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Top ten guidelines for choosing the phone system for your small or medium business

At Digium, we are committed to ending the days of expensive proprietary telecom with a full line of award-winning IP-PBX phone systems that provide small and medium businesses with enterprise-class features at affordable prices.

The Switchvox® system is more than an IP-PBX – it's a **Unified Communications platform for your business**. This award-winning Unified Communication system has been installed by hundreds of businesses that are looking for ways to leverage their communications system to increase sales and improve productivity in their business, without breaking their budget. In fact, Switchvox has saved some businesses as much as 60 percent over their existing system.

We've gathered the top 10 reasons customers have told us they switched to Switchvox. We think you'll be surprised at the number of enterprise-class Unified Communications features that are within your budget. Because, why just talk when you can truly communicate?

10 Flexible choices for phones and network

The number ten reason that businesses choose Switchvox for their office phone system is so that they're not locked into using equipment that is all from the same vendor. This means that you can build Switchvox into your existing network and the gear you're



already using in your office. It also means that you have a wider selection of vendors to choose from—it's your choice! Want to use a phone from Cisco and a router from Netgear? It's no problem with Switchvox. You can easily use the phones and network equipment that meets your business' needs.

It also means that if you want to change something out down the road, the Switchvox you've chosen will roll with the punches. Tired of your old phones and ready to try the latest Polycom phones because you're doing a lot of conference calling lately? Or, maybe you need some soft phones added to the mix for your road warriors? There is minimal to no impact to the Switchvox.

We're here to be flexible and help, not dictate what you can and can't use—because no one knows what's best for your business like you do.

9 Connect Multiple Locations

We hear all the time that businesses don't operate all in one place, and Switchvox's ability to tie all of your people together into a unified system is the ninth most reported reason for a business to choose Switchvox for their phone system.

Whether you have just a few employees that work remotely or you're a distributed enterprise with hundreds of retail locations worldwide, Switchvox can present a polished, unified impression to your callers and customers.

Peering servers together means that you'll be making free calls between locations and Switchvox supports remote workers that are using anything from a desk phone in their home, their mobile phone or a software phone on their laptop to communicate—it all sounds the same to your customers, but we don't yet filter out the sound of crashing waves, so be careful how you take advantage of all these mobility features!

8 Simple to Manage

The number eight reason our customers choose Switchvox is because it's so easy to manage. You can set it up once or constantly adjust everything about it—most importantly, you can do this yourself, through an easy, point-and-click interface that doesn't take an expert to use. Need to make a quick change to your business hours or send all the calls that normally ring the receptionist to another employee for the day? With Switchvox, it's easy, and you can do it from anywhere you have Internet access—home, or even your mobile phone's web browser!

When our engineers build features into Switchvox, they come from input from real



customers just like you, so instead of building just enough to tick a box on a list of features, we go out of our way to make sure that the feature is flexible enough to do what you need in the real world.

7 Create on-demand reports and gain visibility into your business communications

It's always surprising to hear that so many businesses operate with absolutely no insight into what's going on with their communications other than anecdotal evidence and vague reports of customers waiting on hold too long.

Switchvox provides so much visibility into the system, from nice graphs of who on your sales team has been on the phone the most this week to granular data about individual calls—the next time a customer tells you he waited on hold for 10 minutes to speak to a customer service rep, wouldn't it be nice to actually verify it and track down why, when and how so that you could prevent it the next time? And you don't have to wait for these types of custom reports. You can create them any time you need them!

Next time a customer spends 10 minutes on hold, wouldn't it be nice to track down why, when and how so that you could prevent it the next time?

Switchvox also provides visibility in real time, through a web interface we call the Switchboard. It comes standard with Switchvox SMB and every user on the system has access to it, not just the administrator or receptionist. The Switchboard can show you who's on the phone, even employees on connected to peered Switchvox servers or working remotely. You can see who employees are talking with and, if you are training new employees how to handle calls, Switchvox even lets you do things like listen in on the call and drop hints to your employees, through something we call Whisper. It's a great training tool, and it really helps you keep your fingers on the pulse of what's happening in your organization, so you can make adjustments that help you, your employees and your customers, any time you want.

6 Boost Productivity

Switchboard gives you

unprecedented visibility into what's going on with communication in your office, but our customers are most amazed at what Switchboard has done for their employees' productivity, and that's reason number six that our customers choose Switchvox.

Every employee can have a Switchboard that is customized just for them, that they can manage themselves. Not only does it show their co-workers' on the phone and let them point and click to call and drag and drop to transfer, but they can also automatically see relevant information about the calls they get. Like with Switchboard's Google Maps integration- every time a call rings an extension, a Google Map draws a map with a pin stuck in the location where that call is originating from, Salesforce integration means that the CRM record for that caller gets popped up automatically so before your employees even answer the phone, they know who that caller last spoke with, what they spoke about, which company they're with, and which city and time zone they are based in.

It's incredibly powerful like this right out of the box, but one of the great things about Switchvox is its ability to easily integrate with the other software tools your employees use every day. So if your business ships products and uses a website or software for package tracking, wouldn't it be great if the employees that most often answer questions about where a customer's package is didn't have to look that up manually? What if, the phone system could integrate with your customer database and automatically show where all the caller's orders were? With Switchvox's Switchboard, you have the ultimate flexibility to streamline every employees' job and tasks, saving time and improving the quality of every call.

5 Trust your Business to the Market Leader

The fifth best reason to buy a Switchvox for your business phone system is the **technology**. Switchvox is built on a strong foundation of open source Asterisk software, the world's leading open source telephony platform, which Digium invented and maintains today. In fact, recent research suggests that there are more open source, or open source based phone systems deployed out there than any single proprietary vendor's systems. This is a tough number to pin down exactly, but it shows the large level of worldwide support and interest for open source technologies.

