Simplify, Save, Scale
VoIP: The Next-Generation Phone Service

Cost savings, easy setup, flexible and reliable, self-managing – we’ve cut through all the technology jargon and made the decision making process simple.

More and more companies are migrating from a traditional private branch exchange (PBX) telephony system to a voice-over-IP (VoIP) system. The question isn’t if you should move to a VoIP system, but when.

The best VoIP option for you depends on the size of your organization, the number of users, how many locations you have, etc. There are two basic types of offerings: hosted services or on-premises services.

Even on a tight budget, you can enjoy a complete communications system with productivity and mobility features like nothing you’ve experienced. And with the increasing convergence of media and software applications, VoIP is rapidly becoming the essential foundation for a future-focused business.

What Every Business Should Know
- VoIP is here to stay
- VoIP changes the way people work for the better
- VoIP allows you to manage your communications more effectively
- VoIP brings about a new business model
- VoIP decreases costs
- VoIP is easy to manage and implement with the right provider

Ready to Adopt VoIP? 10 Things You Need to Know

1. What are my phone system options?

Old News: Traditional Phone Systems
There are several ways for users to share telephone company lines:

PBX (private branch exchange) – used primarily by large companies, a PBX acts as an automated switchboard, and provides features such as voicemail and ring groups

Key Systems – essentially very small PBXs for 5-40 extensions

Centrex (central office exchange service) – all routing occurs at the local telephone company rather than on your premises

New Standard: Voice over IP
VoIP can deliver the functionality of traditional phone systems, plus savings and productivity features never before available. Experts agree that VoIP is the new standard for business phone service.

2. What is VoIP?

VoIP, or voice over Internet Protocol, is getting a lot of attention these days. In essence, small business VoIP combines voice and data together on a single, secure network foundation.

VoIP, simply put, allows telephone communications to run over your data network or the Internet. The benefits of this setup are many, and the following are just a few.

- VoIP allows companies to maximize investments already made in their network infrastructure. The same network which handles the flow of data such as web access and email can now accommodate voice as well—no need to add and maintain additional wires and devices.
- VoIP can allow you to dramatically reduce the cost of communications, especially for interstate or international communications—everything can go through the Internet instead of incurring expensive long distance toll charges.
• VoIP allows your employees to be more productive and efficient by giving them the ability to receive and make calls anywhere with a data connection, using their laptop, mobile phone, tablet, or virtually any device connected to the Internet.
• VoIP increases the number of features you can use with your phone system. For example, it’s easier to add extensions to your phone. You can provide a local number or extension for all your staff without additional costs or cabling.
• You can use VoIP as a tool for real-time collaboration—a long with video conferencing and screen sharing.

3. Is VoIP right for my business?

Business VoIP can deliver any or all of the following advantages:

Total Cost of Ownership Savings
• Start-up costs up to 60% less than traditional phone systems
• Reduce or eliminate maintenance costs
• Dramatic long distance savings
• One network for data and voice reduces infrastructure costs

Simplified Administration
• Easy to move, add, and change users and system features
• Web-based administration options
• Individual users can control their own features

Scalability
• No limit to capacity, especially with hosted service
• Expand or contract with minimal expense

Advanced Features
• All the standard Class 5 features, like Caller ID and 3-way calling
• Integration with email and web-browsing applications
• Selectively forward calls from key contacts
• Have calls search multiple phones (home, cell, etc.) to find you

4. How do we ensure call quality?

Quality of Service (QoS)
QoS maintains bandwidth for voice calls by giving voice data a higher priority as it travels over the network. If there is network congestion, VoIP data packets are prioritized, so call quality does not suffer.

Provided your broadband circuit is provided by Access Point, we offer Quality of Service (QoS), which guarantees you will experience clear voice calls and effective monitoring services, so we know how your system is performing at all times.

We will also perform a network assessment or a site survey if need be. We will help you evaluate and recommend solutions that fit your needs and budget.

5. What about backup and recovery?

Our facilities are fully redundant and utilize multi-honed fiber connectivity from multiple carriers, with multiple hardened Data Centers for backup and recovery.

Service Level Agreements
We are committed to providing the highest levels of performance, reliability and stability for our telecom services. As one measure of our ongoing commitment to excellent customer service, we provide Service Level Agreements which are available on our website.
6. How can these calling features help my business?

