

# *How to take the fear out of buying your next phone system*



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## Today's Topics:

- Who is Fulcrum Group?
- Have No Fear
- Common Mistakes
- Do This Instead!
- Watch Out!
- Q&A
- Switchvox
- More Q&A



THE **FULCRUM** GROUP



# Who is Fulcrum Group?





The Fulcrum Group is the leading Digium Switchvox Partner in North America

- 2012/2013 Digium Pinnacle Award Winner for North America
- More than 100 Digium Switchvox installs complete
- Background in Data Networking, we fully understand how to manage QoS on the network

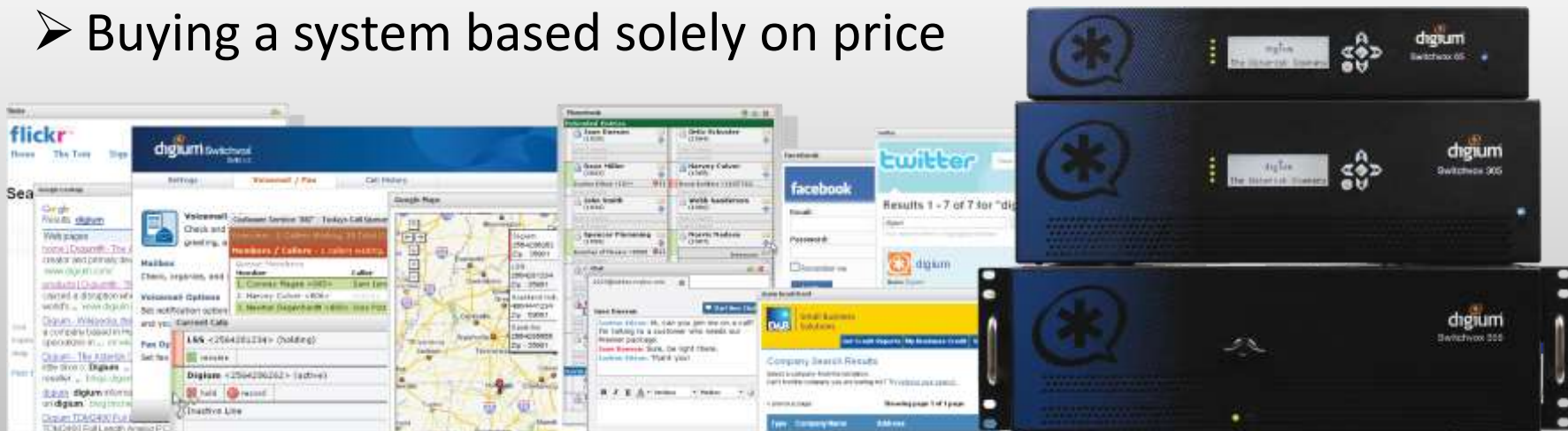
# Have no fear

- My network's not ready
- I can't afford any downtime during the deployment
- I've heard that sound quality and reliability are an issue with VoIP
- There were so many problems with my last phone system installation - I can't do that again
- Those UC features look great, but there's no way my staff could learn to use them
- I have no idea how to get started
- What about security?
- How do I deal with redundancy?



# Common mistakes when buying a new phone system

- Buying a system that doesn't match your current AND future needs
- Buying a system that is missing advanced unified communications features like mobility, call recording, and call center
- Buying on-premise system when cloud makes more sense (or vice versa)
- Buying a system and doing your own installation
- Buying a system based solely on price



# Do this instead!

- Document what you like about your current system
- See demos, talk to people, document your “Must Have” and “It would be nice” feature list
- Get bids from multiple vendors
- Remember to compare TCO not just upfront costs
- Ditch analog phone lines and move to SIP or T-1 PRI
- Consider on-going maintenance – does your IT staff have the time and resources to maintain the system?
- Be actively involved in your implementation





# Watch out!

- Make sure your network is “VOIP ready”
- Work with your telecom carrier and phone system vendor to handle migration and porting
- Don’t do things the way you did them before, take advantage of new functionality, features, and call routing capabilities
- If budget allows, get backup phone lines
- If you have multiple locations, make sure you know how E911 is going to be handled





# For More Information

visit – [www.fulcrum.pro](http://www.fulcrum.pro)

[www.Digium.com/switchvox](http://www.Digium.com/switchvox)



“The Fulcrum Group is a long-time Digium Switchvox partner. Switchvox On-Premise on Cloud is a great option for just about any small to medium business, especially those that want a competitive advantage.”

David Johnson  
The Fulcrum Group