**If you have SIP,
analog or even
proprietary digital
phones from another
PBX, they will work
with your Switchvox.**

The even better news is that Digium's Asterisk technology, the technology that Switchvox is based on, is far and away the market leader in open source communication, with Asterisk acting as the power under the hood of almost 90% of the open source telephone systems out there. So when you're choosing a Digium product, like Switchvox, you can rest assured that you're deploying a proven, widely deployed technology by the leader in the market.

4 Easy to install, easy to maintain

Whether they have a single office or a huge distributed enterprise of hundreds of small

branches, our customers are telling us **it's important to be able to roll out a Switchvox without overhauling everything at once**—and this is the number four reason they choose Switchvox. This is where our adherence to open standards like SIP really comes into play. For example, if you already have SIP phones, they'll work with Switchvox. If you have analog phones or even proprietary digital phones from another PBX, there are gateways you can use, so they will work with your Switchvox too.

The point is, there are many options, and you can decide what's best for your business without us dictating that you remove phones and phone lines that you've already spent money on and replace it with all of our stuff. We'll work with you to find what works for your budget and communication needs.

3 Future-proof your phone system – we'll grow with your business

Switchvox grows with you, unlike **proprietary systems that just grow old and outdated**. Making sure that the next communication system you choose for your company can adapt to whatever the future holds is an important part of the decision making process for our customers and that's why it's number three on this list.

Switchvox is software-based, so installing new features and capabilities is as simple as a one-click update. And as long as you maintain your Switchvox software subscriptions, these updates are free! No matter if we put out one big release in a year or several smaller ones, your Switchvox will remain up to date and can continue to get better and better.

With our commitment to open standards everywhere, including our APIs for custom

development, you can also be sure that Switchvox can integrate with the other software products you choose for your business in the future too!

2 Boost Your Image

Many customers shopping for a new phone system would love to “look bigger” and have a full-featured phone system that helps them present the best brand. It’s so important, it’s almost number one on our list. But when you boil down what it means to look bigger, it’s usually that customers want to be able to present a polished and slick customer experience—a nice glossy, snappy image that in the past has been the domain of huge enterprises with huge budgets.

It might come as a surprise that a system that’s designed for small and medium businesses has features that allow you to provide service that enterprises pay huge bucks for. For example, we all know customers expect great service. When you receive a customer call through your Switchvox, you have one screen with all of their information at your fingertips—account information, phone numbers, shipping addresses, order history and more. Switchvox can actually help you get and retain business by providing the polished image of a company that people want to do business with. You’ll look bigger, but more importantly, you’ll look better and be able to serve your customers much more easily.

1 Save Money on your phone system

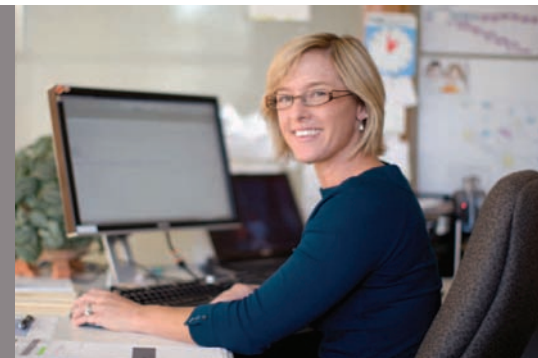
The top reason that businesses choose Switchvox for their phone system is pretty simple, it saves them money. Let’s break it down though. Since Switchvox is based on open source technology and standard hardware, it usually costs far less than any comparable system—even systems that aren’t even close to having the extensive feature set that Switchvox has.

Switchvox is a Unified Communications solution, so it includes many other products such as chat, fax, conferencing, mashups and more.

And Switchvox is capable of handling not only your old telephone lines, but it can connect to VoIP lines as well, giving you the flexibility to set the Switchvox up to use the least expensive lines for each call you make.

Throughout these tips, Switchvox has been referred to as a phone system, but it’s really much more than that—Switchvox is a Unified Communications solution, so there are actually many other products rolled into your Switchvox, such as chat, fax, conferencing and more. Does your company use a conference bridge that’s an extra expense every month?

Switchvox SMB includes a full conference bridge with PIN protected conference rooms for every employee on the system. What about a private chat server for corporate instant messaging? If you are keeping your company IM traffic inside your network with a private chat product, Switchvox has one already built in, and it’s open standards compatible (of course!) so your employees can keep using their same chat clients.



The bottom line is that there are so many good reasons to choose Switchvox, it’s hard to choose just one. But the one thing they all have in common is this—Switchvox delivers enterprise class features at a price small businesses can afford. Because while you may want to cut costs, your phone system is one area where you don’t want to cut corners. And it’s even better when you can improve productivity and get more out of what you already own. If you would like to know more about how this type of system could benefit your business, we’re only a phone call away!

 **Digium®. We’re changing the way businesses communicate.**
The Asterisk Company

Founded in 1999, Digium is the creator and primary developer of Asterisk, the industry’s first open source telephony platform. More than one million customers in 125 countries have deployed Asterisk-based systems. Digium is committed to ending the days of expensive, proprietary telecom. The Switchvox family of Unified Communications solutions is built on Asterisk and is designed to provide enterprise class features at afford-

able prices for small and medium businesses. The award-winning line of Switchvox IP PBX phone systems provides more than a phone system—it delivers a Unified Communications platform that integrates multiple features that increase productivity and lower monthly communication costs. It’s the affordable solution with a proven return on investment for businesses with 10 to 400 users.

Learn more at digium.com/switchvox

Want more information on Switchvox?

Take a virtual tour of this powerful Unified Communications platform:
www.digium.com/switchvox

Contact us—we’re here to help.

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