

FREE REPORT:

“The Ultimate Guide To Choosing The RIGHT VoIP Phone Solution For Your Small Business, Call Centre Or Multi-Location Office”

**Not All VoIP Systems Are Created Equal!
Read This Guide To Discover How To Avoid Making
A Frustrating, Expensive Mistake
When Choosing A VoIP Phone System**

Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3 to 4 years.
- 4 different ways to implement VoIP and when you should use each for your business phone system.
- Hidden costs with certain VoIP systems that can negate any cost savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and “little white lies” they’ll tell you to make the sale.
- The ONLY way to know for sure if VoIP will work in your environment and in your business.

Provided By:

Ted Shafran, President of Connectability Inc.

www.connectability.com

A Letter From The Author: Why We Created This Report And Who Should Read It



From The Desk of: Ted Shafran
President, Connectability Inc.

Dear Fellow CEO,

If you're looking to purchase a new phone system or phone services, you're about to make a very important decision that, if mishandled, may not only cause you to waste a lot of time and money, but also can frustrate your clients, new potential clients and employees with dropped calls, poor sound quality and a host of other communication problems.

If you've just started shopping around, I'm sure you were met with conflicting advice, confusing "geek speak" and no real answers to your questions and concerns about sound quality, cost savings and whether or not VoIP will work with your current network and Internet connection.

That's why we wrote this report. We wanted to offer you a simple, straightforward guide that not only answers your questions in plain English, but also provides vital experience-based information on choosing a VoIP system that most phone system sales guys don't know (or may not tell you). After all, selecting something as critical as your company's phone system is a decision you do not want to make lightly.

My name is Ted Shafran. My company, Connectability, specializes in managed computer networks and cloud computing. We've implemented dozens of cloud transitions and integrations across Microsoft, Linux, and Macintosh operating systems.

If you don't find the answer to a question you have in this report, we are always available to answer a quick question or to provide a second opinion. Please contact my office directly if we can clarify any points made in this report or answer any questions you have.

Dedicated to your success,

A handwritten signature in blue ink that reads "Ted Shafran".

Ted Shafran, President
Connectability Inc.

www.connectability.com

Call Us Direct: 416-966-3306

About The Author

Ted Shafran is CEO and founder of Connectability Inc.

A graduate of the Computer Science program at York University, and recipient of the CIPS Award for highest standing in final year courses, Ted went on to found KTS Systems Group in 1977 and grew it to 80 team members with offices in 4 cities. In 1990, Ted created KTS' networking division to address the growing market for business computer networks.

When Ted sold KTS in 1995, he continued to view the business network market as a key emerging technology and so he founded Connectability, based in midtown Toronto. Since 1995 we have been providing custom-designed, outsourced IT solutions to clients across the GTA.

Ted is passionate about technology and making that technology accessible to a wide range of users. He's equally passionate about customer service. Nothing infuriates him more than being put on hold for 20 minutes or speaking to someone who treats him like an idiot. That's why he pledges that Connectability will never do that to you.

Our **Service Guarantees** are designed to ensure that our customers receive prompt, courteous and professional service, 100% of the time. We hire only experienced technicians, with a broad range of skills, *including* strong interpersonal skills and the ability to explain technical matters without treating customers like children.

In our 21 years in business, we have established long-term relationships with business of all sizes, in locations that span the GTA. We believe that our commitment to quality-of-service makes us an ideal long-term partner for most business organizations.

Good News And Bad News: You Have A Lot Of Options!

Thanks to Voice over Internet protocol (VoIP) and ever-improving cloud technologies, the options available to you as a small (or big!) business are plentiful, with more features at a lower cost than were available the last time you went shopping for a phone system.

However, with all the options and dozens of vendors, separating the good from the bad and navigating the marketing hype can be difficult. Not only are some VoIP systems a complete waste of money for a business environment, but fees can be “hidden,” so what appears to be a big cost-saving decision (initially) can end up costing you more in the long run once you’ve calculated in ALL costs over a 1- to 3-year period.

Additionally, if not designed, implemented and supported properly, VoIP phone systems can be extremely problematic and can be MORE expensive than a traditional phone system, depending on your specific situation.

