



WHITEPAPER

# HOSTED VOICE FOR GROWING BUSINESSES

## GROWING PAINS ◀

Some of the common top-of-mind challenges facing small and midsize companies—such as juggling resources, tightly monitoring the budget, and continually trying to do more with less—can be characterized as “growing pains.” Companies typically find the growth conundrum to go something like this: You need more sales to hire enough people to foster more growth, but you need more people to make those sales happen. Fending off competitors while pursuing growth heightens the need to remain agile and focus on the important things.

Sometimes, setting up and managing the basic infrastructure and services needed to operate a business gets in the way of more important tasks. Plus, things like designing the Local Area Network, administering servers, or programming a phone system require specialized skills that companies aren't ready to retain during their infancy and growth stages.

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**TREND:** Outsourcing business services to increase availability › Companies have long farmed out services like payroll and taxes. Increasingly, they are outsourcing more types of business services, with technology and communications services such as voice, email, and data backup services topping the list. In fact, the global hosted VoIP and Unified Communications (UC) market will reach \$12 billion in 2018 with 62.6 million seats in service.\*

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## BENEFITS OF OUTSOURCING

Here's a look at why companies are outsourcing business services:

**Lets you focus on your business.** Outsourcing these services meets a growing company's need for agility, affordable scalability, and productivity, ultimately helping the business do more with less. With less infrastructure to manage, company owners and leaders can stay focused on the important things like sales, strategic partnerships and human resource development.

\* Diane Myers, Infonetics Research, Business Cloud VoIP and UC Services Report, August 2014, Infonetics: "Hosted VoIP, UC Market to Reach \$12 Billion in 2018"



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Outsourcing services supports growth by empowering company owners and leaders to stay focused on the important things like sales, strategic partnerships, and human resource development. Managed services meet a growing company's need for agility, affordable scalability, and productivity, ultimately helping the business do more with less.

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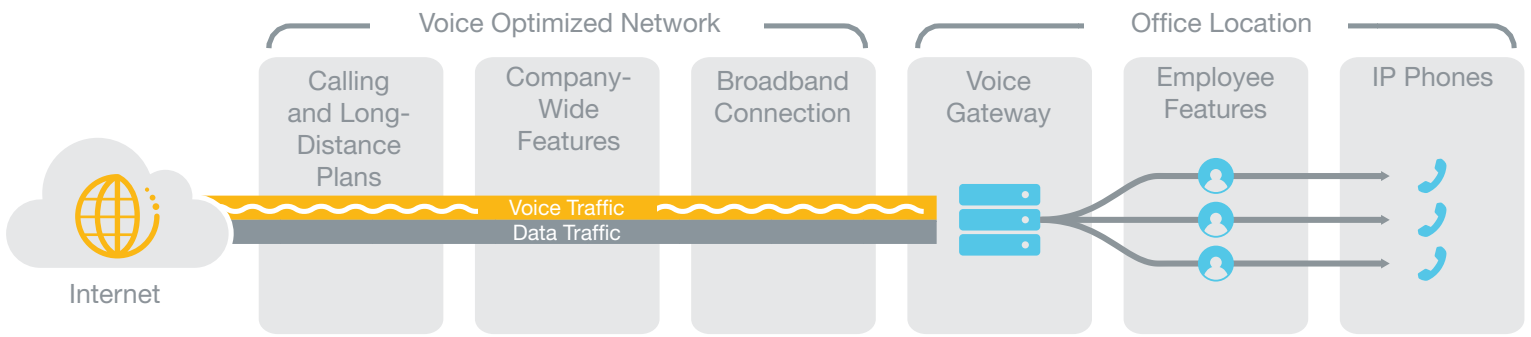
## HOSTED VOICE SUPPORTS GROWING BUSINESSES

**Avoids costs, fits your budget.** Outsourced, managed business services also let companies predict their monthly expenses. For example, many cloud-based voice systems offer plans for unlimited nationwide or international calling and include long-distance calls inside the company at no cost. Such a flat-rate voice plan evens out voice costs with a predictable monthly charge per user. It also lowers long-distance costs overall. With no expensive PBX equipment to lease, purchase, or maintain, many Hosted Voice customers slash their voice system costs up to 50% per employee compared to a traditional PBX or key system, while gaining more powerful features.

