



# The Case for Voice-over-IP

## The Case for Voice-over-IP ("VoIP")

As the General Manager of a hotel, bed & breakfast, extended stay, or other hospitality provider, you undoubtedly understand the importance of providing your guests enhanced voice features that differentiate your phone service from plain vanilla telephone lines. Whether you want to maximize customer satisfaction by offering your guests convenient graphical user interfaces (GUIs) to help guide them through their in-room telephone service, or desire to increase revenues by delivering banners, room-specific messages, or advertisements, Hosted VoIP phone service could be the right business solution for your hospitality establishment.

With mobile phones on the rise as an alternative to in-room telephone service, hospitality providers face multiple challenges. Guests expect more out of their away-from-home communications systems, such as high-speed data and free local/national calling. As your customers become more sophisticated, you need to preserve the flexibility to tailor voice service packages to your guests' needs, while at the same time minimizing costs. With all this in mind, have you ever considered Voice-over-IP for your business needs?

## What is Voice-over-IP, anyway?

You may have heard the hype, but what exactly are the benefits of VoIP to you as a Hospitality Provider? VoIP allows you to

consolidate your telephone and data service onto a single network, enabling you to leverage your investment in IP across multiple communications streams. Moreover, the flexibility of IP has spawned a multitude of productivity-enhancing voice features and services (TRANSLATION: NO MORE ARCANE STAR CODES), resulting in increases in efficiency and efficacy that your guests will appreciate. Lastly, VoIP is a cost-effective investment in network voice/data convergence, and comes without the headaches

and cost savings, consider Hosted VoIP Service. Unlike a Key System or PBX, Hosted VoIP Service requires minimal upfront capital expenses and management oversight on your part, AND offers far more features than most Key Systems or PBXs. Unlike Centrex, which is Business Phone Service hosted by your incumbent telephone company, Hosted VoIP Service provides you the ability to service and support your guests WITHOUT waiting on the local behemoth to get back to you. Unlike a Key System, PBX, or

## *The Promise of VoIP: Unleash Power and Productivity!*

of managing premises-based switching equipment. Gone are the days of heavy upfront costs for equipment and phones, maintenance & support/service contracts, and multiple vendors for bandwidth, connectivity, and long distance minutes.

## What Are My Options?

As a Hospitality provider, you are most likely using a Key System, PBX, or Centrex services to fuel your company's telephone needs. Either way, Hosted VoIP services can be an attractive alternative for your Hospitality establishment.

## Key System, PBX, or Centrex Replacement

If you're interested in leveraging state-of-the-art technology to effect productivity enhancements

Centrex, Hosted VoIP Service enables you to take advantage of service bundles that simplify communications management: connectivity, telephone numbers, local/national/international minutes, bandwidth, voice features, voice messaging, and service/support. Lastly, Hosted VoIP Service offers your guests new communications capabilities such as display phones and point-of-registration service offerings that bring call traffic back to the room line. You can use these display phones to offer guests varying degrees of "always-on" internet access, important notices, or advertisements, or you can install higher-end phones to enable business-grade speaker and microphone for conferencing or hands-free convenience.

# Concentrate on what you do best: Running your business.

## Features and Benefits

Hosted VoIP Service can provide you a total communications solution for your Hospitality establishment or chain that you will never outgrow: the solution scales to your business needs, no matter your size or the number of your locations. More than that, we liberate your staff from having to wrestle with obsolete hardware, arcane programming, or messy administrative tasks. Lastly, because we consider it our business to provide the highest-quality, most innovative, and most effective voice technology answers to your business, we do not charge you "upgrade fees" or "maintenance charges." We will stay on top of technology, so YOU can concentrate on what you do best: running your Hospitality business.

While Hosted VoIP Service offers you many productivity-enhancing features, we've picked out the three that will have the highest beneficial impact on your Hospitality staff's productivity:

Feature	Benefit
<b>Mobility</b>	Enables your staff to forward calls to mobile phones, second-office lines, home lines, and/or other phones. Often called "find-me/follow-me," these features increase your staff's productivity and complements their wireless service.
<b>Unified Messaging</b>	Messaging features save your staff time as messages can be converted to .wav files and retrieved from email. Forwarding these .wav files eliminates restatement of messages and potential inaccuracies.
<b>Service Center</b>	These are "bonus" features that extend and enhance your staff's capability to provide first-rate customer care. Use hunt groups to ensure that support calls from guests are always answered. Simultaneous ring provides an instant "hot line," while forwarding features can be combined to extend service calls to mobile phones and home lines.

## Why Us?

We offer you integrated voice, data, and web hosting services, all at an economical monthly rate with minimal upfront startup costs. With years of experience in IT services, we have the reputation, track record, and know-how to create a powerful and effective business communications system for you. Moreover, we have assembled best-of-breed vendors and network providers to deliver high-quality service, comprehensive training and support, and continuous technological innovation. Let us be a partner in your success: contact us today for a customized business case analysis to see how our Hosted VoIP Service can create savings for you.



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