

# VoIP & Unified Communications

How this can be the winning combination for your small business.



**By the year 2018**, voice over IP (VoIP) and Unified communications is predicted to reach over \$88 billion, by Infonetics. If you've ever wondered what voice over IP and unified communications are, how they're related, and what they can do for your business, read on.

Voice over IP (VoIP) is a communications technology that takes a caller's voice data and transfers it along your Internet network, instead of through a telephone land line. Unified communications is a term that refers to the integration of multiple types of business communication:

- Instant messaging
- File and desktop sharing
- User presence
- Email
- Web and video conferencing

Today, businesses have this powerful technology to encourage growth and innovation into 2016 and beyond. By leveraging the Internet, your equipment and mobile devices, you can engage prospects quicker, conduct more customer-focused presentations and meetings, close sales faster, and improve your customer service.

**VoIP and UC** are commonly used together, though they are two separate entities. Business owners often combine both solutions to maximize their communications resources and save money.

## Seamless Integration

You may wonder how to get started with integrating VoIP and UC into your business communication system. Should you implement only VoIP and a couple of UC features?

In some cases, it may make sense to only invest in features that your business immediately needs, however, you could run into problems with inconsistent support, access to features and productivity.

By speaking with a VoIP and UC specialist, you can choose the right package for your individual business needs and be there to fully support your customers when they need you.



## Increased Productivity and Service

Traditionally, implementing new systems and applications required training employees and users for each application. This process was timely and complicated. Each application had a different interface, requiring a different set of skills, and in the end, the applications were not always compatible and able to handle simple to complex tasks.

Now, with the emergence of VoIP and UC solutions, the time it takes to implement and train users is decreased dramatically. The interface is consistent and predictable, allowing users to seamlessly navigate through the applications and execute business tasks.

Hours of training are now a thing of the past. The seamless interface will reduce internal support calls, IT support tickets, and increase productivity. Users can focus on what is most important - growing their business.

## Ease of Use

Navigating through an outdated, fragmented system can easily frustrate users and negatively affect customer experience. By implementing a VoIP and UC system, your employees will enjoy a consistent user experience across all applications and deliver better customer service, by using a fully integrated email, chat, text, and presence indicators.

## Flexible and Scalable

Business can be volatile and unpredictable. One year you're growing and hiring more employees, and the next year, you may be restructuring your business. With a VoIP and UC communications system, you can scale your system up or down, and add employees as you grow.

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Many UC solutions are managed in the cloud, which allows business owners the flexibility and freedom to contract or grow their business without having to manage the back-end hardware or software updates.

System logistics and updates are managed and deployed by the vendor, not the business owner or the head of IT. This empowers your business to focus more on growth and retention.

Taking advantage of the powerful combination of VoIP and unified communications will not only provide a communications system that encourages innovation and maximizes resources, but encourages growth, flexibility and security that businesses cannot operate without.

For more information on the benefits of implementing VoIP, hosted UC, or cloud-based phone system contact us at :

1-888-444-1111 or visit : [www.o1phone.com](http://www.o1phone.com)