**Offers features and services for each stage and size.** Outsourced, business services scale easily and readily. In fact, everything about them is designed with growth and scalability in mind. Cloud-based Hosted Voice and UC services can typically scale from a single seat to enterprise-size implementations. If you have a big retail season or seasonal campaigns that tax your current infrastructure, you can subscribe to cloud-hosted server infrastructure for the short term. “Rent” the web servers or transaction processing power you need when you need it, and revert to normal operations when the traffic spike has passed. Or if you want to open a new office but don't want to stand up a data center or retain IT staff there longterm, you can host the infrastructure remotely.

**Manage your business, not your business services. A single communication system designed with growing businesses in mind can save money, support your growth, and help your team collaborate productively.**

To support growing businesses, Hosted Voice, traditionally called Hosted PBX or Hosted Voice over IP (VoIP), is a cloud-based telephony system that provides powerful collaboration capabilities. Its low initial investment, predictable monthly billing, and administration by a service provider makes it a great fit for companies that want to stay competitive during growth by managing their business—not their business services. Its subscription payment model lets you buy as you grow. When you have a new hire, simply add another Hosted Voice line, tailoring the pricing and calling plan, feature set, and equipment to fit that specific user.



A Hosted Voice solution offers low start-up costs, affordable long distance, and advanced productivity-boosting features.

## DELIVERS BUSINESS TELEPHONY AND MORE

Increasingly, Hosted Voice providers are offering Unified Communications (UC) capabilities that combine IP-based telephony with other IP-based collaboration and conferencing tools such as presence, instant messaging/chat, video calling, screen sharing, and file sharing.

A growing number of Americans are working from home. Whether they are self-employed entrepreneurs running small accounting services, or telecommuting for multinational consulting firms, some 30 million of us work from a home office at least once a week. And that number is expected to increase by 63% in the next five years, according to a study by the Telework Research Network.<sup>1</sup>

The UC tools are often integrated into a single client or app. Most providers offer versions for a range of devices such as mobile, desktop, and tablet devices running a host of popular operating systems. In fact, many providers make the softphone client available for download from various app stores. The UC client turns your choice of device into your business phone so you can take your business line anywhere in the world that offers Internet connectivity.



### Access Hosted Voice and Unified Communications

<sup>1</sup>As quoted in Forbes, Kenneth Rapoza, 2/18/2013: One In Five Americans Work From Home, Numbers Seen Rising Over 60%

## SCALES EASILY AND AFFORDABLY

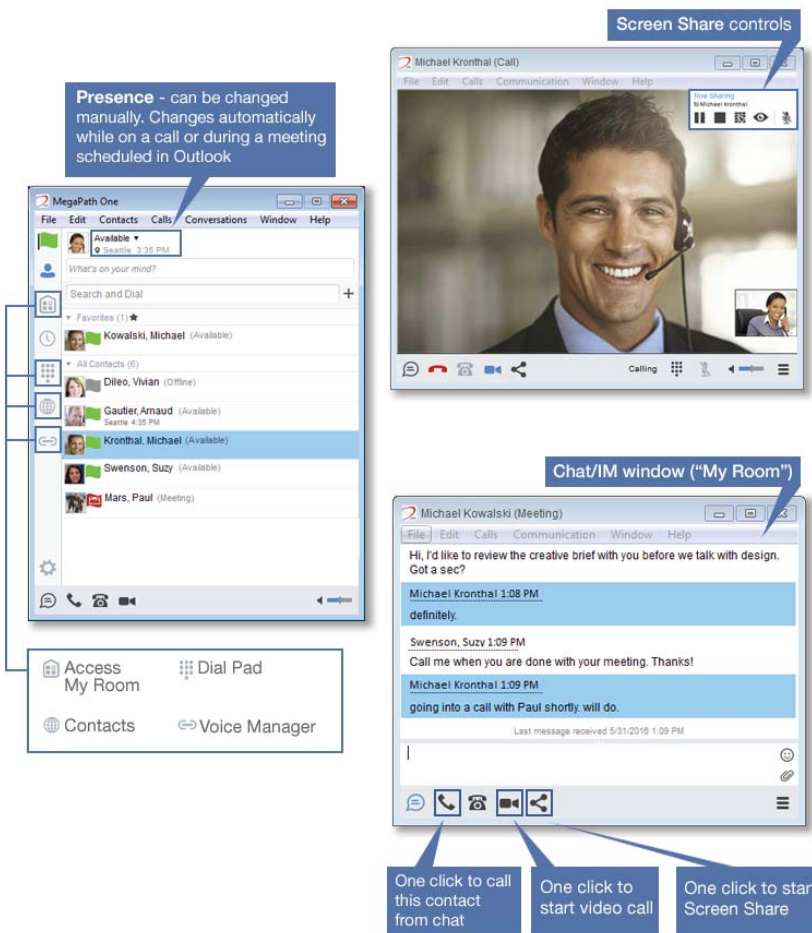
Because Hosted Voice systems are cloud-based, they are inherently flexible, scalable, simple, and offered nationwide. As your business grows, you buy only what you need, at the pace of growth, avoiding unnecessary expenses.

