



What Every  
Small Business  
Needs to Know  
About VoIP

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## VoIP for Small Business

### **It's not your father's phone system (or your mother's for that matter)**

The sweat you've invested in your company could flood an ocean; moreover, you have more than half a brain and you use it. So, why shake up your phone system with something as silly sounding as VoIP? Voice over Internet protocol not only plays outside the lines, it eliminates your need for landlines altogether. Having a Web presence opened unseen doors for small business in the Nineties, now VoIP is harnessing Internet technology to make your business appear as large as you'd like. Here's how it's done.

### **Rollover, Alexander Graham Bell!**

There was fire. There was the wheel. And now there's VoIP. It takes your voice on a call, which is an analog signal, and turns it into digital data that transmits over the Internet. If the call recipient is on a traditional landline, the data is converted back into an analog signal. Email eliminated a lot of the need for postage. Now VoIP frees you from phone companies' local and long distance fees, all while offering you enterprise-grade phone features. You bypass investing in expensive hardware; technology that becomes obsolete tomorrow; and outrageous phone bills.

Did you know that you're probably already using VoIP technology when making long-distance calls? Phone companies use VoIP to simplify their networks. By routing thousands of calls through a circuit switch and into an IP gateway, they significantly lessen their total used bandwidth. Once the call is received by a gateway on the other side of the call, it's decompressed, reassembled and routed to a local circuit switch... but you're still charged long-distance tolls. The price and flexibility that VoIP provides can't be countered. Soon all traditional phone systems will go the way of the dinosaur.

### **VoIP Goes Anywhere you want to do Business.**

No matter where in the world your business takes you, VoIP will always give the impression that you're under one big roof.

- **On the road.** Aptela Business VoIP features transfer seamlessly from your desk phone to your cell or computer. Have a conference call in your car; listen to voicemails on your laptop. It's never been easier to appear enterprise-grade.
- **In the office.** Your phone tag days are over with our true Find Me/Follow Me feature. You can even create hunt groups to forward calls to available associates. Manage voicemail, faxes, and call queues all with only a broadband connection.
- **More than one location?** Don't make customers call multiple numbers to give you their business. Aptela unites your offices to appear as one. Our automated call attendant will connect you to customers with ease and allow call transferring, call recording, conferencing and much more—no matter how far apart your employees and offices really are.

## How do I call Thee?

### Let me count these three ways:

One.

**ATA** - A common way is by using a little device called an ATA (analog telephone adaptor) that acts as an analog-to-digital converter. The ATA allows you to connect a standard phone to your computer or your Internet connection. It takes the analog signal from your traditional phone and converts it into digital data for transmission over the Internet. Just plug the cable from your phone that would normally go in the wall socket into the ATA, and you're ready to make VoIP calls.

Two.

**SIP Phone** - These specialized phones look just like normal phones with a handset, cradle and buttons. But instead of having the standard phone connectors, SIP (session initiation protocol) phones have an Ethernet connector. SIP phones connect directly to your router and have all the hardware and software necessary right onboard to handle the VoIP call.

Three.

**Computer-to-computer** – The simplest way to use VoIP. All you need is a softphone (an application that makes calls from your computer, appearing as a telephone image on your screen), headphones, and an Internet connection. Imagine sipping a latte in your favorite café while conference calling your associates on the other Coast with no long distance tolls. VoIP truly allows you to take your office anywhere.

Even if you don't use a SIP phone or softphone, Aptela's Business VoIP solution allows all the advantages of an enterprise-grade phone system to work seamlessly and interchangeably with your cell, desktop phone, or existing private branch exchange (PBX). You also get complete call control and management through an online dashboard. The Aptela Advantage? Your office is available through any Internet connection...anywhere on Earth. No kidding.

### Choosing the right SIP Phone.

- **Is it easy to upgrade?** Protocols are always developing. Standards are always evolving. Be sure to select a phone you can update from anywhere via a software download.
- **Sound quality.** Don't settle for anything less than Acoustic Clarity Technology (ACT). It's an exceptional sound quality that allows for simultaneous natural conversation (full duplex).
- **Simple to use.** Bells and whistles are nice, but who has the time to figure out something that looks like the flight control panel of a 747? Choose a SIP phone, like the Polycom 501, that's intuitive and gives you one-touch access to frequently used features.



## Hear the one about the early bird and the worm?

**According to Information Technology Solution Providers Alliance's 2006 Small Business Technology Outlook, these are the top three technology areas small business owners cannot ignore. Here's what they have to say:**

### One.

**Mobility:** Cut the cord already and save money spent on commercial office space, leases and additions. It's undisputed that employees who work from home are happier, more inclined to stay loyal to your organization and are much more productive. Additionally, employees who travel must have access to critical information while on the road. In a crowded marketplace, mobility makes your company more nimble than your competitors and improves customer, and employee, satisfaction.

### Two.

**E-mail:** Marry the technology. Whether you're in the office or on the road, it's important to get your PC, laptop and hand-held wireless device in synch. Import current contact information and update documents while away from the office.

