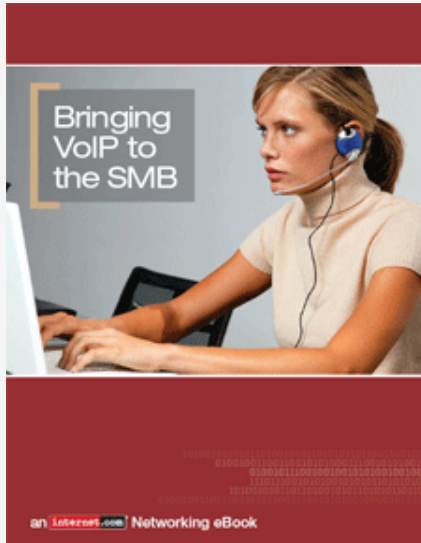


Bringing VoIP to the SMB



If you're a smart businessperson, you're always looking for new ways to maximize efficiency and minimize costs. One of the ways you may be thinking about is trying out Internet telephony and VoIP (Voice over Internet Protocol), which lets you use the Internet to make and receive phone calls.

Internet telephony isn't a new technology (it's been around for years in one form or another), but only in recent years has it become reliable and ubiquitous enough to be a serious choice for business. While Internet telephony was once an oddity often plagued by garbled and dropped calls, these days a well-planned and implemented VoIP system can provide call quality and reliability that rivals mobile phone or landline calls.

VoIP offers benefits over conventional telephony, and they generally boil down to lower cost, less complexity, and more advanced communication features.

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