WHAT'S THE RIGHT VoIP STRATEGY FOR YOUR BUSINESS?

Should you purchase an on-premise phone system or does a "cloud-based" telephone service work best for your business? Look at some of the top factors SMBs take into account when deciding which strategy is right for their business phone system.
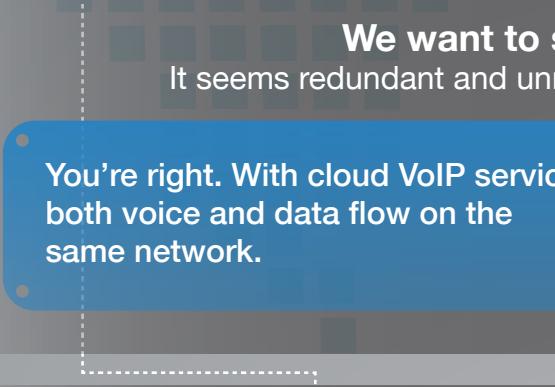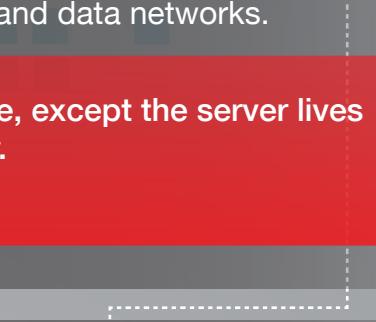
CLOUD VS ON-PREMISE

We want to streamline the network with VoIP.
It seems redundant and unnecessary to have separate voice and data networks.

CLOUD	ON-PREMISE
You're right. With cloud VoIP service both voice and data flow on the same network.	The same here, except the server lives in your facility.

We're a start-up organization that is big on potential but low on capital—for now.
Any capital expenses we can defer or keep at minimal cost would be attractive.

CLOUD	ON-PREMISE
Cloud VoIP service enables you to establish a full-featured business phone system for as little as a dollar a day.	VoIP phone system servers are available in surprisingly small packages with easy financing.

Like any business, we want to minimize cost wherever possible.
We have to be budget-conscious and look at total cost of ownership (TCO).

CLOUD	ON-PREMISE
You can budget communication services as a monthly operating expense.	Initial setup cost is there, but running costs are very low.

We may be a small business, but we need to project a big-business persona.
We need advanced communications features, so we can compete on par with the big guns.

CLOUD	ON-PREMISE
Cloud VoIP providers offer everything that an enterprise class company has in a phone system.	VoIP systems enable you to present an enterprise-class face to the world. You have it all in a small package.

We need a phone system that's sized right for our business.
And we need the option to grow, because we sure plan to.

CLOUD	ON-PREMISE
With cloud VoIP service, you can go from under 10, to hundreds of users, with ease.	An on-site VoIP system makes great sense as it can support hundreds of users with easy expandability.

We don't really have an IT or phone system guru on staff.
Our business isn't even remotely IT-focused, so we're not exactly tech-inclined.

CLOUD	ON-PREMISE
With the right service provider, all you need to do is answer the phones and run your business.	Modern VoIP systems are very user friendly and easy to manage. And service and support is just a call away.

Our users want to control their own preferences and customizations.
They won't be happy if they can't change their own feature keys, call handling and such.

CLOUD	ON-PREMISE
Cloud services give users full control to personalize their own phones, call handling, messages and more.	The server is in your office where you have complete control.

We're pretty tight on space in our equipment closet.
We don't have a lot of capacity to house or power more IT equipment

CLOUD	ON-PREMISE
Cloud service needs no space in your office.	Modern VoIP systems are space saving genies in a bottle. A 1U server can support 1,000 users.

System uptime is a huge consideration for us.
In our line of work, the phone system absolutely must be reliable 24/7/365.

CLOUD	ON-PREMISE
Cloud services operate from world-class data centers engineered for availability, performance and security.	*Automatic failover* - Select VoIP systems can automatically register phones to a backup system to ensure business continuity.

Security is another huge consideration for us.
We are bound by regulatory requirements to protect communications confidentially.

CLOUD	ON-PREMISE
Authentication prevents unauthorized use of or changes to the phone system.	Authentication prevents unauthorized access; secure protocols prevent eavesdropping on on-site wireless services.

We don't want to get locked into a system that we outgrow.
We expect to expand, but we don't know when and where.

CLOUD	ON-PREMISE
You pay only for what you use, and can expand on demand. Want to support 500 or 1,000 users? You can have it.	Simply choose a model that has sufficient capacity to meet your growth projections and you are safe.

We are worried about system obsolescence.
We don't want to buy a system that will be the IT equivalent of day-old bread tomorrow.

CLOUD	ON-PREMISE
The cloud service provider keeps servers up-to-date, so you benefit from the latest capabilities.	A well-designed, modular system is easy to upgrade. Until there's a paradigm shift in technology, you are safe.

What if we change our minds?
What if the business changes so much that our initial strategy is no longer the right one?

CLOUD	ON-PREMISE
No problem. You can easily mix cloud and on-site services to meet your changing strategy.	You can always augment on-site with cloud-based service for remote locations and other needs.

Conclusion

Choosing the best telephone system option for your business depends on your organization's size, usage requirements and budget:

- **A cloud-based telephone service** can be a great bet if you want to minimize capital expenditure, like the idea of system management in the cloud, have multiple remote locations or are small in size.
- If you have hundreds of users, or you simply prefer total ownership and control of your telephone system, then you may want to choose an **on-premise IP phone telephone system**.

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