You’ve probably heard that VoIP can improve your productivity. But what does that mean? Solutions and features vary, but most of the functionality made possible by VoIP falls under one of these categories:

Accessibility
- Selectively forward calls from key contacts
- Have calls to your business phone ring simultaneously or sequentially to alternate numbers
- Enable customers in another state or country to reach you by calling a local number

Portability
- Access VoIP features from any phone
- Take your VoIP phone with you when you travel
- Make VoIP calls with a laptop “softphone”

Productivity & Collaboration
- Receive voicemail messages as email
- Select a phone number in your computer’s address book, or highlight one in your web browser, and dial the call with a click of your mouse
- Coordinate web or audio conference calls
- Integrate VoIP with tools you already use, such as CRM applications
- You can “mix and match,” giving premium features to power users and basic service to employees who just need a dial tone

7. What will it cost?

To fully understand your total cost of ownership, please compare these costs to your current solution. Below is a list of possible costs you may encounter:

Start-up Costs
- IP phones
- IP-PBX or voice gateway
- Lease or purchase options
- Any additional hardware or infrastructure needs

Monthly Phone Costs
- Hosted solutions are priced per phone seat/call paths
- IP-PBX solutions are priced per line

Long Distance
- Per minute rates for domestic long distance or unlimited usage
- Per minute rates for international calls

Features and Add-ons
- Several features are complimentary
- Are there add-on services available, such as Auto Attendant or virtual numbers
- Do you need conferencing?

Connectivity
- Will what you have work, or do you need an upgrade?

8. How will we ensure a smooth transition?

Customizing, installing, and launching a VoIP solution is not an overnight process. We will outline our process for you and clarify the key contacts at each step. An Implementation Guide will be provided.

The following are some of the factors that can determine the length of your transition:
- Condition of your local area network (LAN)
- Broadband installation/conversion (if needed)
- Porting your existing telephone numbers
- Defining users and call flow specifications
- Choosing, ordering, and installing hardware
- Testing equipment and features
9. What about maintenance, administration, and scaling?

Maintenance
Moves, adds and changes are easily accomplished through an administrator interface or a quick phone call to customer support. Plus you never need to upgrade your software or repair expensive and sometimes-finicky premise based PBX equipment.

Administration
You will need to assign at least one person in your business to administer your VoIP system or allow Access Point to manage this. Ideally, this administrator will be able to manage the system from any location via the online portal. Individual users may have limited access to the tool to manage their calling features.

Scaling
Scale your business simply and cost effectively by ordering exactly the number of phone extensions you need with the features you need now. As your business expands or contracts, easily upgrade or downgrade your service.

10. What kind of customer support and training do we provide?

Customer Support
During normal business hours the IP Solutions Manager is available to assist with service affecting issues, if any, during the implementation process.

Access – The Customer Service Department at Access Point is available to assist customers and is available 24/7.

Training – We will assist with end-user training via printed and online resources, in-person training and ongoing user support.

VoicePoint for PBX

Enjoy the cost savings of combining your local, long distance and broadband Internet services onto a single circuit with dynamic bandwidth allocation.

Experience the efficiency of managing a single network connection, receiving one bill and engaging one point of contact for all your local, long distance, and broadband Internet needs.

Grow Your Business. When you grow, adding more SIP Trunks is easy. SIP Trunks can be installed and turned up remotely so you do not have to slow down.

VoicePoint Analog

- Connect your company’s PBX or Key system to the Internet
- Analog service offers the efficiency of VoIP while using your existing PBX
- Utilizing dynamic bandwidth allocation, one network serves all your voice and Internet needs

VoicePoint SIP/PRI

- SIP/PRI services use Session Initiation Protocol (SIP) signaling to operate with either an IP PBX or PBX or Key system
- Route voice calls from your IP-PBX across secure communication paths
- An easy way to reduce or replace your current system

Key Benefits:

- Substantial cost savings over traditional dedicated voice services
- Low long distance rates
- Unlimited local calling, caller name and number included at no additional cost
- Optimal broadband utilization – when phones are idle, all bandwidth is available for data
- Standard features such as e911 emergency calling, DIDs, toll free numbers, operator services, directory listings and local number portability
- Preserve your existing capabilities via seamless integration with your existing phone system (analog, digital or SIP-based PBX).
What is a SIP Trunk?
A SIP Trunk is primarily a concurrent call that is routed over the IP backbone of a carrier using VoIP technology. SIP Trunks are used in conjunction with an IP-PBX and are thought of as replacements for traditional PRI or analog circuits. The popularity of SIP Trunks is due primarily to the cost savings of SIP, along with the increased reliability as backed by the SLAs.

