



Traditional phone systems are holding your business back. They're expensive to maintain, prone to downtime, difficult to scale, and lack many features modern businesses need to compete. This is why many businesses are moving from onsite phone systems to a VoIP (voice over IP) solution. As of 2024, over 61% of businesses have begun the transition to VoIP, indicating a huge industry-wide shift in communication technology. This is because VoIP offers all the features of traditional phone systems while also providing smarter, versatile tools that can greatly enhance productivity for most businesses. This translates into lower telecommunication costs and a phone system that can easily accommodate remote work and scale to a growing business' needs. VoIP is the ultimate telecommunication solution and transitioning your existing phone system is easier than you might think thanks to CTS.

Onsite phone systems are a liability

It might not be immediately obvious, but traditional onsite phone systems are quickly becoming a liability. Faced with an increasingly digital landscape, legacy phone systems like PBX (Private Branch Exchange), PSTN (Public Switched Telephone Network), and T1 setups just no longer cut it. In fact, they're probably costing your business time and money. Such legacy solutions fall short in a number of ways:



Maintenance Costs

PBX, PSTN, and T1 require ongoing hardware upkeep, as well as staff to perform such maintenance. Before long, your business can wind up spending thousands every year just to maintain a phone system that's fast becoming obsolete.

Hard to Scale

Scaling up a traditional phone system is also difficult. It requires the installation of physically adding new lines in your office space, something that's labor-intensive, not to mention expensive and inconvenient.

Expensive Communication

Making long-distance or international calls through a legacy system like PSTN or a T1 line can be expensive. With modern business communication crossing many borders, this is a significant drawback.

Lack of Features

Being based on decades old tech, analog phone systems have a very basic feature set. Systems lack any kind of analytics, remote access, or capabilities like unified communications; all things that are essential to modern business.

Analog, Physical Infrastructure

PBX and even PSTN phone systems are dependent on physical, onsite hardware. Common problems like power-outages or hardware failure can mean communication in your business grinds to a halt.

Remote Work Unfriendly

PBX and PSTN are also not accommodating for hybrid and remote workplaces. The analog systems lack the capability to seamlessly support staff working from multiple locations.

What is VoIP?

VoIP has become the go-to telecommunications solution for businesses for many reasons. VoIP has swept away the traditional analog phone systems and instead uses the internet to make voice calls to clients, partners, and internally with employees. Unlike outdated legacy phone systems, VoIP operates through digital Internet Protocol (IP) networks. The technology converts analog voice signals from a headset, microphone, or phone into digital packets of data. These are then sent over IP networks (like a private business network or the internet), and reassembled into audio signals at the other end. This method allows for faster connections, clearer voice quality, and a host of other advanced features that onsite phone systems can no longer compete with.



VoIP Technology was originally developed in the 1990's with Skype seeing the first wave of mass-adoption of the technology in the early 2000's for personal use. Businesses began to see the commercial benefit of the technology and has now become the very best way to communicate internally and externally for businesses. Switching your telecommunications to VoIP doesn't just modernize your phone system though. VoIP offers a number of advanced features and practical benefits that improves how your business runs.

8 BIG Benefits of VoIP

1. Significant Cost Savings

Most businesses stand to save up to 50% on monthly phone bills by switching to VOIP, with the cost of local calls reduced by 40% and international calls reduced by 90%. VoIP also takes away the need for traditional phone lines, requiring only an internet connection. This can drastically reduce operating costs by eliminating the need for physical hardware and infrastructure like PSTN and T1 lines that need ongoing maintenance, upgrades, and monitoring.

2. Scalability

By digitizing your telecommunications with VoIP your phone system can scale up and down with your business. There's no longer any need to add new hardware or run new cabling. Instead, simply add more Wi-Fi/IP phones or apps as needed with no downtime. VoIP makes it simple to add or remove accounts to your phone system with provisioning via a simple software interface. This puts you in control of privileges and access for your phone system.

3. Feature Rich

Being digital, VoIP has tons of features that traditional phone systems don't. These include call forwarding and routing, advanced call recording, seamless group calls, live voice transcription, and automatic updates.

4. Reliable

Since VoIP operates solely over the internet, you also reduce the number of potential failure points in your system. Whereas traditional systems are prone to outages in power or service, VoIP offers a robust system with redundancy often built-in. Hosted in the cloud, VoIP phone systems can fallback on backup connections such as LTE or 5G to ensure critical communications remain available with downtime usually less than 0.01%.

5. Mobile and Flexible

VoIP allows your employees to use your phone system wherever they conduct their business through mobile apps or a laptop. This is ideal for businesses that offer hybrid or remote working, allowing all employees to have the same communication features whether at home, in the office or traveling.

6. Highly Secure and Compliant

To better protect your business and customer data, VoIP implements end-to-end encryption to keep all communication private. Systems can also utilize firewalls and two-factor authentication to ensure only authorized individuals have access to the phone system. This makes VoIP essential to regulated industries such as healthcare where HIPAA compliant call recording is mandatory.

7. Crystal-Clear Voice Quality

VoIP offers high-definition (HD) voice quality thanks to its use of advanced voice codecs such as G.722, with greatly improved clarity over traditional phone calls thanks to optional features like background noise-reduction. For your business, this means more pleasant voice calls with clearer communication and fewer misunderstandings.

8. Analytics

Digital-by-nature, VoIP makes it easy to see detailed analytics about your phone system. Insights include call duration, response times, missed calls, and other metrics on employee performance that can help you improve your business. VoIP dashboards make it easy to track such metrics and can assist in monitoring for regulatory compliance with GDPR or HIPAA.

CTS Can Help You Transition to VoIP

Transitioning to VoIP is one of the best ways you can improve your business, but the process can be daunting without a clear strategy. CTS can help your business move away from a legacy phone system to VoIP with a customized, step-by-step approach, tailored specifically to your business' needs. With the help of our expert team, we make deploying a VoIP system easy so your business can enjoy the cost and productivity benefits sooner. Our approach involves 5 simple steps in which we:



1. Assess Your Communication Needs

We evaluate your existing phone system and its limitations and suggest a VoIP solution that aligns with your requirements (e.g. high call volume, call recording).

2. Assess Your Infrastructure

We will then test and review your business' internet connection and network. Here, we look to see if your existing routers and network can handle your VoIP bandwidth requirements and if QoS (Quality of Service) settings need to be implemented for voice prioritization.

3. Select Your Hardware

There are now thousands of VoIP-enabled phones, softphones, and headsets on the market. We can help you select the hardware that suits your business and show you how to use your existing devices where possible.

4. Transition to VoIP

At this point, we will develop a transition plan to minimize disruption in your telecommunications. We offer the ability to implement VoIP in phases, which allows you to train staff on the new system before a full deployment.

5. Test, Monitor, and Optimize

After VoIP is fully deployed, we will test call quality and monitor the performance of the system. We will show you how to use VoIP analytics tools to assess usage and troubleshoot issues, while always remaining on hand to help should you need it.

Make the switch
to **VOIP** with
CTS!

We can make transitioning to VoIP easy so you can enjoy feature-rich, reliable communications that save you money. Contact us today to get started on upgrading your phone system to a flexible, future-proof **VoIP** solution.