

The number of companies integrating Voice over IP (VoIP) solutions into their business plans has been consistently increasing over the years. While it's true that not all businesses need VoIP, there are several telltale signs that your company would be better off by investing in this technology.

### **Business is Booming**

If your company is growing, opting for VoIP services is likely the right call. The simple fact of the matter is that there is a maximum capacity for phone systems. If you plan on getting larger than originally anticipated, or if you didn't have the system installed yourself, it can help to simply switch over to, or at least add on, VoIP services. It's a very cost-effective way to expand your company's capacity.

### **Desire to Lower Communication Costs**

Very few entrepreneurs realize just how much money they can save by using VoIP. The technology often requires no additional hardware to be installed, so this is already a savings over the typical phone system transition. VoIP providers have very competitive rates, and many features come pre-installed with VoIP. These features include caller ID, call forwarding, video conferencing and many other features.

### **Moving Locations**

If your company is moving locations, or even changing to another side of an office building, it's a good idea to consider getting VoIP. Transferring your old phone system to the new location requires uninstalling, transportation and then re-installation of equipment, which could be quite costly. Since VoIP can be used without expensive equipment, though, it could be the perfect excuse to drop the old "legacy" system.

### **Desire to Reduce IT Department**

Every business needs an IT department -- or at least someone who can come at a moment's notice to fix problems. The biggest issues that can arise are with your phone system and your computer network. If you are using VoIP, though, these systems are essentially the same.

What this means is that you can downgrade to only one IT professional if you were using one expert for your phone system and another for the computer network. If your company is larger and you have your own IT department, switching over will also allow you to reduce necessary man hours and personnel.

### **Competition is Growing**

Switching to VoIP is an appropriate response to growing competition in an area. When multiple companies are vying for the same customers, the victor is often the one that can minimize their costs while still providing effective, if not superior, service.

In all likelihood, your competition is utilizing VoIP services. In fact, around 30 percent of all small and medium-sized businesses had begun using the technology by 2013. It doesn't take much for one company to come out on top in a tightly contested race, so you should make sure that you're fighting on a level playing field.

### **Current Phone System is Outdated**

Just because something is old doesn't mean that it's no good. The simple fact of the matter, though, is that there are new technologies that makes things easier. This is definitely the case with telephony technology.

A legacy phone system can allow you to do conference calling, transfer calls and perform a host of other tasks, but it's highly unlikely that these dated systems will provide the benefits, such as video conferencing and integrated screen sharing, of VoIP. The benefits of switching are numerous, and if your current system is over ten years old, there's not a reason in the world you shouldn't be switching to VoIP.

As mentioned, not every business will need VoIP services, but in reality, that list of companies is quickly disappearing. Legacy phone systems are becoming obsolete, and if you plan on growing your company or increasing its capabilities, VoIP is likely the necessary next step.

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