



# VOICE OVER IP CHOOSING THE UNIFIED COMMUNICATIONS SOLUTION THAT'S RIGHT FOR YOU.

Increasingly, customers are demanding to be able to communicate with companies when and how they want. And workforces that are continually being scattered over longer distances require innovative and secure ways to communicate and collaborate—needs that can be met with Unified Communications (UC). Voice over IP (VoIP) is a key component of UC that many businesses deploy. But choosing which provider's VoIP services to utilize can be challenging—there's a lot to consider.

**VOIP IS THE FOUNDATION OF UNIFIED COMMUNICATIONS (UC). IT ENABLES UC TO DELIVER VOICE FUNCTIONALITY AT ALL ENDPOINTS, INCLUDING MOBILE PHONES, DESKTOPS, AND IP PHONES.**



Total projected revenue for UC&C technologies and services (including support/deploy and professional services) in 2014<sup>1</sup>

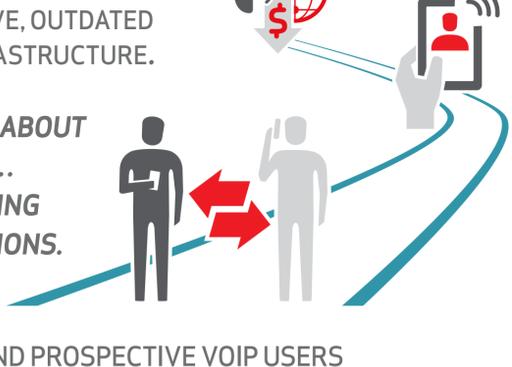
## THE PROLIFERATION OF "THE 3RD PLATFORM"

"The worldwide unified communications and collaboration (UC&C) market is increasingly facing changes emanating from what IDC calls 'the 3rd Platform' of IT growth and innovation—built on mobile devices, cloud services, social business applications, and big data/analytics."<sup>1</sup>

Because of the growing popularity of 'the 3rd platform,' as well as the possible cost savings associated with evolving from legacy systems, organizations are investing more and more towards UC&C, including VoIP.

VOIP GREATLY REDUCES COSTS BECAUSE IT USES THE INTERNET INSTEAD OF MASSIVE, OUTDATED TELEPHONICS INFRASTRUCTURE.

**BUT IT'S NOT JUST ABOUT REDUCING COSTS... IT'S ABOUT ENABLING UNIFIED APPLICATIONS.**



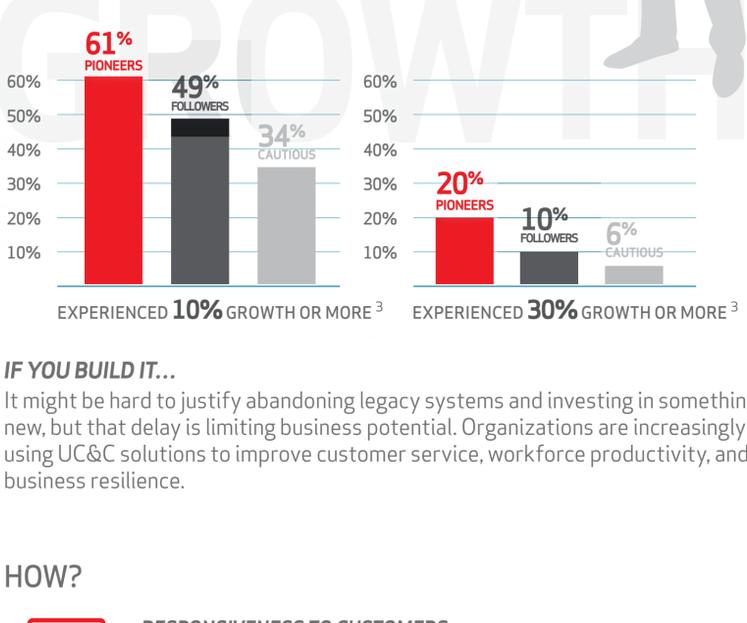
## "BOTH CURRENT AND PROSPECTIVE VOIP USERS ARE BEGINNING TO LOOK BEYOND COST SAVINGS

to justify implementing VoIP. Among current VoIP users, improved productivity edged out ease of management; however for prospective users, ease of management was rated as more important than improved productivity and reduced spending."<sup>2</sup>

## THE FUTURE BELONGS TO PIONEERS

The future will belong to organizations that are pioneers—those taking the first steps in new technology adoption. VoIP is an essential technology step that helps businesses grow faster and stay ahead of their competition.

