

# A Buyers Guide to Affordable Small Business Phone Systems



## Introduction

In today's fast-paced and competitive world, small businesses need to work smart to win. Fortunately, Internet and cloud-based technology is helping to level the playing field and enabling small businesses to do more with less. Basic infrastructure such as business telephone systems has dramatically improved and can help a small business owner position themselves for greater success.

Now your small business can have all the functions and benefits of a full-featured phone system like the ones the big businesses use at a very affordable price.

## Shortcomings of Traditional Business Phone Service

Many older business telephone systems use PBX equipment that has to be purchased and installed at the business location. They are expensive to purchase and maintain and require special expertise to make changes.

Business service plans from the traditional wired providers are also very expensive. These plans may not require a PBX setup on site, but they still require a professional installation and internal wiring throughout your business. They typically do not offer competitive features beyond a basic dial tone.

Since all businesses today use the Internet as a critical part of their business infrastructure, it makes sense to leverage what you already have rather than to install more wires and equipment. Say goodbye to bulky, old-school PBX systems and expensive IT consultants. **Say hello to Voice over Internet Protocol (VoIP) and cloud-based virtual telephone systems.**

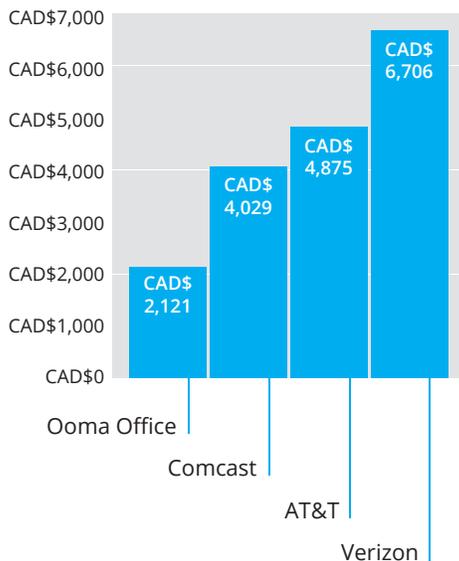
## Internet Phone Service—Clear Calling for Less

VoIP telephone systems use the Internet to transmit voice calls and leverage local hardware to offer great sounding calls with minimal load on your existing Internet bandwidth.

Compared to alternative systems, a VoIP setup costs a lot less. Traditional wire providers are expensive and require installation appointments and internal wiring on your end. Many of these providers also want to lock you into a contract that could be 12 months or longer!

Ooma Office (from Ooma, #1 ranked residential VoIP service provider in a leading consumer research magazine<sup>1</sup>) offers the best value with **an average savings of 60%** over traditional phone service providers<sup>2</sup>. Ooma Office charges a low monthly fee and allows you to self-install in minutes.

Total Cost of Ownership Over 2 Years



**Ooma Office, on average, costs 60% less than similar solutions.**

## Sound Like a Big Business

Ooma Office makes your small business look and sound like a big business with cloud-based features like like music on hold, and conference bridge support. You also get a virtual receptionist that supports different menus for work hours and non-work hours, and that comes with advanced features like text to speech so that you do not need to re-record messages as things change.

- **Unlimited calling** to the US and Canada
- **Virtual receptionist** to automate call routing and a dial by name directory
- **Virtual fax** ditch your fax machine to send and receive faxes digitally
- **Ooma Office mobile app** lets you make and receive phone calls as if you were in the office with any iOS or Android device.
- **Cloud-based portal** for easy configuration
- **Voicemail**
- **Conference server**
- **Three-way calling**
- **Call transfer** between users
- **Call waiting**
- **Ring groups**
- **Music on hold**
- **Call forwarding / Multi-ring**
- and **much more**



## Easy to Install

Ooma Office connects to your router and provides and uses DECT technology to provide wireless phone connectivity throughout your business. Your phones can be plugged in anywhere that you have an available electrical outlet.

## Ooma Office Uses Standard Phones—No expensive IP phones needed

IP phones typically cost CAD\$100-CAD\$400 and connect directly to the Internet. Most of these VoIP vendors use expensive IP phones that you will need to purchase. Ooma Office is the only solution that uses standard analog phones, which are lower cost, abundantly available and allow you to use phones you may already have.

## No Wiring Necessary

With Ooma Office, you do not need to run traditional phone lines or network cabling to each location you want a phone. Connect your phones wirelessly using Ooma Linx devices (sold separately).

## Grows with your business up to 20 users





## Best Choice: Ooma Office

### Ooma Office is the Best Choice for VoIP

Ooma Office's unique hardware solution provides crystal-clear calling, a virtually wireless internal office environment and the ability to use any analog phone, including wireless, multi-handset and phones you already have.

Unlike other VoIP cloud providers which require you to have specialized Ethernet cabling pulled to each location in your office that you want to have a phone, Ooma Office leverages advanced DECT 6.0 technology to connect phones wirelessly wherever you want within your office.

**With Ooma office, you can sound like a big business at a small business price.**

Learn more at [www.OomaOffice.ca](http://www.OomaOffice.ca) or call 1-844-810-2638



1. Number 1 ranking based on an online survey of subscribers published May 2011, June 2012, and May 2013, May 2014, and May 2015 by a leading consumer research magazine. Based on overall user satisfaction, not necessarily representative of general population.

2. This example compares the costs of a business telephone system with three users with individual direct phone numbers, a dedicated fax line, and a conference bridge in Canada. All telephone plans offer unlimited calls to the US and Canada with month-to-month service that requires no long-term contracts or prepayments.

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