

**CHOICES FOR YOUR
COMMUNICATIONS
INFRASTRUCTURE
IP-BASED SOLUTIONS
BUYER'S GUIDE**



Choices for your Communications Infrastructure

A small business has many priorities. Your phone system might be something that you haven't thought about in a while. Perhaps you have a few phone lines or a trunk that connects to a system like a private branch exchange (PBX). Are there alternatives that might help your business save money and be more productive?

For many years, phone systems with sophisticated features were only available to bigger businesses that had the capital to make large up-front investments in equipment, then spend more money to customize a system to their specific business needs. However, with technologies such as Voice Over Internet Protocol (VoIP) and network, or cloud-based services; an impressive array of capabilities are now available to small businesses. The best part is that technology has increased capabilities and made it affordable.

We want to help you understand your options and make the best choice for your business. When you break it down, there are three main types of products available to you based on VoIP technology. They are:

- **IP Trunking** – allows you to continue to use your existing phone system, but use Internet Protocol (IP) to drive cost savings.
- **IP-PBX** – a modern, IP-based variant of a traditional phone system that you purchase, install at your location, and manage.
- **Hosted PBX** – this delivers phone system functionality from a network, or cloud-based platform. You pay for the service monthly with little or no capital investment.

Let's examine these options in greater detail.

IP Trunking

One of the simplest ways for a small business to switch to VoIP is IP-based Trunking (sometimes called Business Trunking or Integrated Access). This allows a business to take advantage of the benefits of VoIP without replacing their existing phone system.

In an IP Trunking solution, voice and data are generally carried over a single circuit with part of it used for voice, the other part for data. Because voice is very sensitive to delays, phone calls always take priority over Internet traffic or email.

Some of the benefits of IP Trunking include:

- **Cost Savings** – For many customers, the move from separate circuits for voice and data to a single, "integrated" circuit will deliver cost savings of 10% or more.
- **No Capital Costs** – These solutions allow businesses to use their existing phones and phone system so there are generally no upfront charges.
- **Predictable Operating Expense** – Monthly voice and data charges appear on one bill and in general, have predictable monthly costs. A small business will typically pay a fee based on how many concurrent phone calls they might make at any time. Long distance usage is either unlimited or a large pool of minutes.
- **No Maintenance Expenses** – Because there is no new equipment, there are no new costs associated with maintenance.

The biggest negative – since the business is using existing equipment, there's no new functionality to help your business run better. If you have an aging phone system, IP Trunking is pretty much a temporary solution. At some point you'll need to replace it.

IP-PBX

Purchasing a new phone system is a logical step in improving your communications infrastructure. These newer generation phone systems, IP-PBX's, deliver an excellent experience for your employees and customers. However, you might be in for a little sticker shock. An IP-PBX is a capital purchase – it requires you to buy the phone system, new phones, and have it installed. These purchases can easily add up to thousands of dollars (\$10,000 or more is not uncommon). Yes, that cost can be financed, but you need to consider whether you want to buy and own a piece of depreciating equipment.

Some other considerations you might have when purchasing an IP-PBX are:

- **Obsolescence** – Like any other piece of equipment, an IP-PBX can become outdated. It can be updated and upgraded, but it will cost money. And, eventually, there comes a time when upgrading isn't possible.
- **Business Continuity** – Since the IP-PBX will reside in your facility, anything that might happen in and around it – a power outage, a natural disaster, etc. – will affect your ability to send and receive calls.

Hosted PBX

Hosted PBX makes all of the features and capabilities of a best-in-class phone system available to you without the need for a big capital purchase. With Hosted PBX, the service provider hosts and manages the phone system in their network. As a business, you don't have to worry about the expense, maintenance or other downsides to purchasing a physical phone system. Instead of that big up-front investment, you pay only for what you need.

Some of the characteristics of Hosted PBX are:

- **Low or No Capital Costs** – Since there is no equipment to purchase, the up-front costs are limited – and are often included as part of your monthly bill.
- **Predictable Operating Expense** – Monthly voice and data charges are usually calculated on a per telephone basis. If you have 10 employees each with a telephone on their desk, your monthly operating cost will be 10 times a set fee. If you add people, you'll know exactly how your costs will increase.
- **No Maintenance Expenses** – Because the service provider owns the equipment, they're responsible for all the costs associated with maintenance.
- **Business Continuity** – Since the phone system resides in a secure facility with safeguards like back-up power and equipment, events at your location (such as a power outage) wouldn't affect your business. You can simply and quickly configure the service to have the calls routed to an alternate number (such as another location, home, or mobile device).
- **No Obsolescence** – The service provider hosting the system will routinely upgrade the service so new enhancements are delivered on an ongoing basis.

Hosted Voice from Revere Systems

Revere is proud to make Hosted Voice available to our customers. We help businesses get greater performance benefits at a lower cost by moving to a cloud based solution.

Benefits

Hosted Voice is the last phone system you'll ever need. It delivers best-in-class capabilities at a price that is affordable. Here are a few advantages to a hosted solution:

A Bundled Price

Hosted Voice includes everything you need to support the voice and data needs of your business. Included with the price of each "seat", (user), is:

- Full feature set plus a web portal to customize the business or employee experience
- Business-wide features such as Auto Attendant and Music on Hold
- A large pool of long distance minutes
- Equipment and installation

There are no hidden costs – you simply pay a flat rate per employee per month and that's it. As your business expands, you can simply add new users to your account.

Big Business Features

Hosted Voice provides all the features you need. If you're on an older system today, you'll be thrilled with the functionality that's available in Hosted Voice. Included are the features you'd expect – call transfer, voicemail, call forwarding, and more. However, what really makes Hosted Voice exciting are capabilities such as:

- **Mobility** – Revere's mobility package, Accession, allows you to integrate your mobile device, tablet, or laptop into Hosted Voice. Accession includes downloadable clients for:
 - Windows and Apple computers
 - Android and Apple mobile phones and tablets

Accession integrates your mobile device with desk phone functions and enables you to send and receive calls from any device connected to the Internet. You can also Instant Message, Video Chat, integrate with Microsoft Outlook, and move active calls between devices.

- **Quick and Easy Customization** – an easy-to-use web portal enables you and your employees to easily customize their phone system experience to suit the way they do business. Have off-site employees? With the click of a mouse, a user can have their desk phone and mobile phone ring simultaneously, or use the mobile client to receive calls anywhere. Want to distribute inbound sales calls to a group of employees? Again, the web portal lets you set up a hunt group that can ring your sales team's phones simultaneously, in sequence, or in a specific pattern.
- **Customer Service** – Revere Systems is local. If you have a question or problem, our trained staff will quickly solve it to your satisfaction. Compare that to other providers that serve customers with an 800 number that might be in another country and you'll understand why local is better.
- **Voice Quality and Security** - Since Hosted Voice is a service that's fully managed, we ensure a superior experience. With Hosted Voice, end-to-end quality and security are assured. All calls are routed over our managed network to provide the highest quality.



Conclusion

There are a lot of options out there when looking at a phone system. It may seem like the status quo is the safest bet. However, the pace of technology has made an impressive array of capabilities available to small business that was previously only available to larger ones. See if new capabilities might help your business be more productive. You might find you can make a big jump forward while spending the same, or even less.

With Hosted Voice, Revere is delivering a best-in-class phone system with no up-front costs that allows you to buy only what you need. We take care of all the details – phones, equipment, installation, training, and ongoing service – so you can focus on your business. And, we're local and available 24/7 to help solve any problems you might have.

Call or email us today to find out how Hosted Voice can help your business.