

# GoTo

Connect

## The GoTo VoIP Guide

How to select the right phone system for your business.



# Before You Buy a Business Phone System

**Don't invest your time, budget, and energy into deploying one system only to have to upgrade to another later.**

Your organization needs a phone system that not only matches your current business requirements, but grows alongside your ambitions and the evolving world around you.

## Your phone system needs to be:

- **Flexible:** Run your business from anywhere and empower your employees to be productive no matter where they are
- **Professional:** Advanced voice features help deliver a positive customer experience over the phone
- **Reliable:** With the right system, you never miss a call
- **Scalable:** Nothing should stifle your company's growth, especially not your phone system



## Next Steps

1. Know your current situation
2. Learn how Hosted VoIP works
3. Evaluate potential providers

# 1

## Your Current Situation

What is working and what is not in your current infrastructure?

Are you only looking for a phone system?  
Or are you looking for all-in-one phone, meeting, messaging, and contact center?



# 2 Understanding VoIP

Let's look at the phone systems available on the market.



## On premise

For decades, on-premises solutions served as the default option for business phone systems. An on-premises (or “legacy”) system is one where your company purchases the system hardware — including servers, switches, etc. — and hosts it at your office location. You are then responsible for its upkeep, as well as any maintenance or updates. But where are your employees located? If you have a hybrid or remote model, it may be time to reevaluate your overall investment.





## VoIP

VoIP stands for Voice over Internet Protocol. It's a technology that transmits calls through data networks rather than through traditional phone lines. Businesses can purchase on-premises phone systems that use VoIP or cloud-based VoIP services, also known as Hosted VoIP.



## Hosted VoIP

A Hosted VoIP phone system forgoes most on-site equipment. The provider “hosts” — or maintains and updates — the necessary hardware and software off-site, delivering voice connectivity remotely.



## Hybrid

Many companies, to maintain their investment in an on-premises system while capitalizing on the advantages of a cloud-based one, combine their on-site system with a cloud-based VoIP service.



## The takeaway:

It's time to take your phone system to the cloud. A **cloud-based business phone system** eliminates specialized, resource-heavy on-site equipment, using VoIP to deliver seamless connections to any internet-connected device.

# 3 Evaluate Potential Providers

Due diligence will help you select the best option for your team's needs and bottom line. Not all providers are equal. Check out the top names on VoIP review sites and then use this checklist to evaluate your options.



## What to look for:

- What is the pricing structure?
- What are the key features you need or would like?
- Do they use encryption and other security measures?
- Is support and customer care included?
- What kind of support can you expect during setup?
- Do they offer a mobile app? What voice features are included?
- How easy is the admin experience? Can users and call flows be updated in one place?
- What call analytics and usage reports are available?
- Is there a formal service level agreement (SLA) guaranteeing uptime?



# Next Steps

## Request a pricing quote

This quote should be “no-surprises” and include all up-front charges and add-ons.

## Schedule a demo

Prepare a list of questions for the solution consultant. Review your current needs and pain points. Think about usability and ease of training.





## GoTo Connect leads the Hosted VoIP industry in customer support and reliability.

With all-inclusive features, complete control of its platform, and many datacenters distributed worldwide providing redundant service, GoTo Connect sets the pace for the Hosted VoIP industry.

With mobile and desktop applications, GoTo Connect helps maintain professionalism regardless of where your flexible workforce is: at the desk, on the road, or at home.

Don't forget, GoTo Connect is one of many products at GoTo that empowers your workforce regardless of location. Make sure employees are engaged with GoTo Webinar and supported with GoTo Resolve. Truly unified solutions make sure you stay connected and secured how you want, anytime, anywhere.

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