

FREE REPORT:

“The Ultimate Guide To Choosing The RIGHT VoIP Phone System For Your Small Business, Call Center Or Multi-Location Office”

**Not All VoIP Systems Are Created Equal!
Read This Guide To Discover How To Avoid Making
A Frustrating, Expensive Mistake
When Choosing A VoIP Phone System**

Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3 to 4 years.
- 3 different ways to implement VoIP and why you should never use 2 of them for a business phone system.
- Hidden costs with certain VoIP systems that can negate any cost savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and “little white lies” they’ll tell you to make the sale.
- The ONLY way to know for sure if VoIP will work in your environment and in your business.

**Provided By: Rory Reed, President
Valley TechLogic Inc.
www.valleytechlogic.com**

A Letter From The Author:

Why We Created This Report And Who Should Read It



From The Desk of: Rory Reed
President, Valley TechLogic Inc

Dear Fellow CEO,

If you're looking to purchase a new phone system, you're about to make a very important decision that, if mishandled, may not only cause you to waste a lot of time and money, but also can frustrate your clients, new potential clients and employees with dropped calls, poor sound quality and a host of other communication problems.

If you've just started shopping around, I'm sure you were met with conflicting advice, confusing "geek speak" and no real answers to your questions and concerns about sound quality, cost savings and whether or not VoIP will work with your current network and Internet connection.

That's why we wrote this report. We wanted to offer you a simple, straightforward guide that not only answers your questions in plain English, but also provides vital experience-based information on choosing a VoIP system that most phone system sales guys don't know (or may not tell you). After all, selecting something as critical as your company's phone system is a decision you do not want to make lightly.

If you don't find the answer to a question you have in this report, we are always available to answer a quick question or to provide a second opinion. Please contact my office direct if we can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,

A handwritten signature in dark ink, appearing to be 'Rory Reed'.

Rory Reed, President
Valley TechLogic Inc
www.valleytechlogic.com
Call Us Direct: 209-357-3121

Good News And Bad News: You Have A Lot Of Options!

Thanks to voice over Internet protocol (VoIP) and ever-improving cloud technologies, the options available to you as a small (or big!) business are plentiful, with more features at a lower cost than were available the last time you went shopping for a phone system.

However, with all the options and dozens of vendors, separating the good from the bad and navigating the marketing hype can be difficult. Not only are some VoIP systems a complete waste of money for a business environment, but fees can be “hidden,” so what appears to be a big cost-saving decision (initially) can end up costing you more in the long run once you’ve calculated in ALL costs over a 1- to 3-year period.

Additionally, if not designed, implemented and supported properly, VoIP phone systems can be extremely problematic and can be MORE expensive than a traditional phone system, depending on your specific situation.

Buyer Beware! Saving money on your phone bill should NOT be your only criteria when considering a VoIP phone system for 2 important reasons. First, dropped calls and poor sound quality will frustrate you and cause prospects to hang up and call your competition – so you might save some money on your phone bill, but you LOSE customers and sales. Definitely NOT a good trade-off. Second, make sure you look at the TOTAL COST OF OWNERSHIP (TCO), not just the savings on your phone bill, which is what almost every VoIP salesperson focuses on. While it’s not the norm, there are certain cases where VoIP may actually cost you MORE than a traditional phone system because of the features and costs your VoIP vendor adds on, negating any savings on your phone bill.

What Is VoIP?

In the simplest terms, VoIP (or voice over Internet protocol) is a way for phone conversations to be transmitted over the Internet instead of using traditional phone lines that have been used for the last several decades.

Without a doubt, all phone communications will be transmitted this way in the very near future and, like it or not, you will eventually be using a VoIP phone system. Here’s why...

Do you remember Hurricane Sandy? One of the hardest-hit areas was Mantoloking, an island off the coast of New Jersey. The storm destroyed the city’s copper telephone network that had kept it connected to the rest of the world for over a century.