Buyer Beware! Saving money on your phone bill should NOT be your only criteria when considering a VoIP phone system for 2 important reasons. First, dropped calls and poor sound quality will frustrate you and cause prospects to hang up and call your competition – so you might save some money on your phone bill, but you LOSE customers and sales. Definitely NOT a good trade-off. Second, make sure you look at the TOTAL COST OF OWNERSHIP (TCO), not just the savings on your phone bill, which is what almost every VoIP salesperson focuses on. While it’s not the norm, there are certain cases where VoIP may actually cost you MORE than a traditional phone system because of the features and costs your VoIP vendor adds on, negating any savings on your phone bill.

What Is VoIP?

In the simplest terms, VoIP (or voice over Internet protocol) is a way for phone conversations to be transmitted over the Internet instead of using traditional phone lines that have been used for the last several decades.

Without a doubt, all phone communications will be transmitted this way in the very near future and, like it or not, you will eventually be using a VoIP phone system. Here’s why...

Do you remember Hurricane Sandy? One of the hardest-hit areas was Mantoloking, an island off the coast of New Jersey. The storm destroyed the city’s copper telephone network that had kept it connected to the rest of the world for over a century.

But instead of replacing it, one of the companies that provides telephone service to the area, Verizon, chose NOT to rebuild the island's copper network and replaced it with their wireless service, Voice Link. This kicked off a number of complaints from residents who wanted their old landline phone back, but it was not a battle they could win. This is only one example of similar situations happening all over the world. Phone providers are opting to retire traditional phone lines, or the PSTN (Public Switched Telephone Network), instead of repairing them when they fail. In their place, they are installing fiber optic cables that carry VoIP, offering wireless services or a combination of the two.

In fact, the traditional landline is not expected to last the decade in countries where 40% of households use *only* wireless phones, and less than 10% have ONLY a landline. The fact is, more and more people are opting to use their cell phone as their home phone, and businesses are steadily replacing traditional phone systems with VoIP. As a result, phone providers do not want to continue to incur the heavy costs of replacing, repairing and updating the old phone lines since they are getting fewer customers using them every day.

In the US, AT&T petitioned the FCC to retire the PSTN, calling it a "death spiral" because of the exorbitant costs of maintaining it, and citing how fewer people are using it every year. Last year, the FCC approved AT&T's petition to move forward on the transition, and AT&T plans to have the PSTN retired by 2020. It's only a matter of time before the same thing happens in Canada. So, even if you are determined not to make a switch, you may be forced to change sometime within the next few years.

The 3 Main Options You Have For Your Business Phone And The (Honest) Pros And Cons Of Each

So let's start by outlining the types of phone system options below, who they are most appropriate for and the pros and cons of each.

1. Virtual Phone Service

This is a good option for start-ups or small home-based businesses that don't have a traditional office, with a handful of employees who are out in the field or who work from home. A virtual phone system is like a hosted web site. Instead of buying actual phones and phone lines, you purchase a service that will give you a local or toll-free number to provide clients or to post on your web site, business card and marketing collateral. When someone calls, that call will be routed to a designated cell phone (yours or other employees') or a home phone. Some services – like Call Ruby – will even answer the phone for you. This keeps your personal cell phone or home phone number private, and gives you the ability to route calls based on the time of day, call purpose, etc. You can also set up the system to call through a list of numbers until someone answers live. Some of the companies providing this type of service include

PhonePower, RingCentral and Comwave.

The PROS: As with most phone services, the costs will depend on the number of extensions and minutes used, but you save money by not having to buy phones; calls are routed to your cell phone or home phone. You can also get the same features of many big phone systems, such as multiple extensions, call forwarding, local and toll-free numbers, voice mail, read your voice mail messages, name directories, music on hold, fax on demand and call screening. Also, if you move locations, you don't have to pay to move the physical phone system equipment.

The CONS: The biggest disadvantage is poor call quality and a lag time when calls are transferred to you – which is not something you want to overlook. If you have potential buyers calling to do business with you, that lag time to answer and poor sound quality will cost you sales when people hang up out of frustration (or thinking nobody is answering) and give new potential prospects a poor image of your organization. Further, some providers will require you to sign a lengthy contract; while some will waive this requirement, you will get better pricing by signing a longer-term contract. Also, the cost savings over time may not be as significant as they are in the short term. This option is best suited for a start-up or home-based business.

2. **Landline Phones**

This is the phone system you most likely have in your office now, or at least have had at one point in your business. Although this is still the most reliable phone system, delivering the highest call quality, thousands of businesses are replacing their traditional phone systems for the cost savings of VoIP (Voice Over Internet Protocol) phone systems, since the features, call clarity and reliability of VoIP systems have improved dramatically in recent years and will continue to improve.