### Three.

**VoIP:** VoIP has become a mainstream advantage in small businesses. It increases business viability and efficiency and reduces costs by avoiding the traditional phone companies when making local and long distance calls. These services also increase phone-based applications. They are especially valuable for small businesses with multiple offices around the country, workers who telecommute, or those with a mobile sales force.

"If" isn't even in the question. It's when. And it's now. Small to medium businesses that don't take advantage of the benefits that come with VoIP will find themselves sprinting to catch up to a bullet train in the very near future.

**"The flexible messaging components, seamless integration with cell phones and mobile devices, as well as the low cost of Aptela's VoIP solution all give us the tools to run a growing company with a rapidly-expanding client base."**

*Brad Hill, Executive Producer  
Edge Media Design*

**"With Aptela, we've reduced overhead and increased sales."**

*Curtis O'Keefe, CEO  
Communique Conferencing*

**"At least once a week I get a compliment about how impressive and professional my phone system is."**

*Scott DeSalvo, The Law Offices  
of Scott DeSalvo*

**"Aptela has been a fantastic boost to our company."**

*Rodney Loges, Founder  
Netstrategies*

**"Aptela acted quickly to set up our new communications system immediately."**

*Danny Boice, Founder & CEO  
Jaxara Group, LLC*

## What are the risks?

**Internet technology can seem as daunting as navigating the Amazon... at night. After all, you have enough on your hands just running your own business, much less trying to become a tech expert, too. To take advantage of the business building opportunities of VoIP, and avoid the risks, you have to find the answers to questions like:**

“Can I still communicate with my customers and employees during a power outage?”

“Do I have to hire an IT person to manage our communications?”

“Will 911 work?”

“Do I lose my current business phone number?”

“Do I have to get into a contract like my cell phone service?”

“Do I have to go through different companies to implement all the moving parts?”

**The process of addressing these questions boils down to these goals:**

- **Reliability:** You can't miss important calls because of an outage.
- **Simplicity:** You don't want to have to get an IT degree to install and maintain the phones.
- **Security:** First responders need to know your location in case of an emergency.
- **Freedom:** Contracts are for health clubs and hit men.
- **One stop shopping:** A turnkey solution ensures product compatibility and ease of use.

**It all comes down to proven performance.** Aptela Business VoIP and Hosted PBX has been revolutionizing this technology since 2001 and runs with “Five Nines” reliability. Aptela works with plug-and-play simplicity because everything you need to be up and running in days is available. Even in an outage, your service remains constant. There's a lot of followers flooding the VoIP industry, but only one leader paving the solid path. Visit [www.aptela.com](http://www.aptela.com) today to give your business the boost it deserves.

What kind of savings can my business expect from using VoIP?

There are many areas you can expect to save money. This includes start up savings, long distance savings, network infrastructure savings, conferencing savings, and productivity benefits or savings.

What types of capital savings can a company expect from VoIP?

When migrating to VoIP, companies can choose to deploy via a hosted solution provided by a service provider, like Aptela, where the capital costs are minimal if any.

What type of network infrastructure savings can we expect?

VoIP runs on the IP network that currently supports data communications. So, there's no need to purchase or lease expensive PBX and dedicated networking equipment. Moreover, running VoIP on the IP network results in lower management and support costs.

For example, adding new users or office locations to an IP network is generally a lower cost than adding them to a traditional PBX system.

It's cool, too!

**Now that you understand a little more about VoIP and how it works, check out the features Aptela brings to your business all through broadband.**

**Find-Me with Call Blast**

Allows each employee's inbound calls to ring up to five numbers at once.

**Intelligent Follow-me**

Automatically adjusts to find you as quickly as possible.

**Call Toggling**

Transfer calls easily from your desk to cell, or vice-versa, in an instant.

**Mobile Controls**

Enables what is usually desk-set functionality, like transfers, conferencing and announcements, to be accessed from any phone including your home or cell phone.

**Power Conferencing**

Includes easy-to-use conferencing that lets you get rid of external conference services, plus powerful push conferencing that lets you instantly spin up conferences with a single click.

**Instant Help Desk**

Automated screen pops deliver instant help-desk capability so customers and prospects are always handled professionally.

**Multiple Call Trees**

Have a different call treatment for day, night, lunch, or any other time, and switch between them in an instant, or automatically by schedules.

**Aptela Dispatch**

An Automated Call Distributor with Enterprise-grade features that can be instantly added to any department as you need it. Ideal for sales and support queues.

**Call Recording**

Enables calls to be recorded at any time, including from cell phones, at a moments notice.

**BlastTalk**

Instantly blast voice messages to any number of recipients either inside or outside your company from any phone, including your cell phone.

**Virtual Assistant Pack**

The industry's most powerful combination of user productivity features, including call screening, caller announce, voice email, variable hold and transfer messages, and much more.

**One-key Voicemail Access**

Securely get your voicemail from your mobile or office phone.

**To learn more about Small Business VoIP solutions, visit [www.aptela.com](http://www.aptela.com) or call 866.4.APTELA today. It's how smart business answers the call.**