But instead of replacing it, one of the companies that provides telephone service to the area, Verizon, chose NOT to rebuild the island's copper network and replaced it with their wireless service, Voice Link. This kicked off a number of complaints from residents who wanted their old landline phone back, but it was not a battle they could win. This is only one example of similar situations happening all over America. Phone providers are opting to retire traditional phone lines, or the PSTN (Public Switched Telephone Network), instead of repairing them when they fail. In their place, they are installing fiber optic cables that carry VoIP, offering wireless services or a combination of the two.

In fact, the traditional landline is not expected to last the decade in a country where 40% of households use *only* wireless phones, and less than 10% have ONLY a landline. Fact is, more and more people are opting to use their cell phone as their home phone, and businesses are steadily replacing traditional phone systems for VoIP. Therefore, the phone providers do not want to continue to incur the heavy costs of replacing, repairing and updating the old phone lines since they are getting fewer customers using them every day.

For quite some time, AT&T was petitioning the FCC to retire the PSTN, calling it a "death spiral" because of the exorbitant costs of maintaining it, and citing how fewer people are using it every year. Last year, the FCC approved AT&T's petition to move forward on the transition, and AT&T plans to have the PSTN retired by 2020. So, even if you are determined not to make a switch, you may be forced to change sometime within the next 3 to 4 years.

The 3 Main Options You Have For Your Business Phone And The (Honest) Pros And Cons Of Each

So let's start by outlining the types of phone system options below, who they are most appropriate for and the pros and cons of each.

1. Virtual Phone Service

This is a good option for start-ups or small home-based businesses that don't have a traditional office, with a handful of employees who are out in the field or who work from home. A virtual phone system is like a hosted web site. Instead of buying actual phones and phone lines, you purchase a service that will give you a local or toll-free number to provide clients or to post on your web site, business card and marketing collateral. When someone calls, that call will be routed to a designated cell phone (yours or other employees') or a home phone. Some services will even answer the phone for you like Call Ruby. This keeps your personal cell phone or home phone number private, and gives you the ability to route calls based on the time of day, call purpose, etc. You can also set up the system to call through a list of numbers until someone answers live. Some of the companies providing this type of service include

Grasshopper, RingCentral and 8x8.

The PROS: As with most phone services, the costs will depend on the number of extensions and minutes used, but you save money by not having to buy phones; calls are routed to your cell phone or home phone. You can also get the same features of many big phone systems, such as multiple extensions, call forwarding, local and toll-free numbers, voice mail, read your voice mail messages, name directories, music on hold, fax on demand and call screening. Also, if you move locations, you don't have to pay to move the physical phone system equipment.

The CONS: The biggest disadvantage is poor call quality and a lag time when calls are transferred to you – which is not something you want to overlook. If you have potential buyers calling to do business with you, that lag time to answer and poor sound quality will cost you sales when people hang up out of frustration (or thinking nobody is answering) and give new potential prospects a poor image of your organization. Further, some providers will require you to sign a lengthy contract; while some will waive this requirement, you will get better pricing by signing a longer-term contract. Also, the cost savings over time may not be as significant as they are in the short term. This option is best suited for a start-up or home-based business.

2. Landline Phones

This is the phone system you most likely have in your office now, or at least have had at one point in your business. Although this is still the most reliable phone system, delivering call quality, thousands of businesses are replacing their traditional phone systems for the cost savings of VoIP (Voice Over Internet Protocol) phone systems, since the features, call clarity and reliability of VoIP systems has improved dramatically in recent years and will continue to improve.

The PROS: If voice clarity and phone line dependability are paramount to your business, then landline phones are still the best choice. Further, a phone line is not powered the same way electricity is, so if the power goes off or is interrupted, your phone will still work, making this a better option for areas that are prone to outages or companies where working phone lines are critical to their business.

The CONS: The biggest downside is the cost. Landline systems are the most expensive to install and support. Second, you may be FORCED to switch to VoIP based on the clear movement toward retiring traditional copper phone lines, as discussed previously in this report; so you want to give serious consideration to whether or not you want to invest in a more traditional phone system at this time.

3. **VoIP (Voice Over Internet Protocol)**

VoIP works by converting audio signals (your conversation) into digital data that travels over broadband Internet via fiber optic lines, DSL or cable **INSTEAD** of over traditional phone lines. VoIP phones are plugged into a VoIP adapter and then into your computer, firewall or Internet connection. Without a doubt, VoIP will, at some point, completely eliminate the need for landline phones.

