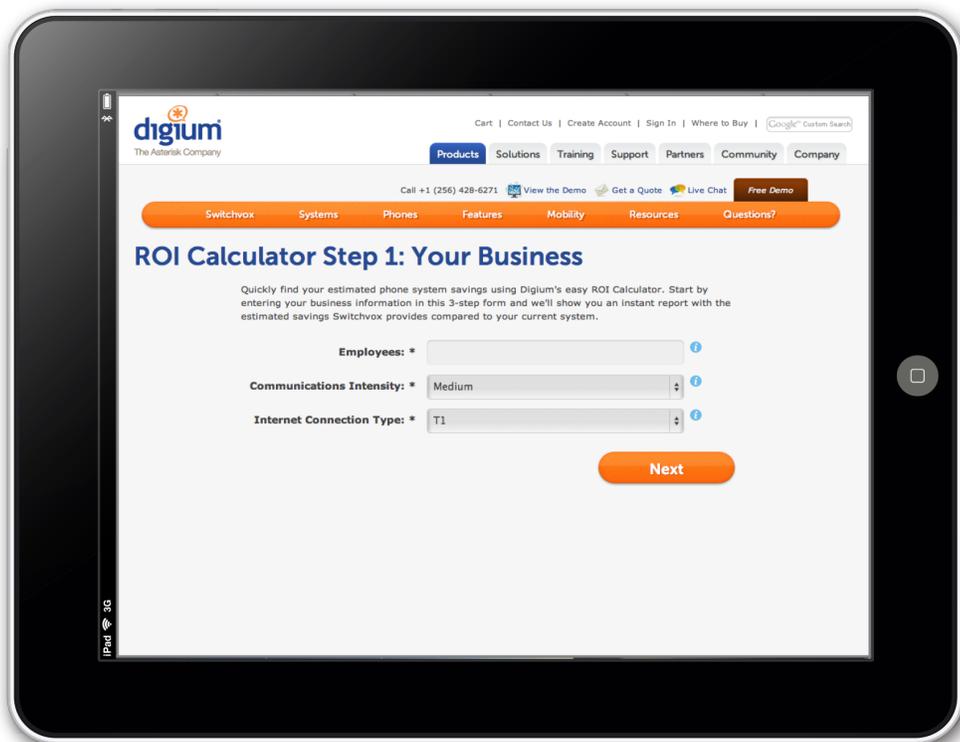


# CALCULATE YOUR SAVINGS



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## Calculate Your Savings

### See how the right phone system can improve your bottom line

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- Are you missing important calls and lost revenue?
- Are missing important calls and lost revenue?
- Could you provide a better customer experience with the right phone system?
- Is it possible for you to pay LESS for a UC solution and get MORE features?

Find out now with Digium's ROI calculator. Let's see how much you can save with UC.

## ■ Top Five Benefits UC Offers Your Business for Proven ROI

1. Saves you money
2. Improves your brand
3. Offers interoperability
4. Grows with your business
5. Provides seamless communications for a mobile workforce

Options for voice and data have changed. Ten years ago, people purchased separate telephone lines for their phone network as well as a separate data circuit for their data and Internet traffic. That type of traditional communications network was comprised of dedicated connections and had little flexibility, which made moves, adds and changes costly. Today, a Unified Communications (UC) system gives you the flexibility to easily add new users and make changes to adapt to your business. Businesses expect more of their phone system, responding to the trends to include all communications in a single platform, including social communications, CRM systems, Cloud services, mobile users and conferencing. With UC, you can connect and collaborate with everyone.

### **Did you know the average business phone system is in use for six years?**

Leading analysts predict VoIP adoption among businesses will continue to increase rapidly over the next few years, reaching 79% by 2013, compared to 42% at the end of 2009.

