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# HOSTED VoIP. A NEW COMPETITIVE EDGE FOR YOUR BUSINESS

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8 REASONS WHY YOU NEED IT NOW.

## Outrageously Affordable, Lower Total Cost of Ownership

Business is more unpredictable than ever—growth one year, contraction the next year. Ideally, you want to be able to secure the most advanced technologies without having to spend significant money upfront on hardware. Hosted VoIP makes this possible. With a Hosted VoIP solution, you save from day one on your monthly communications service fees and up-front capital costs. All you need are VoIP-ready handsets. That's right, no expensive boxes or systems required.

And the last thing you want to do in this economy, or any economic climate for that matter, is spend tens of thousands of dollars on a phone system. With Hosted VoIP, there are no large servers or systems to purchase. Other than the phones, there are no capital expenditures to depreciate over time. Which means it comes off of your books. And with low monthly communications service fees, you get an outrageously affordable solution that connects your business and employees to a host of capabilities that dramatically improve productivity.

## Minimal IT Support Required

Unlike the complex traditional phone systems that sit in a closet, Hosted VoIP requires very little IT support or training to administer. You can quickly add users, delete users, enable additional features—all without additional support or staff. The reason? A simple web interface. In fact, a Hosted VoIP solution is so simple, users can manage their own features right from their computers.

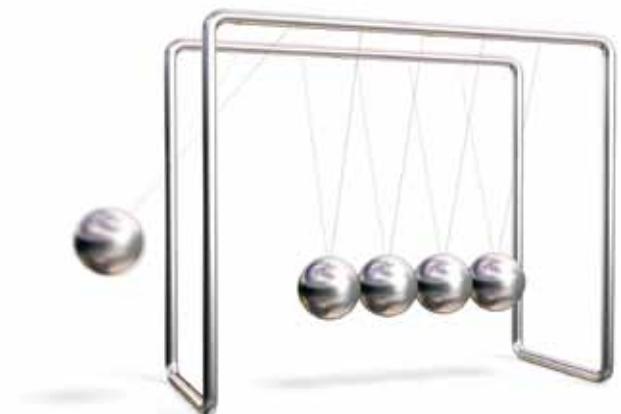
It's one management issue that can be taken off the shoulders of your IT or Office Manager. Who knows, maybe they'll even thank you for a change.



# 3

## Business Continuity

**Let's assume some worst case scenarios:** Your building is flooded. Or an earthquake wreaks havoc. Or a fire knocks out power for miles around. Now, let's assume you have Hosted VoIP. Want to know how things would be? Business would go on—uninterrupted. Since no physical box resides on your premises—it resides in redundant and secure data centers—customers can still connect with your business because employees can work from anywhere. The reason? A web-based portal that allows you to quickly forward calls to cell phones or other phones in unaffected locations. It's an incredibly fast and easy way to take control of a disastrous situation and ensure that anything major becomes just a minor incident.



## Scale Up/Scale Down

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**Five year projections? Ten year projections?** Frankly, for most businesses, it has become nearly impossible to make accurate predictions. It's why you need a highly-flexible technology like Hosted VoIP. Hosted VoIP is a sure way to give you the peace of mind that comes from not being constrained by a phone system that only supports a fixed number of employees and can be costly and complicated to expand. If resources become squeezed, you can quickly scale back. On the other hand, if you open a new branch office, or need to provide remote communications, or just need to prepare for a spike in demand around the holidays, it's quick and easy to scale up without any disruption to your business. Total flexibility. Easy to manage. Quick to deploy.

**Hosted VoIP is a decision with only upside.**



# 5

## More Functionality

**Even if you're jaded about technology,** once you see all of the advanced features and functionality that are available from a Hosted VoIP system, you'll be seriously impressed by the impact it can have on your business. And the best part is you can activate only those features that you need to make your company more productive. It starts with HD voice, the clearest a business call can get. That's just scratching the surface. Through Hosted VoIP, you can have voicemails automatically forwarded to your email; you can make a call from a cell phone or remote office and have it appear as a call from the main office. You also have the ability to integrate with Outlook or Salesforce.com. Basically there isn't much you can't do with Hosted VoIP.



# 6

## Automatic Upgrades

**With Hosted VoIP,** there's no box on your premises, so there's no hardware to upgrade in order to take advantage of new features and technologies. Because your service is outsourced, upgrades are provided through software changes that happen automatically in the background. Of course, you'll be made aware of any new capabilities as they come on line. That way, you can quickly utilize them to support your employees and better service customers. So stay focused on your business and leave the upgrades to your Hosted VoIP service provider.



# 7 Unified Communications

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**It's hard to advance your business if it's tethered to convention.**

And there's no ball and chain quite like a desk phone. Hosted VoIP is the ideal solution for existing and emerging workforces who demand constant connectivity and productivity from anywhere—and at anytime. Whether attacking issues from a desk, a conference room, or powering through meetings on the road, Hosted VoIP gives you all the communication features you need on your computer, such as web meeting, internet fax, using your PC as your phone and more. These capabilities give companies the powerful communications tools they need to keep things moving forward no matter where or when business is done.

# Focus on Your Business

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**One of the best ways to stay competitive is to focus on your core business.** With a Hosted VoIP solution, the management of increasingly complex business communications is done for you off-site. It all happens in the background while you and your employees utilize advanced features and productivity tools like voice, web meetings, and internet fax to take up new goals and take down obstacles that stand in their way.





Hosted VoIP is one of the fastest growing technologies for business. Leading the way are business solutions from 8x8 and their Virtual Office communication and managed hosting solutions along with Polycom and their HD Voice IP phones and video conferencing systems.

### About 8x8

In business, it pays to have connections you can rely on. At 8x8, we're focused on delivering business communications solutions that are outrageously affordable, amazingly easy to use and incredibly advanced. From business phone service to web conferencing, managed hosting to unified communications, we've got innovative technology that just works better. 8x8 offers complete business phone systems that delivers affordable, feature-rich phone service right over your Internet connection. More than 20,000 businesses have chosen 8x8 as their connection for better business communications. Find out more at [www.8x8.com](http://www.8x8.com).

### About Polycom

Polycom is the global leader in telepresence, video, and voice solutions that empower people to connect and collaborate everywhere. Companies choose Polycom for solutions that enable their geographically dispersed workforces to communicate and collaborate more effectively and productively over distances—connecting and collaborating from desktops, meeting rooms, classrooms, and mobile settings.

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