The PROS: One of the biggest benefits to VoIP is cost savings; in fact, our typical client saves between 25% and 50% on their phone bill. And if you have multiple offices, make a lot of international calls and have a heavy call center, the savings can be staggering. VoIP also offers all the same features you can get with a landline **PLUS** many advanced features you cannot get with a traditional landline phone such as the ability to listen to voice-mail messages and place or receive a call from your laptop, PC or tablet and the ability to do video conferencing.

The CONS: As you may already know or have heard, it's common to experience dropped calls, connectivity issues, crackling, echoes and interruptions (like hearing every other word of a conversation) when on a VoIP line. However, this does NOT have to be the case and largely depends on what VoIP option you are using. In the next section, we'll talk about the 3 types of VoIP systems available, and how choosing the right VoIP system can deliver the same (or better) high-definition sound quality and dependability as a landline.

The 3 Types Of VoIP Options Available Today, And Why You Should AVOID 2 Of Them At All Costs!

There are 3 different methods for getting calls routed over the Internet (VoIP) – but only **ONE** will deliver the voice quality and reliability you want for your business.

Buyer Tip: Be Sure To Select A Business-Grade VoIP System!

While this may seem obvious, when selecting a VoIP system for your company, be sure you select a business-grade system. I'm sure you've heard of Vonage and magicJack. While they are perfectly good VoIP systems for home use, they are consumer-grade and cannot handle the demands or call volume that a business has. Choose those for your business and you **WILL** be frustrated and plagued with problems.

Hosted PBX

A “hosted PBX” is a VoIP phone system where the “brain” of the system that controls all the calls, settings and operation of your phone system is located or hosted by your provider in their cloud somewhere offsite – just like a hosted web site. 8x8, RingCentral and MegaPath are all hosted PBX systems.

The biggest problem with a hosted PBX system is that if your Internet connection goes down – or if your provider goes down – your entire phone system is offline. That means you can’t take calls or make calls. You can’t even call someone in the next office! You’ll also lose access to voice mail, office paging and all other phone features; and if a client calls your office, they’ll simply get a busy signal or an endless ringtone.

The second biggest drawback is high bandwidth requirements. Lots of calls at once – or even just heavy use of the Internet – can cause delays and gaps in your calls (similar to what happens if you have a really weak cell phone signal while on a call).

Then there’s the cost. PBX hosting usually comes with a monthly licensing fee and premiums **per phone** for special features, so the TOTAL cost of owning the system can climb quickly. A hosted PBX can be ideal for a home office with only 1 or 2 phones, but is not ideal for an office with 5 or more phones, offices that have a heavier call volume or if it’s important that your phone WORKS when a prospect or client calls in.

On-Premise IP PBX

This VoIP option usually provides better call quality than the first 2, but still has limitations. Common providers are 3CX, Asterisks, ShorTel, Epygi and Cisco Call Manager.

As with a hosted PBX, if your Internet goes down, your phones stop working altogether – and there’s no way to failover to another service or phone like a hybrid solution can (see below).

Second, voice-mail storage is finite because it’s stored on a hard drive in your office. Once it’s full, you can’t get more space. And if you have multiple locations and/or remote workers, you’ll be forced to implement and maintain a complicated VPN (virtual private network) for each location, with a robust Internet connection or other connectivity method that can be **very expensive to maintain**.

Hybrid (Or Blended) PBX

This is a relatively new and innovative approach to VoIP that eliminates ALL the negatives of the previous 3 options. **The 2 biggest benefits to this option are 1) your calls do NOT compete for bandwidth on your computer network, so you won’t get the choppy, garbled call quality that VoIP is notorious for, and 2) if your Internet connection goes down, your phone system will still work.**

That's because a hybrid PBX uses a small, inexpensive PBX device at your office that connects to the "brain" of the system in the cloud. However, the on-premise device will take over to ensure your phone system doesn't go down if the Internet does.