Did you just hire a VP of Sales? Buy another Hosted Voice seat, and configure the service and features yourself on an easy-to-use portal. If you'd like to reserve a block of sequential numbers for consistency or familiarity, or obtain a regular or vanity toll-free number, a Hosted Voice provider can help, at a very reasonable cost.

Expanding into a new region or state? No worries. Hosted Voice providers like MegaPath typically offer nationwide service. You don't have to repeatedly go through the vendor selection process for each office you open. Simply order service for your new location. The system is in the cloud, so everyone including your home-based workforce has the same calling experience and extension dialing regardless of location.

Hosted Voice providers have developed innovative services specifically designed for growing companies and multi-location businesses. With these services, companies with multiple sites or complex call capacity sharing needs can consolidate and share resources including calling plans and call capacity across business locations.

If you have legacy phone systems in some of your locations, you don't have to switch to Hosted Voice all at once. Providers like MegaPath offer a service that lets you adopt cloud-based voice in stages as your budget permits. This solution, called Enterprise Shared Voice, lets you share cloud-provisioned calling plans and call paths across disparate locations and heterogeneous infrastructure.



Unified Communications Desktop Client

## OFFERS SIMPLE, INEXPENSIVE SETUP AND MANAGEMENT



Unlike traditional voice systems, Hosted Voice solutions don't require you to have or hire specialized skills. And on-premises equipment is minimal.

Setting up your business phone system with Hosted Voice is simple, straightforward, and typically fast. Often a voice implementation expert guides the process for a smooth transition for all your office locations and remote workers. You can manage your own moves or changes, no telephone closet rewiring necessary. Even adding services or features, getting support, and paying your bill online are easy if your provider offers a self-service administrative portal. Plus, if there's a portal for users, they can control their own call routing and manage features themselves, keeping these tasks from over-burdening one person.

## ENHANCES PRODUCTIVITY AND COLLABORATION FROM ANYWHERE AND ANY DEVICE



Until you can fill that new position or land enough sales to fund it, you need to make the most of every moment and every opportunity whether you're in the office or on the road.

Listening to a backlog of voicemails from multiple voicemail boxes wastes time you simply can't spare. In addition to traditional voice telephony, Hosted Voice solutions offer time-saving, cost-cutting, mobility-enabling features to connect people and give them unparalleled freedom, mobility, and productivity.

- > **Greet every caller.** Someday you may want a live person to answer every inbound call. Until then, the Hosted Voice Automated Receptionist (Auto Attendant) feature provides a personalized message to callers with options for connecting to the operator, dialing by name or extensions, or connecting up to six configurable extensions. Configure it to provide separate business-hours and after-hours greetings.
- > **Stay on top of important calls.** With simultaneous and sequential ring features often called Find Me/Follow Me, you define how incoming calls are routed or forwarded, ensuring that you receive important calls whether you're at your desk, on the road, or anywhere else.

“MegaPath Unified

Communications is so easy to deploy with iPhones and Androids. It blends the popular ways of staying connected now – email, voicemail, video, texting and IM – all into one platform that supports all of today’s popular communication devices.”

Jim Dainko

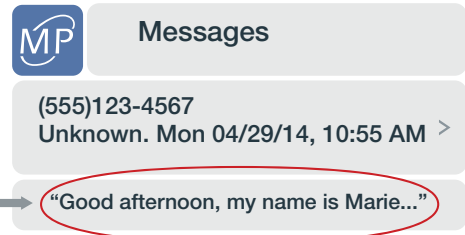
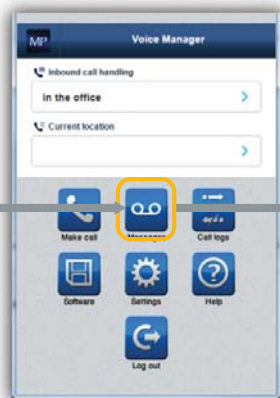
President, Fluid Networks

- > **Give out only your business VoIP number, and keep your personal mobile number private.** A feature that turns any device—desk phone, smartphone, or home phone—into your business phone uses your Hosted Voice business number and calling plan.
- > **Manage your voice service yourself.** An online management portal offers a simple-to-use Web application that empowers users to change routing, turn features on or off, and make and receive phone calls.
- > **Save time on faxes and voicemails.** Visual Voicemail with Transcription (example below) lets users view, play and read voicemail and fax messages directly in their inbox. Voicemails are transcribed into easy-to-read text and delivered to your inbox so they’re easy to review, respond to, or forward (even while tied up on another call).
- > **Hold professional conference calls.** Audio Conferencing enables users to host and participate in professional conference calls by dialing an access number and meeting number.

