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ESSENTIAL GUIDE:

# WHAT IS VoIP?

## Understanding the Basics of VoIP Technology



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# What is VoIP?

## Understanding the Basics of VoIP Technology

VoIP phone service can do the same things traditional phone service can do. The key difference is that the **Internet powers VoIP**. With a high speed Internet connection, you can get quality phone service delivered through the Internet instead of using your local phone company. VoIP is sometimes called IP Telephony or Internet Telephony.

In a VoIP environment, the telephone handsets are called IP (Internet Protocol) phones and are essentially mini computers. They look and operate like regular telephones but they use the Internet connection, just like a computer, to operate. Therefore, people can use VoIP to communicate wherever they have access to the Internet—unlike traditional phone service where you need a telephone jack.

VoIP can be implemented using several different types of architectures and methods. The **most common uses** are for **residential phone service** and **small business phone service**.

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# Residential VoIP



Residential VoIP, also referred to as VoIP Phone, Digital Phone, Internet Phone or Broadband Phone service, is a way of making **regular phone calls** over a broadband high speed **Internet connection** instead of a traditional telephone line. VoIP can **replace your existing home phone** service while providing the added benefits of no unexplained taxes, service charges, or expensive monthly fees. VoIP is cheap, plus you get lots of great features as standard.

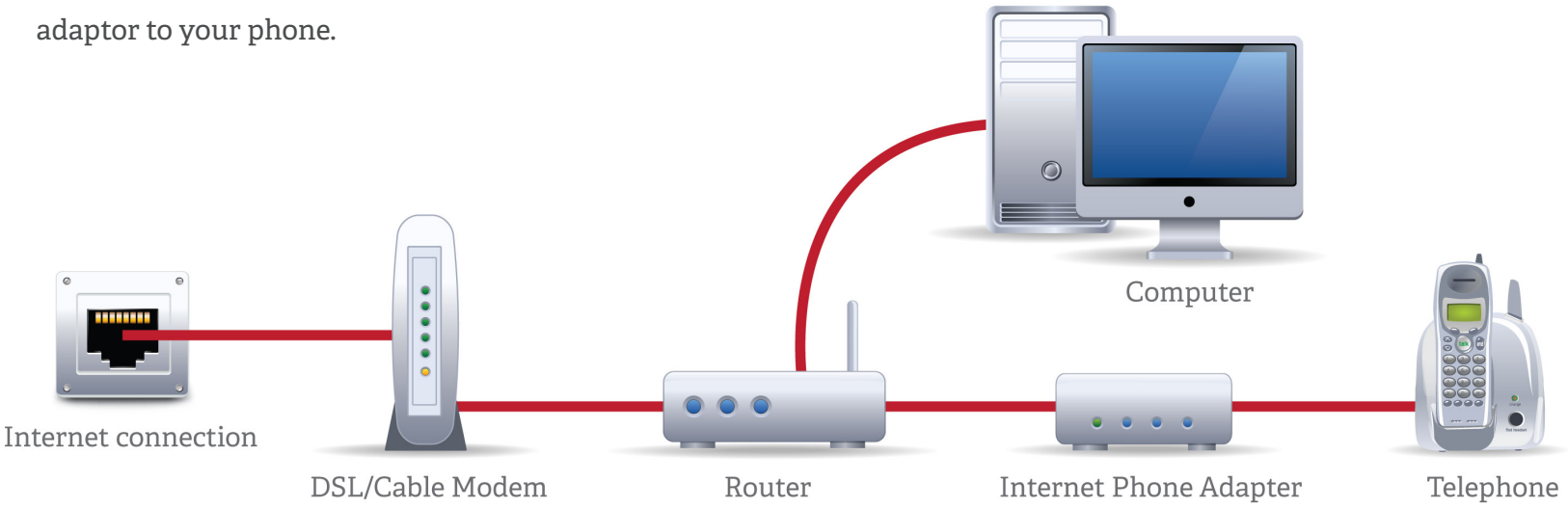
With VoIP, you simply pick up your regular phone at home, dial a number and talk just like you would with a traditional home phone service. It doesn't matter if the person you are calling has a VoIP phone service or a traditional phone service—the routing is all taken care of by your residential VoIP provider. The only additional piece of equipment that you need is a VoIP phone adaptor (often called an ATA). Your service provider supplies this when you sign up and it allows you to make phone calls using your regular telephone. Sometimes the adaptor is built right into your cable modem.

http://www.whichvoip.com/residential-voip.html
http://www.aitelephone.com/voip-service-diagram.html

## Residential VoIP

# Here's how it works:

1. VoIP sends your calls across the Internet.
2. Your calls go through your Cable/DSL modem or IP router.
3. A VoIP phone adaptor shares your high-speed broadband phone connection.
4. Your Internet connection will work as it did before you installed the phone adaptor.
5. Your phone calls are sent through your VoIP phone adaptor to your phone.

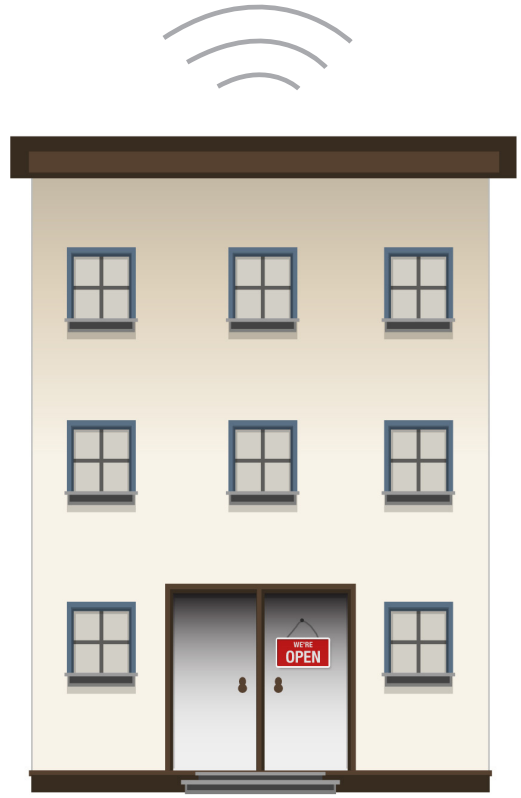


# Small Business VoIP

There are different types of business VoIP solutions in the marketplace and various ways to implement those solutions. The most common way that VoIP is used by small businesses is through a **hosted VoIP phone system**.