Another UNIQUE feature of the hybrid PBX we recommend to clients is that the PBX device in your office is constantly communicating with the system in the cloud, checking for sound and connection quality and will make LIVE, real-time adjustments to how calls are being handled to ensure all phones are up and working and sound quality is high. **No other VoIP system on the market today can do this.**

Further, a hybrid PBX will automatically route inbound calls to an office or cell phone you designate should the Internet go down, which means your clients won't get a busy signal or eternal ringtone when they call.

7 Revealing Questions To Ask Any VoIP Salesperson To Cut Through The Hype, Half-Truths And "Little" White Lies

1) Do I have to change the configuration of my firewall or do I have to replace it?

If your hosted VoIP provider is suggesting that you replace your firewall or router, they are trying to get around the limitations of their system. VoIP phone lines were never designed to go "inside" your network, where it has to go through your firewall and compete with your PCs, laptops and other devices for bandwidth; when it does, you WILL have problems with sound quality.

Buyer Beware! Companies that sell phone systems and do not install and support computer networks – which is what your VoIP system is running on – are often NOT qualified to recommend or install a VoIP phone system for your office. One of the biggest reasons for VoIP failure, poor sound quality, slowed Internet speeds, etc., is that the person selling you a VoIP system does not understand how to properly assess your company's firewall, routers, network traffic, Internet connection speeds, as well as a host of other factors, to make sure their phone system will work as advertised in YOUR SPECIFIC ENVIRONMENT. That's because they're phone system sales guys, not network engineers. Of course they'll *tell* you they're qualified to do this – so be sure to ask them if they'll put their money where their mouth is with a money-back guarantee like we do. You can read about our 100% no-small-print money-back guarantee later in this document.

2) How many data centers do you have and are they geographically disbursed?

If the answer is only one, run away! What happens if their ONE data center goes down? Or, more commonly, what happens when the VoIP equipment *inside* the data center goes down? Your business is without a phone until they get their systems back online! Insist on a provider that has at least 2 redundant data centers that are states away from each other to lower the risk of a natural disaster wiping out both data centers at once. Ideally, they should have 4 or more spread throughout North America.

3) What was the uptime last year? What's your guarantee for uptime?

If it's anything less than 99.999%, find a different provider. And don't just take them at their word; ask for documentation proving the reliability of their network in the previous year. If they can't even do that, don't buy their system! Further, if they can't or WON'T guarantee a 99.999% uptime, shop elsewhere.

NOTE: Uptime is the system's ability to make and receive calls. If an individual office happens to be down due to an Internet outage, this does not affect the overall reliability of the system because the system was ready and able. The VoIP carrier we use had a 100% uptime over the past 18 months at the time of writing this report, so don't let anyone tell you that 100% uptime is "impossible."

4) If my phone is unreachable do you have automatic failover to another phone?

If your provider's system isn't constantly monitoring the status of your network, VoIP system and VoIP phones, you should consider going with another provider. If your Internet goes down, or even a single phone stops working, the system should know that within a few minutes and automatically forward the calls to a predetermined destination (like a cell phone or another office location).

5) Do you monitor my phones and system 24/7/365 for any potential issues?

If you have to tell your provider the phones aren't working, then find another provider. Any quality vendor should be monitoring and maintaining your system for you, using remote management tools. As we just outlined in question 4, the system should be self-regulating and know if a phone or system is offline and automatically make routing adjustments to ensure calls coming in are answered properly. Then, a technician should contact you to address the problem. If you are missing calls, move on to a different system.

6) Will our telephone features be the same when we move to VoIP?

Don't assume this! Even basic features like call forwarding might not be included! You would be amazed to find out how many VoIP systems fail to have the most basic features, such as call forwarding. You should insist on a hands-on demonstration in

order to see the system for yourself and how it will work. This will avoid unpleasant “surprises” after you’ve paid for and installed the new system.

7) Do you offer a money-back guarantee?

If your provider is not willing to back up their claims with a WRITTEN, no-small-print money-back guarantee, free of “weasel out” clauses, look for a vendor that does. Every phone-system sales guy is going to tell you how wonderful their system is and how you won’t experience any problems. If they’re THAT confident, have them guarantee it in writing so you’re not stuck paying for a new system that doesn’t work.

