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# 5 TIPS TO HELP YOU NAVIGATE THE COMPETITIVE VOIP LANDSCAPE

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& SAVE 60% ON YOUR PHONE BILL

## ■ Contents

<b>The Quick List</b>	<b>3</b>
<b>1. No Vendor Lock-in</b>	<b>3</b>
<b>2. All Features Included</b>	<b>4</b>
<b>3. Future Proof</b>	<b>4</b>
<b>4. Easy to Use</b>	<b>5</b>
<b>5. Many Products in One</b>	<b>5</b>
<b>Save More Money</b>	<b>6</b>

## ■ The Quick List

- No Vendor Lock-in
- All Features Included
- Future Proof
- Easy to Use
- Many Products in One

Digium's Switchvox system is more than just a phone system – it's the Unified Communications system that integrates all office communications, including phone, fax, chat and web mashups.

## ■ 1. No Vendor Lock-in

What if you really wanted a new sink in your kitchen and one of the options at the store looked like what you want, but in order for the sink to work properly, you needed to also buy the same brand of refrigerator, dishwasher, stove and microwave? Ridiculous, right? You wouldn't choose that brand for your kitchen, and you shouldn't be forced into the same scenario for your business's communication system.

### **With Switchvox, Interoperability is Easy**

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Most business phone system vendors require you to buy their phones, and some require you to buy their networking equipment too!

With Switchvox you can choose IP phones from any vendor that supports SIP, the most popular VoIP protocol, or you can choose to use analog phones.

## ■ 2. All Features Included

Watching a demo of an IP PBX linked to multiple office locations, running advanced call center features, with remote workers can be pretty impressive, but how much is all that really going to cost you? And do you want to have to make all those decisions about which features you really need today and which ones you'll want next year?

### **Enterprise Class Features at a Price You Can Afford**

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Most phone systems have a very low base price to lure you in, but then pile on the extra costs when you want to have any of the cool features they advertise.

Switchvox comes with all the features included, including call center features, an extensive reporting package, and a mobile application for your smartphone.

## ■ 3. Future Proof

Who wants to keep going through the process of buying office technology over and over? Nobody, that's who! A system that will work for you today, just as well as it will years from now is a logical choice and one that many businesses think they need to sacrifice because of cost concerns.

### **Protect Your Investment**

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So many phone systems are very expensive to upgrade, if they have an upgrade path at all! And with proprietary technology inside, there's no guarantees that the protocols and parts inside will even be in use even a couple years from now!

Digium builds products on a foundation of community-driven open source software and open standards technology, so Switchvox can outlast the life of any single corporation.

## ■ 4. Easy to Use

For a technology your business uses every day, your current phone system is probably the one piece of equipment that's understood the least in your office environment. This means it's hard to maintain internally, which adds up to expensive technician calls over the life of the phone system.

### **Affordable Unified Communications**

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Calling out a specialized technician to your location every time you want to make a change is a sure way to unnecessarily slow down the pace of your business, but this is just what many phone systems require. It's yet another way Switchvox can save you more.

Switchvox has an easy to use, point and click interface written in plain english without a lot of technical jargon, so you are empowered to handle as much of the maintenance as you'd like.

## ■ 5. Many Products in One

You might be shopping for a phone system, but wouldn't it be great if you got some other useful communications tools too?

The other guys give you a phone system, plain and simple.

### **It's More Than a Phone System, it's a Better Way to Communicate**

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With Switchvox, you'll get a chat server for private instant messaging for your employees, a fax server with fax to email, video calling capability, and a conference bridge in addition to an award winning IP phone system.

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## ■ More Than Money

One of the reasons you are probably considering an IP phone system is to save money, but there's a few places to look for the savings that you might not be aware of. The first is the obvious one- in your monthly bill. But did you realize that you could also save money by reusing existing equipment and infrastructure?

And there's even more savings when you choose a system based on open source technology and commonly used hardware.

### **Give Your Business a Competitive Advantage With Switchvox**

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The other guys may be able to save you a little money on your monthly bill, but some VoIP systems are only VoIP inside your office, so you won't get any savings on long distance calls at all! And they're built using expensive proprietary technology and use special hardware.

Switchvox lets you choose any VoIP service provider you want, and as many of them as you want, so you can optimize your long distance and international calls to be both inexpensive and reliable. Switchvox runs on your existing computer network, so you can reuse your network equipment and infrastructure. And because it's based on open source, and runs on regular computer hardware Switchvox is much less expensive than other systems!

### **We can save your business 60 percent on your next phone system**

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Switchvox is an award-winning Unified Communications system that simplifies business phone system challenges for businesses just like yours. Thousands of small businesses have already recognized the benefits of this powerful, yet affordable solution. Digium continues to win awards for this impressive system – CRN listed it as one of its 25 Products to Watch and named it a Tech Innovator award winner in the VoIP category.

If you are still considering an affordable alternative for your business, or you think it might be time to replace or upgrade your current phone system, talk with Digium. We're ready to help you improve productivity in your business with Switchvox.

SAY HELLO!

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

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