Hosted VoIP is a popular choice among small business owners; it's a cost effective solution that delivers lots of useful features and is quicker and easier to set up than a traditional phone system.

Following are more details about the primary benefits of a hosted VoIP phone system.



## Cost Effective

Hosted VoIP is much more **budget-friendly** than a traditional business phone service. It requires **no outside consultant** to support system changes, so you don't need a telecom expert on staff. It works using your existing Internet connection, so you're not paying for additional infrastructure. Further, it requires no onsite server equipment. This means that you won't spend time or resources managing a server because you'll never see it. The service provider handles all software updates and maintenance in an offsite location.



## Simple Set Up

Hosted VoIP is simple to set up and the phone settings are **easy to modify**. Business owners simply determine the number of phone numbers and extensions they need, purchase VoIP telephones (if they want to be able to make outgoing calls), set up their features using a **web-based portal,** and begin using the system. The only onsite equipment required is a high-speed Internet connection and a phone. Since IP phones can plug into any existing Internet just like a computer, it's pretty easy to get dial tone wherever you are.



## Feature Rich

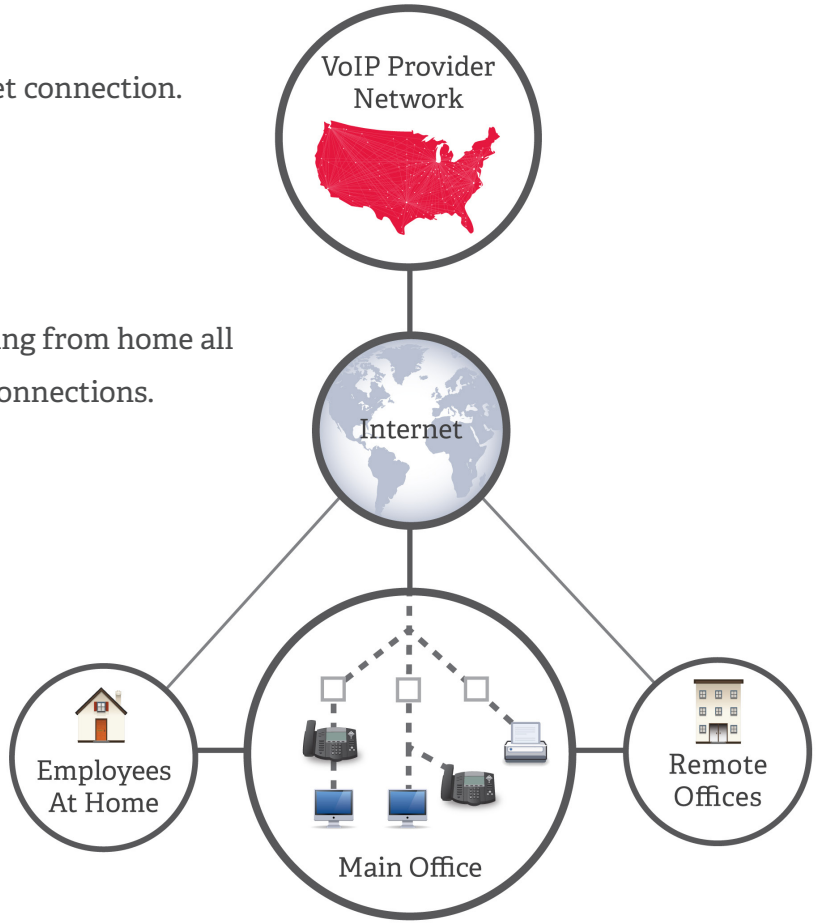
Hosted VoIP systems typically provide all the standard **features** of a traditional phone system, such as call groups, call forwarding and voicemail, at a **significantly lower cost**. Plus hosted VoIP is much easier to program and doesn't require a telecom guru to make it work.

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## Small Business VoIP

# Here's how it works:

1. Plug your VoIP telephones into the existing high-speed Internet connection.
2. VoIP sends your calls across your existing Internet.
3. Calls are routed by your service provider in the cloud.
4. Employees in your main office, remote offices and those working from home all have access to the system, even if they use different Internet connections.



The technology used in a hosted VoIP phone system is not vastly different from traditional phone service, except in the way it uses the Internet to send and receive calls. Understanding how VoIP works is an important step in determining the type of telephony solutions that are right for you.

## What is Phonebooth?

Phonebooth OnDemand is a hosted VoIP business phone system that gives small businesss owners the flexibility and conveniece of a big business phone solution at a fraction of the price. Operating in the cloud, Phonebooth is a smarter way to do business VoIP. The Phonebooth software platform was designed with the small business owner in mind--it's easy to use, simple to customize and completely accessible online.

### Get Started

- ✓ Save up to 60% per month.
- ✓ One-low price, $20 per user.
- ✓ All features free.
- ✓ Easy Setup. Instant Activation.
- ✓ No contract, no risk.
- ✓ Call us **(877) 842-0699**

Learn more about VoIP business phone solutions at: www.phonebooth.com