



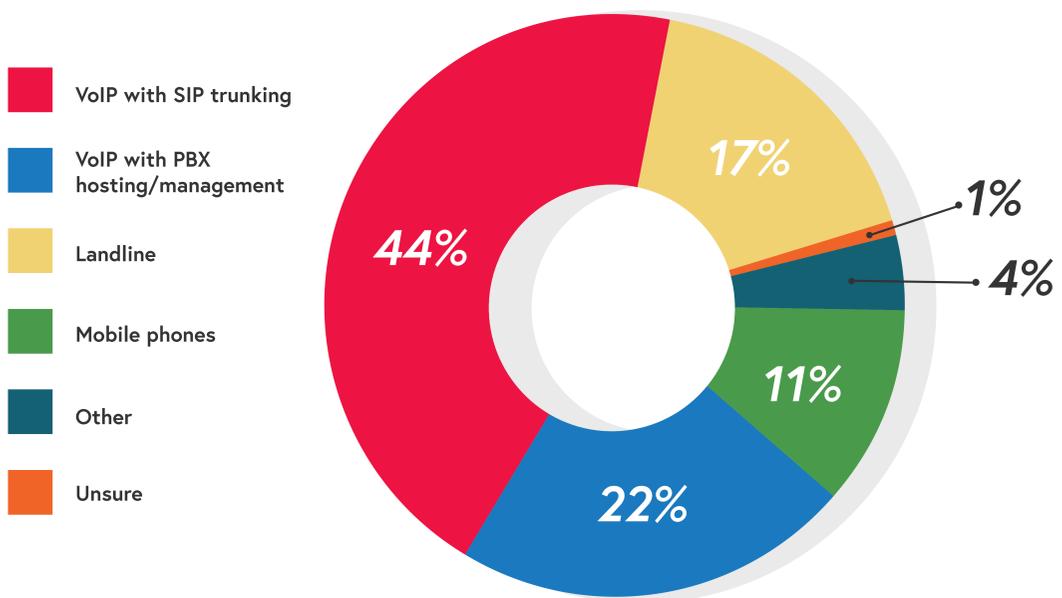
What Businesses Want

3 things to know about the telephony needs of medium-to-large businesses



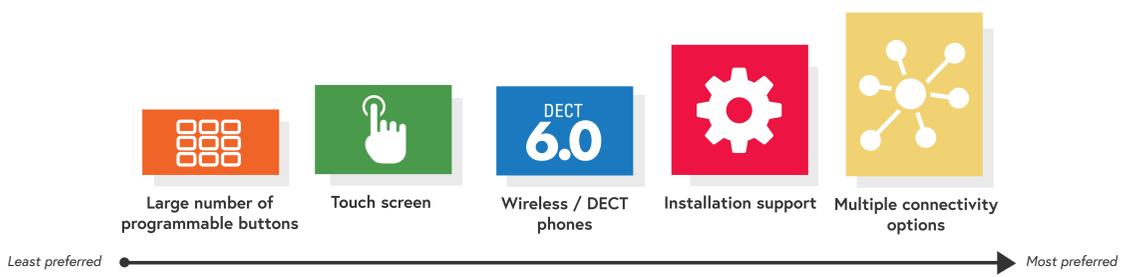
1. VoIP is king

Two-thirds of companies use some form of VoIP (most often SIP) for their business communications.



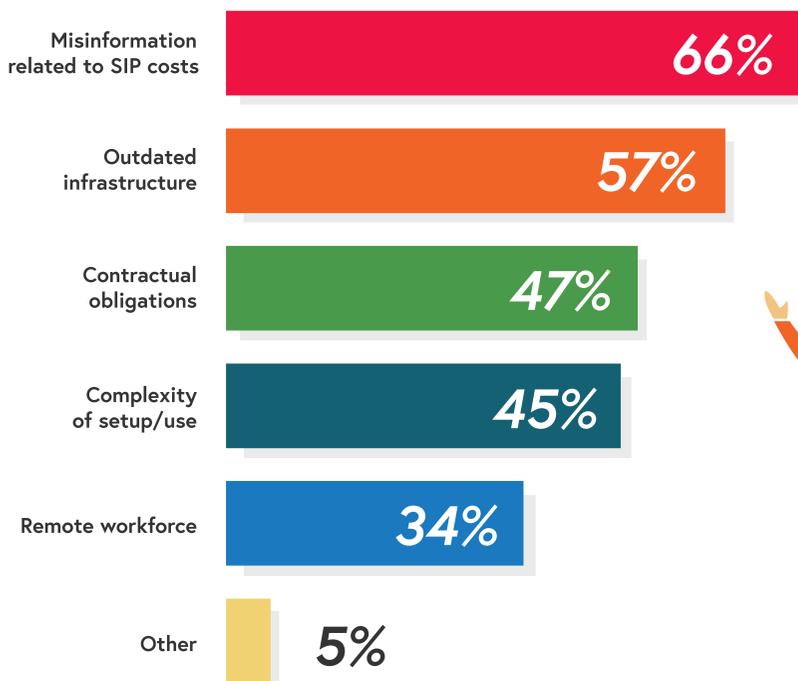
2. Connectivity and technical support drive buying decisions

When it comes to outfitting their offices, IT decision makers prefer business phones with multiple connectivity options and installation support.



3. Companies need to know the value of telephony before committing to it

When IT decision makers understand the benefits of SIP technology, they're likely to upgrade telephony. Things that get in the way of investing in new SIP telephony:



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Source: IDG TechPulse February 2018 survey of 100 IT decision makers in managerial to C-level positions.

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