According to a survey by the *Harvard Business Review*,



**IF YOU BUILD IT...** It might be hard to justify abandoning legacy systems and investing in something new, but that delay is limiting business potential. Organizations are increasingly using UC&C solutions to improve customer service, workforce productivity, and business resilience.

## HOW?

- RESPONSIVENESS TO CUSTOMERS**  
72% of respondents said the use of new technologies have increased responsiveness to customers.<sup>3</sup>
  - DRIVES INNOVATION AND GROWTH**  
57% of all respondents viewed IT as an investment that drives innovation and growth. (64% of Pioneers hold this view.)<sup>3</sup>
  - INCREASES MOBILITY**  
77% of **PIONEERS** say they use mobile technologies extensively (compared to 58% of Followers and 48% of Cautious).<sup>3</sup>
  - ENABLES COLLABORATION AND, IN TURN, GROWTH**  
VoIP enables more effective collaboration, including mobile devices, so that employees can interface with other employees via social and communications applications, bring their own personal devices, and work effectively remotely.
- GREATER COLLABORATION MEANS:**
- ✓ Ideas are shared with greater clarity and complexity.
  - ✓ Businesses can communicate securely and clearly, wherever their workforce is in the world.
  - ✓ Increased communication leads to greater customer satisfaction and improved workforce output.
  - ✓ A company can be more agile, more efficient, and more competitive.
- CHANGES STRATEGY AND MODELS**  
54% of **PIONEERS** have seen significant change to their core business strategy or business model because of new technologies.<sup>3</sup>

## GEOGRAPHIC REACH REMAINS A KEY EVALUATION CRITERION FOR GLOBAL NETWORK SERVICE PROVIDERS,

including both breadth of reach into emerging markets and depth of coverage in established markets.<sup>4</sup>



Some providers are focusing on extending their own networks, while others are relying heavily on network-to-network interfaces with partners to improve regional coverage.<sup>4</sup>



**IT'S POSSIBLE TO HAVE IT ALL**  
Are you being forced to choose between finding the global coverage your business needs and having the UC service and applications portfolio to deliver what your employees and customers want? Your business shouldn't have to settle. Verizon provides VoIP solutions that support your full communications requirements while being simple and scalable, keeping you in control, and being good for your business and your customers.

## VERIZON HAS ONE OF THE LARGEST, MOST RELIABLE NETWORKS IN THE WORLD

**12+ Years** serving the VoIP needs of Fortune 1000 companies.



## CHOOSE VOIP SERVICE FROM VERIZON

It's time to realize your business's full potential with VoIP services from Verizon. We have the expertise to deliver a VoIP solution that will help your business grow into its future. We've invested billions in a network that was built on efficiency, reliability, security, and service quality—so your communications remain clear, reliable, and secure.



CHOOSING A VOIP SOLUTION FROM VERIZON GIVES YOUR BUSINESS THE FLEXIBILITY TO SCALE HOW AND WHEN IT WANTS, FULFILLS ALL OF YOUR COMMUNICATIONS NEEDS NOW, AND IS DESIGNED TO FULFILL YOUR COMMUNICATIONS NEEDS AS YOUR BUSINESS GROWS IN SIZE AND COMPLEXITY.

We can help you evaluate your current needs, build a solution that fits your business, and give you support the whole way. To learn more about or to order VoIP services, contact your local sales representative or visit [verizonenterprise.com](http://verizonenterprise.com).

Sources:  
1. IDC, *Worldwide Unified Communications and Collaboration 2014-2018 Forecast*, Nov 2014.  
2. IDC, *2014 U.S. Enterprise Communications Survey: Business VoIP*, doc#249315, June 2014.  
3. Harvard Business Review Analytic Services, *The Digital Dividend: First-Mover Advantage*, 2014.  
4. Gartner, *Magic Quadrant for Global Network Service Providers*, March 2014.