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# 6 Ways Unified Communications Can Save Your Business Money



This White Paper is brought to you by your friends at The Fulcrum Group, Inc.



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# Does your traditional phone system need to be replaced? VOIP Unified Communications (UC) can be a great option for your small or medium-sized business.



*If you own or manage a business, there's one area that has big savings potential that you may have overlooked – your business communications.*

**Unified Communications (UC)** can be a great option for your small or medium-sized business. We have expanded on the 6 tips we shared in a previous newsletter (which can be read in its entirety here: <http://www.fulcrum.pro/newsletter/april-2016-newsletter/>) to show you exactly how your business can save money with a VOIP UC phone system, over a traditional phone system:

## Tip #1 – Hardware

Most phone systems require an expensive up-front hardware cost. With a traditional phone system, if your company needs contact center, call recording, or other functionality, you typically have to buy additional hardware/software/licensing and pay for installation.

Additionally, many of these add-on systems will have a completely different management interface, introducing unnecessary management complexity.



With UC, you typically have much of the advanced functionality included out of the box. Simply enable the additional functionality without any added expense or hardware.

## Tip #2 – Maintenance



Just like any other machine, phone system hardware can fail, and when it does, the downtime can cost your company thousands. If you deploy UC in the cloud, you can easily eliminate worrisome hardware failures, and other maintenance issues that result in lost revenue.

Also, older phone systems have parts that are becoming very expensive to purchase - and hard to come by. Add on top of that the cost of a technical expert to maintain the system, and you have one very expensive way of communicating.



Keep in mind that because companies aren't making the old phone systems anymore, the people that know how to maintain them are becoming scarce, so their services are becoming more expensive or sometimes even unavailable. This will only continue to go up in cost over the years as more businesses switch to VoIP solutions.

### Tip #3 – Lower costs for Long Distance

Costs for VOIP UC calls made using VOIP phone lines called SIP trunks usually result in significant long distance, international calling, and toll free cost savings compared to traditional phone lines. In many cases, the monthly savings for VOIP phone lines can equal or exceed the monthly lease payment on a new UC system, effectively allowing you to acquire a new UC system without any out of pocket costs. In addition, SIP phone lines can have local phone numbers in any area of the US, even if the VOIP server or extensions are located in a completely different location.



### Tip #4 – Free Upgrades

As with many forms of technology, phone systems require periodic updates. Many traditional telecom systems are never updated, With UC systems, the upgrades are included in your software maintenance, and you will often receive new and improved functionality and features.

### Tip #5 – Mobility



Traditional landline phones keep you tethered to your desk for fear of missing an important phone call. These systems typically cannot easily support remote users or users who are out of the office a significant amount of time.



With UC, you have a number of features available to support remote and traveling users. Features such as Find Me/Follow Me, remote IP phones, soft phones for mobile smart phones, voicemail to email, and more.

UC takes mobility a step further by utilizing smartphone apps, making your mobile phone an extension of your phone system, which allows you to take business calls on your smartphone no matter where you are.



#### Tip #6 – Advanced Features

Majority of VoIP systems offer advanced UC features that can help small to mid-sized businesses appear larger and well established, often at little or no additional cost.

Features such as voicemail to email, IVR/auto-attendant, Find Me/Follow Me, music on hold, presence, call recording, contact center, mobility, and many others help small businesses appear more professional and capable of exceptional customer service, which always increases business.



If you'd like to speak with any of our VOIP engineers or consultants further on this topic, or would be interested in a [FREE Telecom Audit](http://www.fulcrum.pro/voip/free-telecom-audit/), there's several ways you can request one – visit our website at <http://www.fulcrum.pro/voip/free-telecom-audit/> or you can always feel free to reach out to us by phone at **817.337.0300** or email at [david@fulcrumgroup.net](mailto:david@fulcrumgroup.net).

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