## ■ UC Solutions - Improve Your Business Communications

Why are businesses rapidly adopting Unified Communications (UC)? To remain competitive, executives must constantly assess and improve their operations to enable flexibility, efficiency and profitability in their business. IP (Internet Protocol) has emerged as the dominant standards-based solution, making it easier to run voice and data applications on the same network.

Industry leaders typically describe UC as communications being integrated in order to optimize business processes. This means that an organization is able to seamlessly integrate, or unify, its typical business processes with both real-time communications on the same network.

Your business benefits from one system with these features:

- Mobility
- Call control and presence
- Call queues
- Instant messaging/chat
- Call recording and monitoring
- Conferencing
- Reporting and much more

Knowledge is power. UC gives you the answers to these types of questions.

1. Are you missing important calls?
2. Are you optimized to handle calls at peak hours?
3. Do you know when you get the most calls?
4. Do you know which agents are most effective?
5. Could you improve customer support with the right phone system?
6. Could you be paying less for MORE features?

## ■ IP-Based Networks Make it Easier to Grow Your Business

IP Communications, the solution to provide faster, converged networks, is now the dominant technology for business communications, making it easier to add new services and applications in the future.

As your business grows and requires network upgrades, your UC system can easily grow with you. You benefit from greater interoperability since a flexible IP architecture lets you share applications and communicate remotely wirelessly.

Unified Communications is becoming the dominant method to facilitate efficient and productive business communications.

Not only will you save money by implementing a Unified Communications solution, you will save time and gain efficiency in employee productivity.

## ■ Sample Savings – The Advantages of UC vs. Legacy Systems

### ROI Analysis Scenario

50 employees, 25 remote employees, T1 and Include Internet costs

Cost	Q-ty	Legacy	UC
<b>Voice T1 Circuits Required</b>	1	\$450	\$0
<b>SIP Trunks</b>	17	N/A	\$425
<b>DID Trunks</b>	50	\$100	\$50
<b>Long Distance Charges</b>	220	\$330	N/A
<b>Audio Conferencing</b>	20 min/emp/mo	\$240	\$0
<b>Remote Worker Costs</b>	25	\$2,190	\$875
<b>Moves, Adds, Changes</b>	0	\$100	\$0
<b>Monthly Total</b>		\$3,310	\$1,750
<b>Annual Cost</b>		\$39,720	\$21,000

There are many soft cost savings that can be achieved as a result of transitioning to a UC solution. In this scenario for a 50 employee business, the savings amounted to more than \$18,000 a year. You can easily calculate your business savings with our ROI calculator.

## ■ Get the Most For Your Money

**Telephony costs** – Depending on the region and location, you may see different telephony costs. You can simplify your network infrastructure by having one connection for your voice and data and realize the savings. Plus, you can reduce long distances expenses.

**Conferencing** – By integrating conferencing in a phone system, you can save on yet another added business expense. How much is your audio conferencing costing you each month? How easy is it to add new users to your phone system? A term often referred to as “**Moves, Adds, and Changes**” can easily add up if you are having to pay for each change. With simplified administration and point and click access to these edits, you can quickly manage your own changes and pocket the savings.

**Necessary staff** – this is the largest cost savings for most companies. Industry analysts estimate that with the benefits of UC, the work of three to four employees can be absorbed into other positions within the company. In essence, the phone system is doing the work of three employees. This can be realized in the IT staff required to support a traditional phone system vs. the UC system. Or, this can be realized in the number of receptionists required to answer every phone, route calls to service agents. A UC solution can route calls to mobile devices, so this can cut down on the costs associated with after-hours personnel needed to answer calls for customer support centers or medical facilities.

## ■ UC Saves You Time

- **Find-Me, Follow-Me** saves a person up to 30 minutes a day by being able to reach your co-worker on the first attempt and being able to return calls from your mobile phone as if calling from your office. Even transfer and record call calls all from your mobile device.
- **Unified Messaging** saves an individual in excess of 40 minutes a day by providing one interface or application to access email, voicemail and fax.
- **Interactive Voice Response (IVR)** Systems automatically route calls to the appropriate person alleviating on-hold times saving 5-15 minutes per day.
- **Mobility & Cloud Integration** lets you access your communication tools from your mobile device, saving at a minimum of 30 minutes a day. Truly take your office on the road.

