

What is Voice over IP (VoIP) & is it right for my business?

3 Things You Absolutely Need to Know about VoIP/Hosted Voice

Voice-over-Internet-Protocol is not new, and many companies have deployed VoIP or “hosted voice” (where your phone system resides off-site), but many companies who have tried it are disappointed. Why is this, and how can it be avoided?

1. **All Clouds are Not Equal:** You need to do your homework to ensure that the carrier you have chosen has the infrastructure and expertise to deliver solid service. The best providers serve their customers over either a Broadsoft or Metaswitch platform. These are the recognized leaders in voice-in-the-cloud service and are used by the major carriers. Beyond this, the infrastructure, diversity, and track-record of your provider’s network all factor into overall performance.
2. **More Bandwidth is not a cure-all:** Your Internet connection is critical, and high bandwidth is always welcome, but it is not a cure-all for poor voice quality, regrettably common with VoIP. What is needed is Quality of Service, (QoS) which separates your voice traffic from your data traffic. It’s like driving your car in the HOV lane. Your voice calls don’t compete with your data traffic. Without QoS, VoIP is subject to issues like jitter, latency and packet loss. These issues, which have little impact on data, can have a drastic impact on voice.
3. **Your LAN must be set up correctly:** Customers hate “finger-pointing.” This is when they have a service issue, and call the provider for help, where they are told “the circuit is fine,” and that the problem must be on their equipment, So, they engage their technician who tells them the equipment is fine, so the problem must be on the provider’s circuit. Argh! As aggravating as this can be, statistics show the Customer’s LAN can indeed impact the performance of VoIP. Additional hardware may be needed for best performance. A VLAN delivers QoS across the Customer’s internal LAN, and a Router that is managed by the provider puts the ownership of its performance on the provider.

To learn more or to have a Copper State expert help you find the right phone for your business, contact us at any location below for a free, no-hassle assessment.