



## Five Business Advantages of VoIP Over Traditional Land Lines

More and more, employees prefer to use their personal devices to respond to business matters. That's mostly because personal devices, particularly cell phones, allow them to connect anywhere and at any time. They feel that they can be more productive as they are better able to respond to work demands in a timely manner. In fact, Sapho found that the average employee saves just over 80 minutes of productivity per week just by using their own device, and 78 percent of employees claimed that BYOD (Bring Your Own Device) supports a better work-life balance. Employees want to be more connected. They want to be more productive and they want to add value to the business.

So, it's no surprise that business owners are seeking solutions that give employees the flexibility they desire. One of the easiest and most cost-efficient solutions is voice over Internet protocol, or VoIP, phone services. With VoIP, business owners are able to provide greater flexibility and functionality to employees with little effort and low cost. A cloud-based communication system has more advanced features that aren't available on a traditional landline, such as mobile twinning, when calls are sent to your office and mobile phones simultaneously. In addition, a connectivity solution like VoIP has scale to keep pace as a business grows over time.

**BYOD is on the Rise:**  
In the last year, adoption rates increased.

**35% TO  
OVER  
50%**

MarketsandMarkets  
BYOD Trends Report

 **kinetic.business**  
by windstream.



## The Business Advantages of VoIP

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### **Consolidate all communication tools into one platform.**

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- a. Calls, voicemail, email, instant messages, fax, conferences and contact center services all live in one place with VoIP.
- b. VoIP solutions are often also future proof, giving business owners access to the latest functions, phones and accessories.

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### **Cost savings.**

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- a. Unifying communications tools into one platform means elimination of or reduced reliance on traditional devices, including fax machines, toner and paper.
- b. VoIP enterprise grade systems run on your existing network and have a low, predictable monthly expense.
- c. Because VoIP doesn't require on-site servers, There is no maintenance costs for communication tools.

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### **Reduce reliance on IT.**

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- a. Features can be managed easily - new users can be added and permissions adjusted without IT support.
- b. Employees can control their own features and settings based on the permissions set by the business owner.

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### **Provide employees with flexibility.**

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- a. Employees can work from absolutely anywhere, whether they're between offices or working remotely.
- b. Advanced features — like multi-desking, or using any phone on site, or mobile twinning — enables employees to work anywhere, anytime.

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### **Agility to scale to meet business needs.**

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- a. Cloud-based VoIP is a nimble option for businesses that anticipate quick growth, location changes or seasonal shifts in staff. Plus, you can avoid the expenses and hassles of storing, powering and cooling on-premises equipment.
- b. VoIP solutions are scalable, meaning you can easily add or remove users as the business changes.