The PROS: If voice clarity and phone line dependability are paramount to your business, then landline phones may still be the best choice. Further, a conventional phone line does not require AC power like VoIP, so if the power goes off or is interrupted, your phone may still work, making this a better option for areas that are prone to outages or companies where working phone lines are critical to their business.

The CONS: The biggest downside is the cost. Landline systems are the most expensive to install and support. While the cost of landline services has dropped over the last decade, they often can't beat the cost savings offered by a VoIP system. Second, you may be FORCED to switch to VoIP based on the clear movement toward retiring traditional copper phone lines, as discussed previously in this report; so you

want to give serious consideration to whether or not you want to invest in a more traditional phone system at this time.

3. **VoIP (Voice Over Internet Protocol)**

VoIP works by converting audio signals (your conversation) into digital data that travels over broadband Internet via fibre-optic lines, DSL or cable INSTEAD of over traditional phone lines. VoIP phones are plugged into a VoIP adapter and then into your computer, firewall or Internet connection. Without a doubt, VoIP will, at some point, completely eliminate the need for landline phones.

The PROS: One of the biggest benefits to VoIP is cost savings; in fact, our typical client saves between 30% and 75% on their phone bill. And if you have multiple offices, make a lot of international calls or have a heavy call centre, the savings can be staggering. Some of our clients have seen as much as a \$5,000 per year in savings just by switching to VoIP – and that money goes directly to the bottom line. VoIP also offers all the same features you can get with a landline PLUS many advanced features you cannot get with a traditional landline phone such as the ability to listen to voice-mail messages and place or receive a call from your laptop, PC or tablet and the ability to do video conferencing.

The CONS: As you may already know or have heard, it's common to experience dropped calls, connectivity issues, crackling, echoes and interruptions (like hearing every other word of a conversation) when on a VoIP line. However, this does NOT have to be the case and largely depends on what VoIP option you are using. In the next section, we'll talk about the 4 types of VoIP systems available, and how choosing the right VoIP system can deliver the same (or better) high-definition sound quality and dependability as a landline.

The 4 Types Of VoIP Options Available Today, And What You MUST Know About Them!

There are 4 different methods for getting calls routed over the Internet (VoIP). They're all different and not all of them are good solutions for your business. So it's important to understand the differences and what will provide you with the best combination of lower costs and better functionality.

Buyer Tip: Be Sure To Select A Business-Grade VoIP System!

While this may seem obvious, when selecting a VoIP system for your company, be sure you select a business-grade system. I'm sure you've heard of Vonage and MagicJack.

While they are perfectly good VoIP systems for home use, they are consumer-grade and

cannot handle the demands or call volume that a business has. Choose those for your business and you WILL be frustrated and plagued with problems.

SIP Trunking (Session Initiation Protocol) Phone Lines

SIP trunking phone lines – which are Internet-delivered telephone lines – are an alternative to the traditional copper phone lines you have used for years. These are sold by almost every Internet provider, such as Bell, Rogers, Primus, Yak, or TekSavvy, and will often work with your existing desk phones. The main reason that many businesses choose this option is to save money; however, MANY businesses who have chosen this route end up replacing it. Why? Well, unless it is teamed with a modern phone system you won't gain any of the additional features that a VoIP system can offer, such as find me, follow me, advanced auto attendant features, the ability to take and receive calls from any phone or cell phone, video conferencing, unlimited voice mail and much, much more. You may also be stuck with a system that won't scale up if you need to add more employees, locations and phone lines.

Of course, if you **do** have a modern phone system such as **Asterisk, FreePBX or 3CX**, then SIP trunks may be a very good fit for your business – assuming you do your homework!

What kind of homework? Well, the biggest and most likely problem you could face with this option is call quality. In fact, it's THIS issue that has given VoIP such a bad name. Because your phone calls are being carried over the same Internet connection you use to get your office computers online, if someone in your company decides to download a big file or play a video, your phone could suddenly sound garbled or you'll hear every other word of the conversation.

That's where your homework comes in. In order to make SIP trunks work effectively you need to ensure that:

- a) You have enough Internet bandwidth. We generally recommend that you install a **dedicated** Internet just for VoIP. With the relatively low cost of Internet connectivity this is usually a worthwhile investment. In the alternative, you may need to upgrade your existing Internet connection; and
- b) You'll need to have a phone or IT service provider who is smart enough to know how to configure your network to use a feature called **QoS** (that's Quality of Service, a way of setting VoIP to a higher priority than your other network traffic).

