



VoIP What is Voice over IP?

Voice over IP (Internet Protocol) is the sending of voice calls over the same connections as data. Traditionally, voice and data are sent over different systems, but by combining them over the same network, businesses can reap significant rewards. By sending voice data in packets using IP, companies can effectively take and make calls over the Internet at a vastly reduced cost.

Who would benefit from VoIP?

- Multi-site business, including home office workers
- Businesses with significant outgoing calls, such as call centres, sales forces etc.
- Businesses where frequent calls are made between sites

What benefits would VoIP bring my business?

Single-site businesses - Savings on outgoing calls, ease of adjusting system to meet future growth requirements, integrate new applications to help company-wide communications.

Multi-site businesses - Eliminate inter-branch call costs, transfer and make calls between sites as if they are on one site.

Home workers - Take and make calls as part of central phone system, be logged into the office system from wherever they are.

How does VoIP work?

VoIP utilises the existing infrastructure of IP connections already available for data to also make voice calls. By introducing an IP enabled phone system, calls can be made along the same network as data. Broadband DSL is the platform on which voice and data can flow, however, a certain level of bandwidth is required to ensure minimal latency and jitter. Another vital element in providing a perfect voice service is introducing a Quality of Service guarantee into the system, whereby voice is always given priority over data to make sure the voice packets always travel contiguously, resulting in consistently high quality phone calls.

A VoIP network offers great potential and flexibility to a business, especially one with growth plans and diverse geographical locations. Calls between sites can be connected as if they are in the same location and even home workers can be connected into the centralised office phone system, taking and making calls as if they were sitting in the head office.