

Voice over IP: What it is and How it Benefits your Company!

When I talk with business owners, CEO's and CFO's most of them understand very little about how Voice over IP (VoIP) can strategically make their **companies more profitable**.

Let's start with a definition of what a business Voice over IP phone system really is.

A Voice over IP business phone system is simply this: When you talk into your telephone on your desk, the phone takes your voice and makes it into a packet of information that we will call a voice packet, that voice packet travels across your existing computer network and when it reaches the intended recipient at the other end, it gets changed from a voice packet back into your voice.

Many people say, "Well that is no different than what we have been doing for the last 125 years since Alexander Graham Bell invented the telephone." That is true, the end result is the same, but *what happened in the middle is different*. Bell's voice was turned into an analog wave; *your voice was turned into a voice packet*.

So why is the fact that your voice is traveling as a voice packet so important?

Because all the information you use in your business: email, internet, customer records, contact information, account balances, spreadsheets, graphs and charts all travel and are stored as data packets on your computer network. An analog wave file does not know how to communicate with a data packet, but a voice packet can easily communicate with a data packet.

Since a voice packet and a data packet can now interface, we have created a very *powerful and adaptable business tool* that gives us remarkable features such as:

- **Presence Management** – The ability to look at your computer screen and see everyone in your organization (no matter where they are located) and determine their availability to take a phone call
- **Screen Pops** - When a customer calls in, their caller id is matched to your database and their customer information is simultaneously displayed on your screen as you answer the call
- **Call History** – Click on your computer and see all calls you have made, received, missed and one more mouse click to dial
- **Click to Dial** – Dial your phone by looking up the contact information in Outlook and clicking their contact button
- **Record a Call** – Record a call by clicking the record button on your screen and have the recorded call dumped into your email inbox
- **Multi-Person Conference Call** – Create a conference call by dragging multiple calls together on your screen

- **Unified Communications** - Voice mails and Faxes come directly into your email inbox. This allows you to check all messages from one common interface your computer or PDA
- **Availability Status** – Your voice mail checks your calendar and changes your voicemail greeting automatically based off of your availability
- **Remote Workers & Remote Locations** – Every person in the organization, regardless of location, has full telephone functionality

What are the benefits to your company?

- Dramatic increase in customer service
- Allows your business to move faster, with better information
- Leverages the capital investment in your current data infrastructure
- Allows you to easily create a Disaster Recovery and Business Continuity Plan
- Brings huge productivity gains to your employees
- VoIP systems costs less to buy, grow and maintain than traditional phone systems

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