And if your business is located in a rural or remote location, it's possible that your phone bill cost savings could be negated by your need for additional Internet bandwidth. A lot depends on what kind of connection you have now and what services are available in your area.

What Does PBX Stand For And What Is It?

A PBX (private branch exchange) is a business-grade telephone system that switches calls between the company's employees on local lines while allowing all employees to share a certain number of external phone lines.

Hosted PBX

A "hosted PBX" is a VoIP phone system where the "brain" of the system that controls all the calls, settings and operation of your phone system is located or hosted by your provider in their cloud somewhere offsite – just like a hosted web site. RingCentral, PhonePower and Comwave are all hosted PBX systems.

The biggest potential risk with a hosted PBX system is that if your Internet connection goes down your entire phone system could be offline. That means you can't take calls or make calls. You can't even call someone in the next office! You'll also lose access to office paging and some other phone features. That said, if you choose the **right provider**, they'll have solutions for this situation such as options for transferring your calls to cell phones if your connection goes down. To the outside world, you'll still be in business.

But if you **do** choose a hosted PBX solution, we strongly urge you to make sure that you have a **redundant** Internet connection and a firewall / router which is capable of **automatic failover** in the event of a disconnection.

The second biggest drawback is high bandwidth requirements. Lots of calls at once – or even just heavy use of the Internet – could cause delays and gaps in your calls (similar to what happens if you have a really weak cell phone signal while on a call). That's why making sure you have adequate bandwidth and the correct network connection (just like SIP trunks) is so important.

Then there's the cost. PBX hosting comes with a monthly licensing fee, so the TOTAL cost of owning the system can climb quickly. A hosted PBX can be ideal for a small office with 5 to 20 phones, but for a larger office you should either be looking for volume discounts **or** a different solution.

On-Premise IP PBX

This VoIP option can sometimes provide better call quality than the first 2, but still has some limitations. Common providers are 3CX, Asterisk, ShorTel, Epygi and Cisco Call Manager.

As with a hosted PBX, if your Internet goes down, your phones stop working altogether – although, with the right provider there are ways to create an automatic failover to cell phones or other backup solutions.

There are two ways to address this concern:

- a) You could connect your IP PBX to regular analog phone lines using a device called an **ATA** (Analog Telephone Adapter). That would still give you all of the features of VoIP without being dependent on the Internet. However, as noted above, the PSTN is being phased out so this is probably not an effective long-term strategy.
- b) The more effective solution is to ensure that you have a **redundant** Internet connection, along with a firewall / router capable of performing **automatic failover**. Of course, if you experience a total power failure, none of this will help but that's no different from an old-fashioned PBX.

A second concern is that if you have multiple locations and/or remote workers, you may have to implement and maintain a VPN (virtual private network) for each location, with a robust Internet connection or other connectivity method.

Hybrid (Or Blended) PBX

This is a relatively new and innovative approach to VoIP that is just becoming available in **some** markets. At this time, it's not yet available in Canada. However, it eliminates most of the negatives of the previous 3 options. The 2 biggest benefits to this option are 1) your calls do NOT compete for bandwidth on your computer network, so you won't get the choppy, garbled call quality that some VoIP solutions cause, and 2) if your Internet connection goes down, your phone system will still work.

That's because a hybrid PBX uses a small, inexpensive PBX device at your office that connects to the "brain" of the system in the cloud. However, the on-premise device will take over to ensure your phone system doesn't go down if the Internet does.

Another **UNIQUE** feature of the hybrid PBX is that the PBX device in your office is constantly communicating with the system in the cloud, checking for sound and connection quality and will make **LIVE**, real-time adjustments to how calls are being handled to ensure all phones are up and working and sound quality is high.

And like the hosted PBX solution, a hybrid PBX will automatically route inbound calls to an office or cell phone you designate should the Internet go down, which means your clients won't get a busy signal or eternal ringtone when they call.

But it's also important to remember that hybrid PBX's are new technology and – right now – quite expensive. So if cost reduction is one of your goals, this is probably not the right solution for you.

7 Revealing Questions To Ask Any VoIP Salesperson To Cut Through The Hype, Half-Truths And “Little” White Lies

1) Do I have to change the configuration of my firewall or do I have to replace it?

