

Press release

Survey shows why businesses are buying VoIP

Cost is still main driver but demand for greater functionality is catching up

Reading, 05.12.2006 - Swyx a market-leading vendor of IP telephony solutions conducted an on-line poll of more than 100 SMEs on the reasons they would consider a VoIP-based telephone system. 28% of the sample said that Internet Telephony would 'reduce costs' while almost a quarter (24%) were attracted by the 'increased functionality' it could deliver.

Swyx CEO Guenter Junk commented, "These figures are significant because although cost is still a major factor in the decision-making process, businesses are finally realising that there are other benefits that VoIP can offer. What else is becoming clear is that the 'cost' argument is no longer just associated with cheap calls, but is also rooted in the efficiency savings that VoIP delivers across the organisation, from reduced cost of ownership through to more effective communication, flexible working and increased integration of systems."

He added, "Of course there is also a close correlation between increased functionality and bottom-line efficiencies. Increased functionality is all about adding real value to the business which can result in improved efficiencies and/or better customer service."

He concluded, "What is also revealing is that CEO requests for VoIP are rising, indicating telephony is now moving out of the back room and into the board room as the realisation hits that business communications can deliver real competitive advantage."

The poll registered that 9% of voters said that 'CEO' or equivalent were actively pushing for internet telephony. Other selection criteria included 'Outgrown current system' (12%), 'Current system too hard to manage' (8%), 'Maintenance contract expired' (7%) and 12% cited 'other' reasons for considering VoIP

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