Finally! A Business-Grade VoIP Phone System That Will Deliver The Cost Savings You Want WITHOUT Sacrificing The Sound Quality And Dependability Of A Landline

The ONLY Business-Grade VoIP System That Guarantees High Call Quality, Reliability And Service Or 100% Of Your Money Back

Thanks to our NEW hybrid [Star2Star] VoIP system, you can enjoy all the advanced features, flexibility and significant cost savings of VoIP while getting the high-definition sound quality and rock-solid dependability of a landline. There are a number of reasons why our VoIP system is the smart, superior and SAFE choice for your company:

- **We GUARANTEE our VoIP system will deliver high-definition sound quality and call dependability or we’ll refund 100% of your money.** No other phone-system provider in Merced is confident enough in their phone system or service to make the same bold guarantee AND stand behind it in writing like we do. That’s how confident we are that you’ll love our [Star2Star] VoIP phone system. Plus, [Star2Star] has the highest retention rate in the VoIP industry at 99.85%.
- **Cut your phone bill costs SIGNIFICANTLY.** Our average client saves between 25% and 50% on their phone bill – money that goes directly to your bottom line.
- **Works even if your Internet goes down.** Unlike most other VoIP systems, our [Star2Star] system allows you to still make and receive calls, even if the Internet goes down.
- **Costs less than other business phone systems.** Since our [Star2Star] system costs significantly less than many other business phone systems, our clients can make the switch and still save money each month. Plus we can offer you easy payment options and even inexpensive leasing if you prefer.

- **Works with your existing firewall and router.** Unlike other VoIP phones, our [Star2Star] system does NOT require you to incur the cost and hassle of upgrading your firewall or router and will work within your existing network.
- **Over 35 advanced features available.** Our VoIP system gives you an incredible number of easy and powerful options to take calls, route calls, handle voice mail and communicate. Whether you're making a simple phone call, faxing documents for signatures or holding a videoconferencing session, our system can deliver easy-to-use, top-quality service to get the job done without problems, complexity or failures.
- **Built-in monitoring and failover ensures your phone system is never "off-line."** Thanks to [Star2Star's] patented [Constellation] technology, if any phone or connection point is knocked off-line, others pick up the calls automatically, essentially allowing the network to heal itself automatically. That means your clients won't get a busy signal or endless ringtone in the event a phone stops working.
- **99.999% uptime GUARANTEED.** We monitor every system continuously with our StarWatch technology, allowing us to guarantee 99.999% uptime. Most importantly, the StarRecovery suite of disaster recovery protections makes it possible for users to make phone calls even if their offices are inaccessible or if the Internet goes down.

Free VoIP Assessment Will Cut Through The Confusion, Myriad Of Options And Tech "Mumbo Jumbo" To Help You Make The Smartest, Safest Phone System Choice For Your Company

Since you've requested this report and have read this far, my guess is that you're looking into upgrading your phone system to VoIP sometime in the near future. To help you avoid making any mistakes and to help you navigate the endless number of choices, tech jargon "mumbo jumbo," conflicting advice and confusion, I'd like to offer you a FREE VoIP and Communications Assessment for your company to answer all of your questions and determine which phone system is BEST FOR YOU based on your specific needs, budget, Internet connection and existing network.

You have my absolute assurance that I will give you straight answers to your questions and will NOT hard-sell you a phone system. My goal is to help you make the BEST decision for YOU – one that you're comfortable with and that will actually deliver what you want. If our system turns out to be the best option for you, we'd welcome the opportunity to serve you. But if not, we'll give you our best recommendation and refer you to some other solutions. That's how we build solid trust-based relationships with all of our clients.

At the end of our Free Assessment, you'll know:

- **The EXACT and TRUE amount of money you will save by switching to VoIP, and ALL the costs that are associated with selecting a VoIP phone system.** In most cases, we save our clients between 25% and 50%. But most important, we'll show you a complete and true picture of ALL costs factored in, not just your phone-bill savings, which is what most other VoIP salespeople focus on to avoid talking about other costs involved in moving to their

system.

