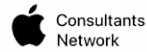


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# VoIP Essentials

A comprehensive guide  
for small to medium  
sized businesses

Guidance on hardware, number transfers, setup costs and more.





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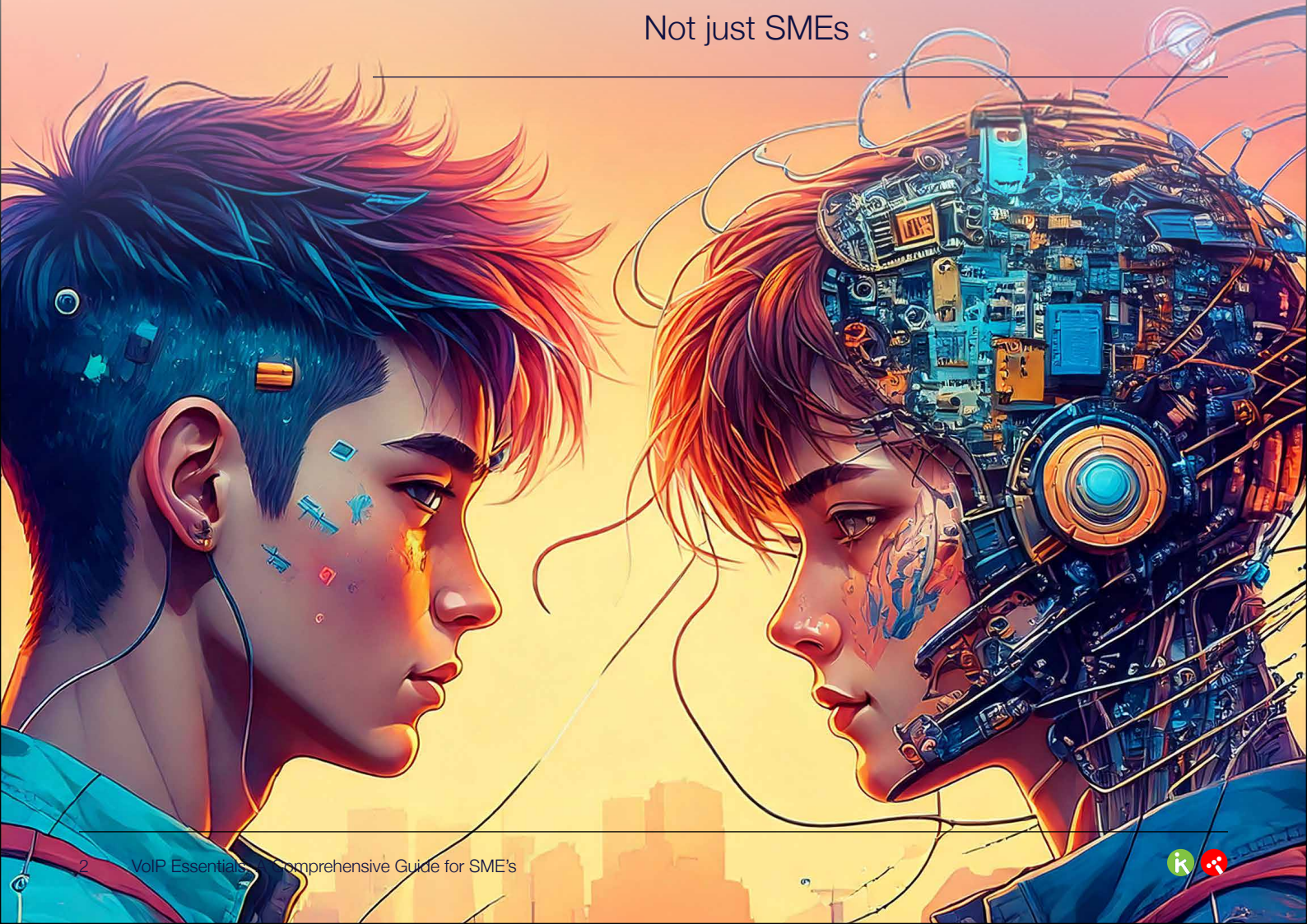
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**VoIP benefits for all businesses:**

Not just SMEs

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# Switching your business to VoIP:

## What you need to know

As your Internet Telephony Service Provider (ITSP), we will guide you through the key topics listed below to ensure a smooth transition to VoIP.

### What is VoIP and how does it work?

VoIP (Voice over Internet Protocol) transmits phone calls over the internet by converting your voice into digital data and delivering it instantly to the recipient.

### How does VoIP compare to traditional comms?

With VoIP, you can call any landline or mobile number just like you would with a traditional phone and others can reach you the same way.



### Things to consider...



#### How many employees use a phone daily?

This number acts as a multiplier, determining your IP phones, ethernet points and network switches. We'll use 10 as an example.