That depends. If you already have a business-grade firewall from a company like Sophos, Cisco, Dell SonicWALL, Checkpoint, Calyptix or others, then the answer is definitely NO. If you have such a device already and the VoIP salesman is trying to convince you otherwise, then he / she has limited knowledge and you should look elsewhere. Of course, if you're running your business with a consumer-grade firewall device (like the ones you can buy in “Big Box” stores) then you should be replacing it, regardless of whether you're considering VoIP.

Buyer Beware! Most companies that sell phone systems and do not install and support computer networks – which is what your VoIP system is running on – are often NOT qualified to recommend or install a VoIP phone system for your office. One of the biggest reasons for VoIP failure, poor sound quality, slowed Internet speeds, etc., is that the person selling you a VoIP system does not understand how to properly assess your company's firewall, routers, network traffic, Internet connection speeds, as well as a host of other factors, to make sure their phone system will work as advertised in YOUR SPECIFIC ENVIRONMENT. That's because they're phone system sales guys, not network engineers. Of course they'll *tell* you they're qualified to do this – so be sure to ask them if they'll put their money where their mouth is with guarantees like we do. You can read about our 100% no-small-print guarantee later in this document.

2) How many data centres do you have and are they geographically disbursed?

This is a key question if you're looking at a Hosted PBX or Hybrid solution. If the answer is only one, run away! What happens if their ONE data centre goes down? Or, more commonly, what happens when the VoIP equipment *inside* the data centre goes down? Your business is without a phone until they get their systems back online! Insist on a provider that has *at least* 2 redundant data centres in different locations to lower the risk of a natural disaster wiping out both data centres at once. Ideally, they should have 4 or more spread throughout North America.

3) What was your uptime last year? What's your guarantee for uptime?

Again, if you're thinking about a Hosted PBX solution, you need to be sure that your provider is going to be there when you need them. If it's anything less than 99.999%,

find a different provider. And don't just take them at their word; ask for confirmation proving the reliability of their network in the previous year. If they can't even do that, don't buy their system! Further, if they can't or WON'T guarantee a 99.999% uptime, shop elsewhere. REMEMBER: 99.999% still means **8.75 hours of downtime per year!**

NOTE: Uptime is the system's ability to make and receive calls. If an individual office happens to be down due to an Internet outage, this does not affect the overall reliability of the system because the system was ready and able.

4) If my phone is unreachable do you have automatic failover to another phone?

If your provider's system isn't constantly monitoring the status of your network, VoIP system and VoIP phones, you should consider going with another provider. If your Internet goes down, or even a single phone stops working, the system should know that within a few minutes and automatically forward the calls to a predetermined destination (like a cell phone or another office location).

5) Do you monitor my phones and system 24/7/365 for any potential issues?

If you have to tell your VoIP provider the phones aren't working, then find another provider. Any quality vendor should be monitoring and maintaining your system for you, using remote management tools. As we just outlined in question 4, the system should be self-regulating and know if a phone or system is offline and automatically make routing adjustments to ensure calls coming in are answered properly. Then, a technician should contact you to address the problem. If you are missing calls, move on to a different system.

6) Will our telephone features be the same when we move to VoIP?

Don't assume this! Even basic features like call forwarding might not be included! You would be amazed to find out how many VoIP systems fail to have the most basic features, such as call forwarding. You should insist on a hands-on demonstration in order to see the system for yourself and how it will work. This will avoid unpleasant "surprises" after you've paid for and installed the new system.

7) What kind of guarantees do you offer?

If your provider is not willing to back up their claims with a WRITTEN, no-small-print guarantee, free of "weasel out" clauses, look for a vendor that does. Every phone-system sales guy is going to tell you how wonderful their system is and how you won't experience any problems. If they're THAT confident, have them guarantee it in writing so you're not stuck paying for a new system that doesn't work.