- **If a VoIP phone system will truly work in YOUR specific environment.** Every office and network is different, so it's critical that you get a thorough assessment of your *entire* network, including your bandwidth and Internet connection, firewall, system use, volume of calls, features you need, etc., etc., etc. That's why we run tests in YOUR specific environment to make sure you won't experience garbled sound, dropped or missed calls, echoes and dozens of other VoIP problems.
- **If you have the right Internet connection and network configuration to use a VoIP phone without problems.** We'll do a complete analysis of your current Internet connection and computer network to determine if you have sufficient bandwidth to operate a VoIP system without issues, and to look for any other factors that may negatively impact a VoIP phone system from working properly.
- **What the BEST phone system is for you – and what features you need – based on how you do business.** If you're running a call center, you will have different needs than if you're a doctor's office. If you have remote workers and a sales team that travels extensively, there are features that can help you keep these employees connected. Do you want to record calls coming in for quality and training purposes? Does your front desk get overloaded with calls during certain times of the day or year? Do you absolutely need to have your phones answered live? Would you like to have your voice-mail messages sent to your in-box or typed out? These are just a few of the features available.
- **How you can increase sales, lead conversion and customer happiness.** Part of our Communication Assessment will reveal ways for you to instantly and easily recapture lost revenue and sales opportunities through better phone-handling practices. We'll look at how your company is currently handling (or mishandling!) phone calls from prospects and clients alike and show you easy ways to make more money without spending another dime on marketing or advertising.

Here's How Your Free VoIP Assessment Works:

At no charge, we will come to your office to conduct a detailed review of your current phone system, telephone bill, Internet connection and network setup. We'll also analyze how calls are currently being handled and your "dream list" of what you would like to happen when a client or a prospect calls your office.

Based on what we discover, we'll research multiple options and come back to present you with an action plan and 2 or more phone system options to help you save money and get the results you want. We will NOT try to sell you a "one-size-fits-all" system but instead recommend a phone system we are supremely confident in to deliver the service, cost savings and quality you want.

Why? Because we stand behind all of our phone systems with a 100% money-back guarantee. If you're not happy after using our system for 6 months, we'll remove it and refund 100% of the money you paid us AND help you transition to another phone system provided by us or another service provider. Obviously we're highly motivated to recommend the RIGHT system for you and ensure you're thrilled with its performance.

That said, I want to be very clear that there are no expectations on our part for you to do or buy anything when you sign up for a Free VoIP Assessment. We don't expect everyone to become a

client; we also know that providing value in advance – NOT heavy sales pressure – is the best way to build relationships with potential clients like you, which is why we offer this Free Assessment.

If nothing else, this Free Assessment will put you in a much better position to make an informed, intelligent decision on whether or not you should upgrade your phone system, if your network is capable of handling VoIP AND which option(s) will work best for you.

What To Do Now: How To Request Your Free VoIP Assessment

To request a Free VoIP Assessment, simply respond by:

- Calling us at 209-357-3121
- Sending me an e-mail: rory@valleytechlogic.com
- Going online and filling out our form: www.valleytechlogic.com/voip-assessment

Once we hear from you, Annette from my office will call you to schedule a convenient time for us to meet. Remember, there is no obligation for you to buy or do anything – this is simply a discovery meeting to see if VoIP is right for your organization.

Sincerely,

Rory Reed, President
Valley TechLogic Inc.
Call Me Direct: 209-357-3121

Our No-Small-Print 100% Money-Back Guarantee:

We're absolutely confident that our VoIP phone system is the best at delivering high-definition call quality and performance, with ZERO dropped calls, echoes, garbled sound and other common VoIP problems. We know you are going to LOVE IT. That's why we stand behind our phone system with a 100%, no-small-print money-back guarantee. Buy our phone system and use it for 30 days. If you are not completely thrilled with its performance, sound quality and feature set, we'll remove it at our cost and refund 100% of the money you've paid us for the system. It's that simple. You won't find any other phone system vendor bold enough or confident enough in their solutions to make a similar guarantee.