

# Four things to consider before switching to a VoIP solution



The VoIP market is expected to reach \$86.2 billion by 2020 according to Future Market Insights. The continued growth is because both businesses and consumers are discovering that digital calling is cheaper than analog phone service and it delivers more features.

While choosing VoIP might be seem an easy choice, choosing the right provider is anything but easy; the VoIP market is filled with providers of various grades of service, and it can be a challenge sorting through it all.

Here are four things that you should consider when choosing a VoIP provider.



## 1. Do you understand VoIP technology?

**If not, you should.** The way that VoIP works is substantially different than analog phone service, and it is important that you have at least a basic grasp of the technology before selecting a provider. Traffic, bandwidth, network testing and system architecture are all important factors. Knowing how they play into the decision-making process requires understanding the technology. If you don't want to learn all the ins and outs, you need to find a provider you can trust to listen to your business needs and then deliver a solution that works for your business.



## 2. Do you understand the total cost?

**Make sure your provider is up front about all of the costs.** VoIP is economical, and hosted services can sound like flat pricing. There can be hidden costs even with hosted solutions, however. For instance, most businesses will want VoIP handsets to go along with their VoIP business phone system, for instance. Make sure you take the time to understand the full cost of a VoIP offering before diving in.



### 3. Have you performed your due diligence?

Talk to existing customers of the prospective providers. Phone systems are a mission-critical business tool. If your phone system is down your business is down. Make sure your VoIP provider has the skills to be a critical technology partner. Quality of service guarantees, good customer support, and someone who you can talk to after the sale are just a few of the reasons that you need to make sure that you select your provider slowly and with care. Choosing a partner that is reliable and has been around for a while and will continue to be in business are important factors to consider.



### 4. Do you understand the features you need?

You need to consider if you want your phone system to work the same as the one you have today or if you want to take advantage of all of the new enhancements? VoIP offers a wide variety of features, from call-hunting and find me/follow me to automatic call distribution and interactive voice response. With hundreds of possible features, researching the options and coming to the selection process with a clear understanding of crucial functionality for your business is extremely important.

Next step, talk to ITS about being your trusted partner. We've been in business since 1990 and have been providing VoIP solutions for our customers for almost 10 years. We have hundreds of happy customers who have made the switch to VoIP and love the benefits they receive. We can offer all the other telecommunications, IT and bandwidth services your business needs and can consolidate them on to one bill. We do whatever it takes to make our customers happy.

So call 805-520-7020 or 800-876-4ITS or visit [www.itstelecom.com](http://www.itstelecom.com) today!