VISUAL VOICEMAIL



Receive transcribed voicemails over email, and faxes as PDF attachments



## ADDITIONAL MANAGED SERVICES TO SUPPORT GROWTH



Subscribing to ready-made, managed business services can simplify the business owner's or manager's life and support growth while providing employees with the reliable, best-of-breed tools they need to do their jobs.

Here are some of the other managed business services that companies often subscribe to:

- > **Email.** Many growing companies outsource their email to a cloud provider rather than buying, setting up, managing and maintaining email servers and software. When you outsource your email to a reliable provider, you won't have to worry about your servers getting ruined if the water pipe upstairs bursts. Most providers host your email in rock-solid data centers that are backed up in redundant locations.
- > **Document collaboration.** A cloud-based document workspace and collaboration platform enables workers to collaborate on projects, quickly set up a company intranet, and access files from anywhere.
- > **Server Infrastructure.** Rented server space reduces capital and operational expenses—including hardware, personnel, and power costs—for an affordable, predictable recurring fee by delivering scalable infrastructure and applications off-site.
- > **Desktop and server backup.** Back up your files offsite for greater security and peace of mind.
- > **IT support.** A range of LAN troubleshooting and other IT services are available remotely, whether you need a onetime break fix or prefer the assurance and cost savings of a monthly subscription.
- > **Private networking for secure remote access.** Your remote workforce and traveling staff will appreciate connecting securely to your company resources from anywhere.



## HOSTED VOICE DESIGNED FOR BUSINESSES



MegaPath Hosted Voice is an enterprise-grade, cloud-based IP phone service that provides all employees with a unified phone system, with the same business features in every location.

Available nationwide, MegaPath Hosted Voice gives companies a choice of affordable phones, features, and calling plans. It can also work with existing telephone systems, allowing companies to migrate to IP telephony at their own pace.

MegaPath Hosted Voice can help companies achieve significant cost savings. With no expensive PBX equipment to lease, purchase, or maintain, MegaPath's hosted VoIP solution costs up to 50% less per employee than a traditional PBX or key system, and it offers more essential business features. It leverages a leading, award-winning VoIP platform with 99.999% voice network availability, the best in the industry, to provide crystal clear voice quality and reliable call stability. Other differentiators:

- > Online self-administration to simplify service and feature management.
- > Full suite of integrated unified communications tools. Use any of your devices as your business phone, with the added convenience of real-time collaboration and conferencing tools. Improve productivity and mobility with features like video calling, IM and Presence, and online conferencing (with desktop sharing and guest access via web browser), integrated into a single application. Works with popular operating systems and devices including Windows PCs, Mac OS X, iPhone, iPad, and Android smartphones and tablets.
- > Flexible installation options. Get up and running in about a week with self-install or opt for a fully-managed installation with an onsite technician. Online self-administration to simplify service and feature management.
- > Get started, risk-free, with our 30-day money-back guarantee.
- > Free customizable user and administrator training.
- > No minimums. Unlike other providers, we don't place user or seat minimums on our 24/7 customer care availability or 30-day satisfaction guarantee.

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“Mobility features and extension dialing in **MegaPath Hosted Voice** unify our remote teams across the U.S. and Latin America. It's as if the distance doesn't even exist. We gain the superior call quality and sophisticated voice system features that larger enterprises enjoy at a price that makes sense for our small, growing company.”

**Otavio Fonseca**  
IT Director, LatPro Inc.

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## GROW WITH MEGAPATH

◀ If you choose to outsource your business technology and collaboration tools, you shouldn't have to manage a multitude of providers and pay just as many monthly invoices.

At MegaPath, we are on the leading edge of delivering business services that help organizations stay focused on running and building their business. From broadband access to Unified Communications to enterprise-class hosted email to secure and automatic data backup, and even Remote IT Help Desk Support, MegaPath has best-in-class solutions to take the burden off you. And by working with one provider, you can pay just one bill and make one call for support.

## NEXT STEPS

◀ Visit [www.megapath.com](http://www.megapath.com) to learn more, or contact a MegaPath Business Consultant today at 877-611-6342.