Finally! Business-Grade VoIP Solutions That Deliver The Cost Savings You Want WITHOUT Sacrificing The Sound Quality And Dependability Of A Land Line

We Guarantee High Call Quality,
Reliability And Service

Thanks to our high-performance VoIP solutions, you can enjoy all the advanced features, flexibility and significant cost savings of VoIP while getting the high-definition sound quality and rock-solid dependability of a landline. There are a number of reasons why our VoIP solutions are the smart, superior and SAFE choice for your company:

- **We GUARANTEE our solutions.** See the end of this report for our 100% no-small-print guarantee.
- **Cut your phone bill costs SIGNIFICANTLY.** The average client who moves from traditional phone lines to our VoIP solutions saves between 30% and 75% on their phone bill – money that goes directly to your bottom line.
- **Keep working, even if your Internet goes down.** Unlike most other VoIP systems, many of our VoIP solutions allows you to still make and receive calls, even if the Internet goes down.
- **Costs less than other business phone systems.** Since our system costs significantly less than many other business phone systems, our clients can make the switch and still save money each month. Plus we can offer you easy payment options and even inexpensive leasing if you prefer.
- **Works with your existing business-grade firewall and router.** Unlike other VoIP phones, our system does NOT require you to incur the cost and hassle of upgrading your firewall or router and will work within your existing network.
- **Over 35 advanced features available.** Our VoIP system gives you an incredible number of easy and powerful options to take calls, route calls, handle voice mail and communicate. Whether you're making a simple phone call, faxing documents for signatures or holding a videoconferencing session, our system can deliver easy-to-use, top-quality service to get the job done without problems, complexity or failures.
- **Built-in monitoring and failover ensures your phone system is never "off-line."** Our software continually monitors your VoIP connection. If your system loses connection, we're notified immediately and the system will implement your failover protocols.

- **99.999% uptime GUARANTEED.** We monitor every system continuously with our technology, allowing us to guarantee 99.999% uptime. Most importantly, the suite of disaster recovery protections makes it possible for users to make phone calls even if their offices are inaccessible or if the Internet goes down.

Free VoIP Assessment Will Cut Through The Confusion, Myriad Of Options And Tech “Mumbo Jumbo” To Help You Make The Smartest, Safest Phone System Choice For Your Company

Since you’ve requested this report and have read this far, my guess is that you’re looking into upgrading your phone system to VoIP sometime in the near future. To help you avoid making any mistakes and to help you navigate the endless number of choices, tech jargon “mumbo jumbo,” conflicting advice and confusion, I’d like to offer you a FREE VoIP and Communications Assessment for your company to answer all of your questions and determine which phone system is BEST FOR YOU based on your specific needs, budget, Internet connection and existing network.

You have my absolute assurance that I will give you straight answers to your questions and will NOT hard-sell you a phone system. My goal is to help you make the BEST decision for YOU – one that you’re comfortable with and that will actually deliver what you want. If our system turns out to be the best option for you, we’d welcome the opportunity to serve you. But if not, we’ll give you our best recommendation and refer you to some other solutions. That’s how we build solid trust-based relationships with all of our clients.

At the end of our Free Assessment, you’ll know:

- **The EXACT and TRUE amount of money you will save by switching to VoIP, and ALL the costs that are associated with selecting a VoIP phone system.** In most cases, we save our clients between 30% and 75%. But most important, we’ll show you a complete and true picture of ALL costs factored in, not just your phone-bill savings, which is what most other VoIP salespeople focus on to avoid talking about other costs involved in moving to their system.
- **If a VoIP phone system will truly work in YOUR specific environment.** Every office and network is different, so it’s critical that you get a thorough assessment of your *entire* network, including your bandwidth and Internet connection, firewall, system use, volume of calls, features you need, etc., etc., etc. That’s why we run tests in YOUR specific environment to make sure you won’t experience garbled sound, dropped or missed calls, echoes and dozens of other VoIP problems.
- **If you have the right Internet connection and network configuration to use a VoIP phone without problems.** We’ll do a complete analysis of your current Internet connection and computer network to determine if you have sufficient bandwidth to operate a VoIP system without issues, and to look for any other factors that may negatively impact a VoIP phone system from working properly.
- **What the BEST phone system is for you – and what features you need – based on how you do business.** If you’re running a call centre, you will have different needs than if you’re

a doctor's office. If you have remote workers and a sales team that travels extensively, there are features that can help you keep these employees connected. Do you want to record calls coming in for quality and training purposes? Does your front desk get overloaded with calls during certain times of the day or year? Do you absolutely need to have your phones answered live? Would you like to have your voice-mail messages sent to your in-box or typed out? These are just a few of the features available.

Here's How Your Free VoIP Assessment Works:

At no charge, we will come to your office to conduct a detailed review of your current phone system, telephone bill, Internet connection and network setup. We'll also analyze how calls are currently being handled and your "dream list" of what you would like to happen when a client or a prospect calls your office.

