VoIP for the Small Business

Reducing your telecommunications costs

Research firm IDC[1] has estimated that a VoIP system can reduce telephony-related expenses by 30%.

Voice over Internet Protocol (VoIP) has become a viable solution for even the smallest of companies as broadband internet access has become affordable and much more widespread. VoIP offers a low cost alternative to expensive traditional phone services, and is rapidly becoming the communications system of choice to reduce telecommunications costs. Hosted VoIP services are also gaining popularity among smaller companies since these services do not require any investment in hardware.

Your Rising Telecommunications Costs

As a small business owner, you are under constant pressure to control your costs. You may have employees who work from home or who are mobile, such as salespeople, who make a high number of long-distance calls. As your business grows, your monthly phone bill likewise increases, so you need to look for new but effective ways to minimize your telecommunications costs.

Until recently, small businesses had no other real alternative to Public Switched Telephone Network (PSTN). However, today a technology called Voice over Internet Protocol (VoIP) has become a viable solution for even small companies since broadband internet access has become more affordable and popular among small businesses. VoIP is a revolutionary technology that provides inexpensive voice communications and can reduce your telecommunications costs. Research firm IDC[1] has estimated that a VoIP system can reduce telephony-related expenses by 30%.

[1] IDC White Paper (2006), "VoIP: Delivering the Competitive Advantage,"

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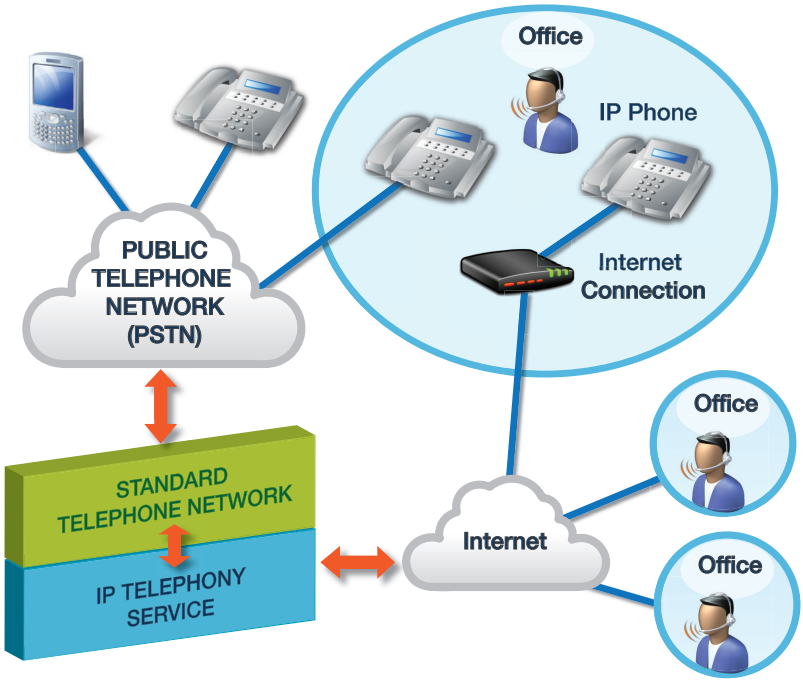
"...The good news is that there are plenty of innovative VoIP companies ready to help. They range from voice-over-broadband and SIP-trunking providers to vendors of IP PBXes that work with such SIP trunks. Though they typically aren't big-name providers with huge support organizations, the sophisticated services they offer at least aim to make the small businesses that use them seem bigger."

Robert Poe
VoIP News

What is VoIP?

Voice over Internet Protocol (VoIP), also called IP telephony, is the technology that allows you to make voice calls via the internet instead of traditional phone lines. You can make calls using a dial up connection or a broadband connection (however, a broadband connection is necessary for superior voice quality).



Types of VoIP Services

Free VoIP services

There are many free VoIP services that allow you to make free computer-to-computer calls. These services are mainly designed for individual use, and include such services as Yahoo Messenger, MSN Messenger, and Google Talk. They provide you with instant messaging tools and also allow simple videoconferencing.

Skype is one of the most popular VoIP service providers, and most of its services are free. Skype allows you to make free Skype-to-Skype calls, video calls, and conference calls, and also provides an instant messenger tool. These free services work well for staying in touch with family and friends, but may not provide you with the voice quality and reliability needed for your professional ongoing business needs.

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