#### What is your current and required internet connectivity?

Connectivity varies in size and cost. We've tried to list the available options in order of price based on the current UK market.

# Connectivity Options

Service	Speed
Cable Broadband	Up to 1Gbps
SoGEA (Single Order Generic Ethernet Access)	Up to 80Mb
FTTP (Fibre to the Premises)	Up to 1Gbps
Wireless Leased Line	Up to 1Gbps
Fibre Leased Line/Ethernet Wire Line	Up to 10Gbps

## What equipment is required?

A basic network needs a router for internet, a switch to expand endpoints and IP phones. These can be physical devices (hardphones) or software apps on your PC, Mac, laptop or iPad (softphones).



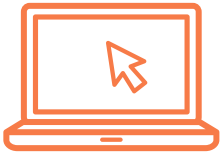
## IP phones

IP phones can greatly vary in price, so it's important to set a budget. The good news is that even budget phones offer most features. Higher-priced models typically add physical features like larger displays, LED screens and more buttons.



# Network Equipment

When transitioning from traditional telephony to hosted or VoIP, you'll be adding more devices to your local network. For a 10-user business, let's look at the typical setup.



## PCs & Laptops

10 wired/wireless devices

Wired through ethernet cables and wireless.

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## Servers

1 device

Cloud servers are reducing this, but it still applies to many SME's.

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## Printers

1-2 devices

Wired through ethernet cables and wireless.

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## Phones

10 devices

Traditional phones don't use LAN space, but VoIP adds 10 IP devices.

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Assuming each person has two devices (PC/laptop & phone) and 1-2 printers, here's what's needed:

- 1 x Router
- 1 x Switch with at least 24 ports (preferably with POE)
- 22 x Ethernet Cat5/6 points
- Power sockets for PCs and laptops (POE eliminates the need for phone power sockets)

## Equipment Notes

Build your infrastructure with long-lasting devices to reduce costs elsewhere. E.g., POE switches allow most IP phones to be powered through Ethernet, cutting down the need for additional power points.

# Hardphones VS Softphones

## Choosing the right options for your business



### Hardphones

#### Pros

- Reliability - Calls can be made even without a PC.
- No hidden costs.
- People prefer physical devices.
- Flexibility: No vendor lock-in. As long as the phone supports SIP, you're set.

#### Cons

- Cost.
- Excessive buttons can confuse users.
- Training.



### Softphones

#### Pros

- Cost effective.
- Easy setup.
- Software has longer lifespan than hardware.
- Less ethernet points needed.
- No desk space needed.

#### Cons

- Training.





# Number Porting:

## Keeping your existing numbers

You can keep your existing phone numbers with 'number porting'. Your new ITSP requests this change from your current provider, facilitated by Ofcom's nominated third party, the BT porting desk. Geographic (01, 02) and non-geographic (03, 08) numbers can be ported between providers.



### Things to consider...



#### **Who is your current provider?**

Check who your current provider is, as the porting process varies between telecom companies.



#### **How many numbers do you have, and how are they delivered?**

Determine the total numbers in use and whether they are delivered via PTSN, ISDN or SIP as this affects the porting process.



#### **Do you need all your numbers?**

You can remove unused numbers during porting. Your provider will return or reassign them.

# VoIP benefits for all businesses, not just SMEs

Benefits	
<b>Cost savings</b>	VoIP is more affordable than traditional phone services, with lower call rates and monthly fees. Free calls within your business and provider network add further savings.
<b>Quick setup</b>	VoIP can be deployed in 24-48 hours, while traditional systems take anywhere from 7 to 60+ days.
<b>Location flexibility</b>	VoIP works anywhere with an internet connection, making it ideal for remote and global teams.
<b>Advanced features</b>	Voicemail-to-email, IVR and other premium features come standard with VoIP, unlike traditional costly add-ons.
<b>Scalability</b>	Easily adjust the number of users based on business needs, perfect for seasonal or growing companies.
<b>Business continuity</b>	If your internet goes down, calls can still be answered and settings can be updated in real time.
<b>Easy management</b>	Online access allows you to quickly configure and manage services to meet business demands.



# About Kaizen Telecom

Kaizen Telecom was formed in 2009 to provide an independent service offering for customers who wanted traditional telephony and connectivity services unrelated to their IT services.

Since that time we have worked with many well known long established local and national companies. During that period changes in technology such as Fibre, VOIP, mobile internet , video calling, have meant that these services have largely merged together and companies are now known as ICT or Information and Communication Technology providers and/ or MSP's managed service providers - as a result Kaizen are gradually bringing these services under one umbrella and although both companies (Telecom and IT) are still separate its likely that within the next few years they will merge together and billing will start to come from one organisation.

**Book a free online consultation  
with our team today.**

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