Based on what we discover, we'll research multiple options and come back to present you with an action plan and 2 or more phone system options to help you save money and get the results you want. We will NOT try to sell you a "one-size-fits-all" system but instead recommend a phone system we are supremely confident in to deliver the service, cost savings and quality you want.

Why? Because we stand behind all of our phone solutions with solid guarantees. We don't make you sign long-term contracts and if you're not happy with our service, we will work with you – at NO CHARGE – to move you to a different provider. Obviously we're highly motivated to recommend the RIGHT system for you and ensure you're thrilled with its performance.

That said, I want to be very clear that there are no expectations on our part for you to do or buy anything when you sign up for a Free VoIP Assessment. We don't expect everyone to become a client; we also know that providing value in advance – NOT heavy sales pressure – is the best way to build relationships with potential clients like you, which is why we offer this Free Assessment.

If nothing else, this Free Assessment will put you in a much better position to make an informed, intelligent decision on whether or not you should upgrade your phone system, if your network is capable of handling VoIP AND which option(s) will work best for you.

What To Do Now: How To Request Your Free VoIP Assessment

To request a Free VoIP Assessment, simply respond by:

- Calling us at 416-966-3306
- Sending me an e-mail: teds@connectability.com
- Going online and filling out our form: www.connectability.com/voip-assessment

Once we hear from you, Rebekah from my office will call you to schedule a convenient time for us to meet. Remember, there is no obligation for you to buy or do anything – this is simply a discovery meeting to see if VoIP is right for your organization.

Sincerely,

Ted Shafran, President
Connectability Inc,

Call Me Direct: 416-966-3306 x 226

What Do Our Clients Say About Us?



"Our school switched to Connectability about two years ago. As a school, we have some specific needs for networks and servers. We had several service providers before we found Connectability. None of them is anywhere close to Connectability's performance level. The solutions provided are always creative, reliable, effective, secure and cost-effective. Connectability's team has always been responsive, knowledgeable and very attentive to our needs." - **George Zhang, Beijing New Oriental Training Inc.**



"We have worked with Connectability for nearly 20 years. In that span of time we have never had a problem that Connectability couldn't solve. They are very responsive in crisis situations and we have always been very satisfied with their solutions. We operate outside of standard business hours and Connectability has provided support in evenings, on weekends and even holidays. Their technical support is exceptional and as a reseller of industry standard computer hardware, their prices are very competitive. We consider them an integral part of our organization and continue to rely on them as a provider of support for our mission critical computer infrastructure." - **Marian Bukal, DVI Lighting Ltd + Plastic Dress-Up Inc.**



"My firm switched to Connectability six years ago and it was one of the best decisions we made. Their team is always extremely responsive to our needs - however small the problem may be they are always patient and come up with creative solutions. In one instance a key computer was infected with malware late at night. They responded that evening and were in my office first thing the next morning for as long as it took to resolve the issue. We are delighted with the support provided by Ted and his team." - **David Fine, Fine Communications Inc.**



“We engaged Connectability early in 2015. We have been very happy so far. The response time is swift and staff are very knowledgeable. I like the way Connectability offers multiple solutions to issues when required. It makes the decision process easier – who doesn’t want that when it comes to their IT concerns?” – **Cathy Matyskiel, MD+A Health Solutions**



“We have been with Connectability for almost two years. They have provided us with great service and the comfort of knowing that if we have a problem, they quite often know about it before we do, and fix it with minimal down time if any at all.” – **Michael Gladstone, General Manager, Royal Lighting**



“Connectability’s Managed IT Services plan has delivered everything that we were promised, and more. Their staff are prompt, knowledgeable, courteous and a pleasure to work with. Any business looking for highly professional and cost-effective IT support should look no further than Connectability.” – **Cynthia Hollidge, President, CCS Creative**



“Connectability has been my sole source for hardware, networking and consulting services for over ten years now. The company has always been professional, responsive and cost-effective. I highly recommend Connectability to any business organization looking to improve its Information Technology resources.” – **James Adessky, Murray & Company**

Our No-Small-Print Guarantee:

We're absolutely confident that our VoIP phone system is the best at delivering high-definition call quality and performance, with ZERO dropped calls, echoes, garbled sound and other common VoIP problems. We know you are going to LOVE IT. That's why we stand behind our phone solution with a simple guarantee. Try our phone solution for 6 months. If you are not completely thrilled with its performance, sound quality and feature set, we'll remove it at our cost and help you transition to another provider, also at our cost.