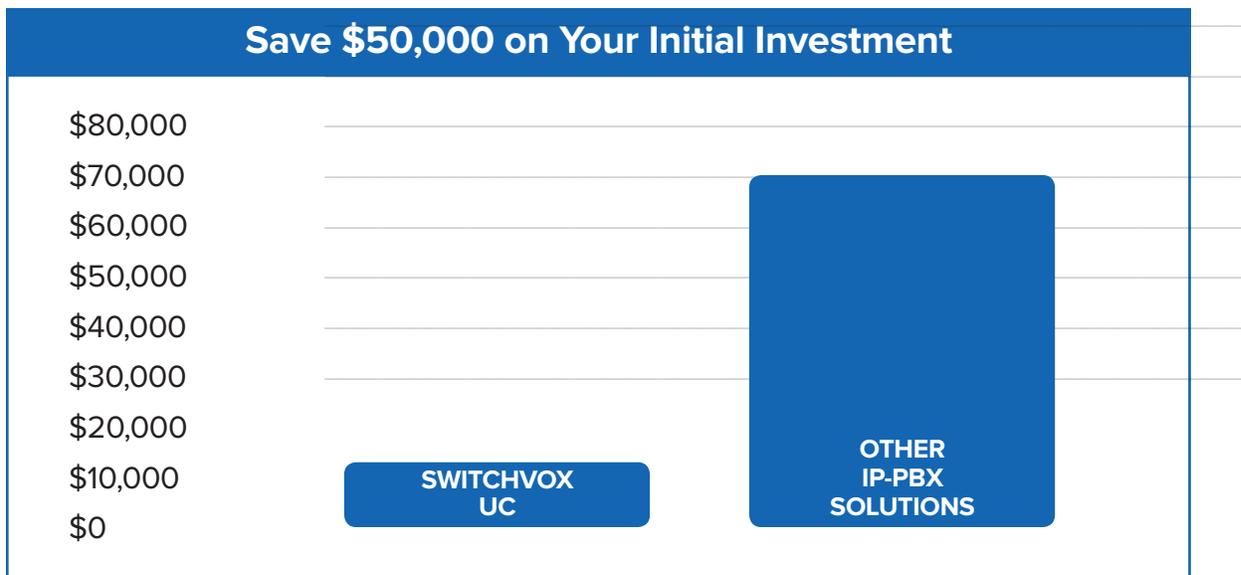
Additional time-saving features also include:

- Presence
- Chat/Instant Messaging
- 3rd Party App Integration
- Click-to-Dial
- Visual Voicemail

## ■ Switchvox Saves You Money

### Proven ROI

Cost of Capital: \_\_\_\_\_



With UC, you can realize savings not only by making your people more efficient with smarter technology, you can easily save **thousands** in your initial investment.

With all features included, you can save more than 60% on your initial investment and 80% on your total costs with Digium’s Switchvox Unified Communications Solutions.

See how other IP PBX platforms stack up against Digium’s cost-effective, feature-rich solution.

## ■ Switchvox is the Best Value

**Industry analysts have consistently ranked Digium as a best value for UC**  
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If you have customers that are looking to new technologies like VoIP to improve their business, a proven innovator like Digium should be on your list. Digium's Switchvox Unified Communications system is built on the Asterisk platform and gives small businesses the system they need to do more than just talk. This award-winning solution gives businesses a better way to communicate.

“Switchvox is well positioned to give businesses a competitive advantage since our UC system gives them access to features they might have considered outside their reach. This system provides the best value for price sensitive SMB customers.” - Frost and Sullivan.

SAY HELLO!

## The Bay Area's Leading Business Phone Service Provider

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