer the exact same VoIP number as if you're in the office without the client's knowledge. This allows for flexibility that was previously unachievable, letting your work and home life coincide in a way that simply has never been possible before.

Easy to setup

VoIP can be cloud- hosted if you choose for it to be, avoiding the hardware acquisition costs altogether. This not only means money and time saved but also that anyone can set it up - you don't have to be a tech genius to make it happen. Although, having said that, help from an IT professional may ease any concerns you have.

...in your business.



Relevant

In the modern world of work the volume of remote workers is increasing across all business sectors. When remote working it can be difficult to stay connected, especially to a professional standard. VoIP makes it possible for your remote working team to always remain professional. It is designed so callers have no idea that the receiver is even working remotely, because the diversion from the office phone to their chosen device is seamless and is done without any change to the dialling tone. VoIP makes it possible for workers to make a smooth transition to remote working practically overnight without even having to inform their clients if they don't wish to do so.

We have already covered cost but there is scope to save a considerable amount more by axing ISDN and reinvesting the money saved in dedicated fibre connectivity, in the process potentially massively improving your internet speed. If you simultaneously switch to VoIP, you will improve general functionality of voice and data traffic, enjoy better speeds, better reliability, better flexibility and achieve greater value for money, without the need to spend more.

Reliability and speed of connection are of the utmost importance for remote workers. They should be valued above all else for remote workers or the individual working from home may not keep up with the workload - leading to stress for the remote worker and a frustrated manager due to work targets not being met.

With all this having been said, there are still some considerations that you need to keep in mind before making the transition to VoIP. You must first be sure your business broadband connection can support the amount of new VoIP traffic that it will be receiving.

Why does your internet matter?

Your internet speed will directly affect the call quality of VoIP. It is important for you to have knowledge of the bandwidth (internet speed) that you are getting from your ISP before using VoIP. Most of your bandwidth will be needed for your call quality to be adequate on VoIP.

The amount of bandwidth needed for a VoIP system

The minimum bandwidth for one call is around 100KBps (Kilobits) but 3MBps (Megabits) is recommended. The average internet download speed is 22MBps so you will more than likely have more than enough to enjoy a good quality call, but this is worth checking to be certain as you don't want to get to the latter stages of implementation and realise you need more speed.

Windows Task Manager can show the basic data for your bandwidth; select the performance tab, and then click the network interface.

Yes, ISDN has been regarded as the better option for quality of call, but investing money saved by changing to VoIP into a dedicated fibre line will ensure that VoIP has the more desired bandwidth whilst saving money. VoIP systems can cost as little as £15 per month depending on the size and quality of the system, and setup, which, I'm sure you are aware, is far cheaper than a landline.

Upgrading your business's internet account

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Upgrading your business

Upgrading your business's internet account

Business broadband is way faster than general broadband – you can enjoy far better upload speeds, making your video calls much better quality, and ensuring it is quicker to post things to the web. Most providers offer average fibre package speeds of 76Mbps, while some offer speeds that reach heights of 1Gbps (Gigabits) per second.

Business Broadband also offers high quality support - far better than you will receive from home broadband. This will include service level agreements, compensation, and 24/7 support. Providers will usually offer customers a basic package to establish a web presence, such as domain names and web hosting services, when choosing Business Broadband.

The best way to achieve business connectivity is via a leased line, which will provide your business with a more than adequate connection. You will have access to up to 10Gbps and an experience that can keep up with your busy workday. Leased lines can be very expensive in comparison to other business broadband options – you must shop around or get advice from an expert through consultancy.

Full Fibre (FTTP) is BT's next-generation broadband with a dedicated connection that runs straight into your home. Its network of fibre optic cables delivers high-speed data, replacing the dated traditional tool - copper cabling. There is one downside to Full Fibre in that you share your internet with other users, but, even with this, you could still be achieving speeds of up to 1Gbps.

As you know, the quality of the internet connection within your business is of the utmost importance - it is the lynchpin of your entire organisation and the direct link to success or failure – so making the correct decision on what avenue to take to achieve the best connection can be a difficult one. Remember, there are some big considerations you need to make to ensure it is an option for you - the availability depending on your area, adequate speeds for a business of your size and location, a cost-effective package for the connection they are providing, and the reliability connection you are achieving.

Your communication specialists.

If VoIP is a viable option for your organisation then your business will be equipped with a major tool in your quest for growth. VoIP will take you into the future of online connectivity - all by using your internet connection instead of a local phone company to make calls, video, and overall connectivity in your business.

The modern world of communication can be a daunting one, but that doesn't mean you have to do it all alone. If you have read through this article and are still unsure whether you and your team can do this alone, or simply need a helping hand, don't hesitate to get in contact with us and let our expert team help you.

Contact our team and let us start our journey together today.

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book your free
discovery call.**



APOGEE SOLUTIONS
technology to thrive on

Pinewood, Chineham Business Park, Crockford Lane,
Chineham, Basingstoke, RG24 8AL.

0330 124 6174 | hello@apogeeresolutions.co.uk | apogeeresolutions.co.uk