What makes our SIP Trunking services different?
Burstable Trunks - Our SIP Trunks include an enhanced "burstable" feature, temporarily allowing for more trunk channels than provisioned to accommodate bursts of traffic and increasing call completion rate.

When should a business use SIP Trunking instead of hosted?
A business should look into purchasing SIP Trunks when they decide that their needs are best met with a premise-based system. This system is often referred to as an IP-PBX. Coupled with SIP Trunks, an IP-PBX serves up similar features to hosted solutions. SIP Trunks typically save a business customer money over a hosted solution in that a SIP Trunk can serve the needs of three to four employees (depending on oversubscription) while a hosted seat is needed for each employee.

SIP trunks can be purchased one at a time, allowing your business to scale as demand dictates. The dramatic cost savings, coupled with voice quality and reliability that equals or even surpasses traditional phone providers is making SIP trunks the logical choice.
VoicePoint Hosted

Hosted Voice delivers more functionality than a traditional phone system, without the costs of managing and maintaining a PBX. It’s a high-performance, no-maintenance Hosted PBX solution that gives businesses a competitive edge.

- Activate your service online and plug in ready to use IP phones
- Burstable Option – Max 10 extra calls
- Buy, Rent, Lease Phones – Polycom and Aastra
- Choose your Bandwidth / API provided or Customer Provided

Key Benefits:

- No PBX equipment to buy or lease. All you need are IP Phones and a voice gateway connected to your modem or router.
- Easy-to-use features include: Voicemail to email, Find Me/Follow Me; customer portal and many more.
- Because we have full control over our network, Access Point is able to prioritize voice from end-to-end. That means that unlike other providers, we can provide true Quality of Service (QoS) to ensure crystal-clear call quality.
- Select from one of our business class broadband options, including DSL, T1, Bonded T1, and Business Ethernet with speeds up to 20 Mbps.
- Access Point provides you with equipment that manages your voice and data traffic that ensures that you experience the best possible call quality.

When should a business use a hosted solution?
A business should look into purchasing a hosted solution when they decide that their needs are best met with a reliable, feature rich, business class phone system that is flexible and easy to use. Dynamically switch between voice and Internet as your call volume needs dictate. This complete business phone system and high-speed Internet solution that provides everything your business needs: all the equipment, installation, maintenance, support, updates and more.

Hosted services allows businesses to quickly, easily, and cost-effectively adopt cloud-based solutions and applications to help reduce operational costs, improve collaboration, and eliminate the risk of data loss. With Hosted IT services, employees can conduct business anywhere they have Internet access.
Simplify & Consolidate

Controlling and understanding today’s telecom costs is a key concern for businesses. We understand that telecom expense management is a high priority and a first-rate billing system is vital to successfully controlling these expenses. Bring all of your communication needs into one location with one bill and one point of contact.

Our billing platform offers the easiest to read and detailed invoice available in the industry. We can provide customized reporting of monthly charges, usage records, and individual call detail records. In addition, the open architecture of our system allows for our customers to use Electronic Interfaces to obtain information on their accounts, orders, and billing invoices. Access Point also provides electronic billing and call detail usage record information in a comma delimited format. The files can easily be fed into other Telecom Expense applications or simply viewed with Excel. We also can provide electronic copies of invoices in a PDF format.

Some features of the My Access Point (MAP) system:

- Single login for access to all your accounts
- Invoice information and PDF invoices online
- Historical invoice information
- Usage Reports
- Current unbilled usage records
- View of all services and products on every account
- Order status information
- Request service adds, changes, and disconnects
- Submit trouble tickets
- Check status of trouble tickets

Getting Started

Access Point will oversee the installation of your VoIP services to ensure smooth transition and turn-up.

The IP Solutions Manager will manage the schedule and address any concerns you may have.

Access Point will provision the voice services and provide guidance on configuring equipment. Reference material in the form of setup guides and online demos will be provided.

VoIP is certainly a technology that has come of age. It’s cheap, ubiquitous, and easy-to-use and any business should have VoIP in their toolset. If you are interested in learning more about how VoIP can help your business, contact us today to find out more.

Choose VoIP if you want to:

- Lower operating expenses
- Save time
- Coordinate a decentralized workforce
- Increase flexibility
- Handle rapid growth
- Improve responsiveness
- Prepare for the future

We’ve got you covered.

We strive to provide our single and multi-location customers with proven and reliable solutions making it easy to move their telecom services and expand as their business grows and adds additional locations. We have experienced the highest customer satisfaction in part because our process is easy to deploy, manage, and implement.