DEMYSTIFYING VOIP

VoIP (Voice over Internet Protocol) is the latest phone system technology. VoIP phone systems convert regular telephone calls into digital data delivering the voice communications over the Internet, or a packet-switched network.

VoIP has been promoted heavily over the past few years, and businesses want to reap the expected benefits, which are mainly:

- Cost savings
- IT application integration
- Productivity enhancement

Businesses are often led to believe that a complete change out of existing PBX equipment is the most effective (or only) way to realize these benefits. However, this is often not required and "rip and replace" can actually even have adversary effects, resulting in a loss of functionality.

Therefore, we have collected and addressed seven common "myths" about VoIP to help you avoiding potentially costly mistakes. If unsure, contact us anytime at 07 4031 3066 or info@telequip.net to find out whether your PBX is "VoIP ready" and what you can do to make the most of it.

Myth 1: Assessing your network infrastructure is the first step toward a successful VoIP migration.

Before your business spends time and money on a Local Area Network (LAN) assessment, start by asking whether you really need one. Migration options on the market today can enable you to achieve most of the key benefits of VoIP without having to spend time, money, and resources upgrading the LAN infrastructure. Most of the benefits of VoIP are available by only having your VoIP Capable PBX main equipment on the network.

If your PBX was purchased from Telequip in the last 6 years it is most likely VoIP capable, mainly IP capable PBX.

If you don't have an IP capable PBX see Myth 7.

Myth 2: IP phones are inherently better than (digital) PBX phones.

Visit a business that has deployed current generation IP phones and observe how they are used. Users make calls, take calls, put callers on hold, and transfer calls. This is more or less what they did with the phones they replaced. Despite claims that large colour screens are useful business tools and contributors to the increased productivity benefits of VoIP, and despite the claim that IP phones can "auto-relocate," fundamentally, an IP phone is just a new PBX phone.

In most cases the only difference between an IP phone and a PBX phone is the IP Phone is using your LAN to connect to the PBX instead of being hard wired.

Myth 3: Your business is going to need IP phones eventually anyway.

With the convergence of fixed and mobile devices, plus the improvement in "unified communications" environments, today's IP phone may be a purchase you can bypass altogether.

Contact us today to determine the right telephone system for your business. We will be glad to provide you with all the facts and customize a system to suit your every need and assist you in growing your business.

Myth 4: A "pure IP" deployment is better than a hybrid VoIP deployment.

In reality, there is no such thing as a "pure IP" deployment of VoIP. Virtually every VoIP solution includes analogue phones in some locations. All VoIP deployments are hybrid - it's only a matter of degree.

Telequip phone systems use analogue, TDM or IP (VoIP/SIP) technologies to connect to both internal handsets and to carrier services such as PSTN/POTS (analogue traditional phone line), ISDN (TDM) or SIP Trunk/SIP Connect (VoIP). The blend depends on business needs and cost effectiveness.

The best solution will nearly always be a blend of the 3 technologies.

TELEQUIP
BUSINESS PHONES IN THE TROPICS

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Myth 5: Migrating to VoIP is just a matter of plugging in IP phones.

If your business plans to deploy IP phones on your VoIP network, there is a near certainty that a new or upgraded LAN will be required. Even if Cat5 cabling is up-to-date, expensive Power over Ethernet (PoE), as well as new Ethernet switches will likely be required.

Myth 6: You need to throw out your PBX to obtain the benefits of VoIP.

The biggest benefits of VoIP come from enterprise integration, e.g. on the Wide Area Network (WAN):

- Having a single dialling plan, single voice mail system, and central administration for your entire company
- Making free calls among your sites
- Being able to support telecommuters

With today's migration options, all of these benefits can be obtained by using your existing IP capable PBX.

Myth 7: Migrating to VoIP should wait for a normal PBX replacement cycle.

A "normal" PBX replacement generally happens when one of the following three events occurs:

1. The enterprise moves
2. The enterprise outgrows the current PBX
3. The PBX breaks

Today's migration options provide a compelling business case for almost any organization to migrate to VoIP and start enjoying the many benefits VoIP brings - without waiting until the PBX reaches the end of its usable life. In a lot of cases this can be achieved by changing the PBX main equipment ('The Box') only and keeping your existing handsets.

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Terms Explained

Term	Description
Analogue	The way traditional home phones, cordless phones, faxes and EFTPOS machines, etc. talk to PBX/PABX and telephone exchanges
PBX/PABX	Private Branch Exchange/Private Automatic Branch Exchange. Your phone system
SIP	Session Initiation Protocol. The way that IP telephones and phone lines/trunks register and talk to each other
TDM	Time Division Protocol. The way digital phones, PABX/PBX and telephone exchanges talk to each other
VoIP	Voice Over Internet Protocol. Any voice communications sent as data over the internet or LAN/WAN data network