



## Five Ways VoIP Can Save Businesses Money

Stretching budgets to accommodate rising costs often requires companies to look at other ways to save money. Fortunately, the latest innovations from voice over Internet protocol telephone services offer five clever ways for businesses to offset certain communication costs. All five of these VoIP advantages allow end users to conduct business more efficiently, creating the potential for greater earnings along with deeper savings.

### 1. Use a VoIP Router in Hotel Rooms During Long Trips

One of the most common ways that business travelers use voice over Internet protocol on the road involves plugging a VoIP adapter or router into a hotel room's broadband Internet connection. Many hotels that charge a dollar or more per minute for long distance usually charge a flat fee for Internet access. In a typical scenario, a business traveler that makes 90 minutes of phone calls each night could save \$400 or more during a typical week's stay.

### 2. Bluetooth Headsets and Softphones Turn Laptops into Phone Booths

Many VoIP providers allow subscribers to connect remotely using "softphones," applications that convert users' computers into sophisticated call adapters. Meanwhile, a growing number of notebook computers now allow users to connect to standard Bluetooth headsets. Once paired, the Bluetooth headset offers convenience and clarity during softphone calls. Free wireless Internet connections from cafes and hotel lobbies suddenly become opportunities for flat rate phone calls.

### 3. VoIP Find and Follow Tools Streamline Remote Site Visits

Some new business VoIP systems offer functions and features that allow users to enjoy a single inbound phone number for all of their calls. When automated with help from a company's networking infrastructure, sophisticated systems can actually track an employee's movements through office buildings and route calls to the nearest workstation or handheld device.

Even less fancy business phone systems help executives connect with callers quickly. Call blast features allow many business VoIP systems to ring all of a user's potential locations at the same time. When the recipient picks up a handset or clicks a mouse, the call instantly connects to the appropriate device. Since integrating advanced features can be more challenging than most

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entry-level voice over Internet protocol systems, company leaders can get expert advice from vendors like Innovative who have been connecting businesses to VoIP technologies for years.

#### **4. Cheap International Phones and VoIP Long Distance Save Money**

On one popular global roaming plan, a one-hour call back to the United States from Europe could cost more than \$75. However, travelers can often pick up inexpensive, "disposable," prepaid cell phones from specialty stores and kiosks in major cities. Using prepaid services that often cost less than ten cents a minute, callers can dial the local number of a VoIP portal.

Once connected, callers can connect to any phone number in the world, usually for just a few cents more per minute. The same call from Europe to North America would cost fewer than ten dollars using this strategy. When paired with call forwarding options to handle inbound calls, business VoIP subscribers can save hundreds of dollars in a typical week when compared to worldwide roaming plans.

#### **5. Hybrid Handsets Unlock VoIP Potential**

Wireless handset manufacturers already offer glimpses at the future convergence of cellular service and VoIP. A handful of companies already produce handsets that allow callers to roam between traditional GSM towers and convenient Wi-Fi hotspots. With the recent adoption of an international wireless networking standard that incorporates VoIP roaming, many enterprise-level companies can now consider phone systems that issue a single device to each user for all of their communications needs.

### **Expert Help for Selecting VoIP Providers**

Although the price of adding new features to VoIP systems tends to drop each year, selecting the right mix of equipment and functionality can still challenge many company decision makers. Partnering with impartial experts, such as Innovative can help businesses find the best options for saving money while improving functionality.

Few technologies have made as sudden an impact on the telecommunications industry as Voice Over Internet Protocol (VOIP). In a matter of only years, VOIP has changed the way people think about their phone service and, more specifically, the power of the Internet. But is it all just talk, or are there real benefits to be had for you and your business? The following information sheds some light on the most important ways VOIP can change the way you call.

## **Five Ways VOIP Technology Is Reshaping The Phone Business**

- 1. Unifying Internet and Phone Technology.** One of the promises of modern consumer electronics is the synthesis of varying utilities in a single hub (or videogame machine would be our web browser, etc.). VOIP helps realize this promise by giving people the power to control their phone

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communications from their computer.

2. **Ending the reliance on land-line phones.** Already, millions of individuals have given up their traditional land-line phones in favor of their cell phones. Now, more and more people are cutting the cord because of access to VOIP.
3. **Providing free calls to millions of customers.** One of the strongest selling points of VOIP phone systems continues to be the FREE calling from one service customer to another. If you and your friends, family, business partners or clients have access to the same VOIP service, the calls are gratis with most providers.
4. **Freeing customers from the bonds of big telecommunications companies.** For far too long, big telecom providers have held their customers hostage with high prices and long-term commitments. VOIP providers, on the other hand, have taken things in another direction. By giving people more power to choose their own calling plans and remove the limits that long-term contracts have placed on them.
5. **By helping businesses save money.** Businesses that choose to work with VOIP technology can potentially save thousands of dollars on infrastructure costs. Without having to worry about heavy phone installations, equipment and draconian service arrangements, businesses of all sizes can use much needed funds to develop their business in other ways.

VOIP usage for businesses and individuals has seen double-digit growth in each of the past several years. This is happening because more people are learning about this innovative, ground-breaking technology and jumping on board. Low start up costs and easy-access are also helping to fuel this growth in what looks to be a dominant part of the communications landscape for years to come.

For reliable, affordable VOIP service visit [www.purelyinnovative.com](http://www.purelyinnovative.com). Unparalleled customer service and amazing price packages are what keeps Innovative growing. Every day, Innovative strives to bring you the best products and services. Switching to VoIP could save you 30-70% on your next phone bill.

**Contact Innovative today at 909.287.7900 for more information about how to get started.**

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