

Software Advice BuyerView: VoIP Software Report 2014

Insight into today's small-business software buyer

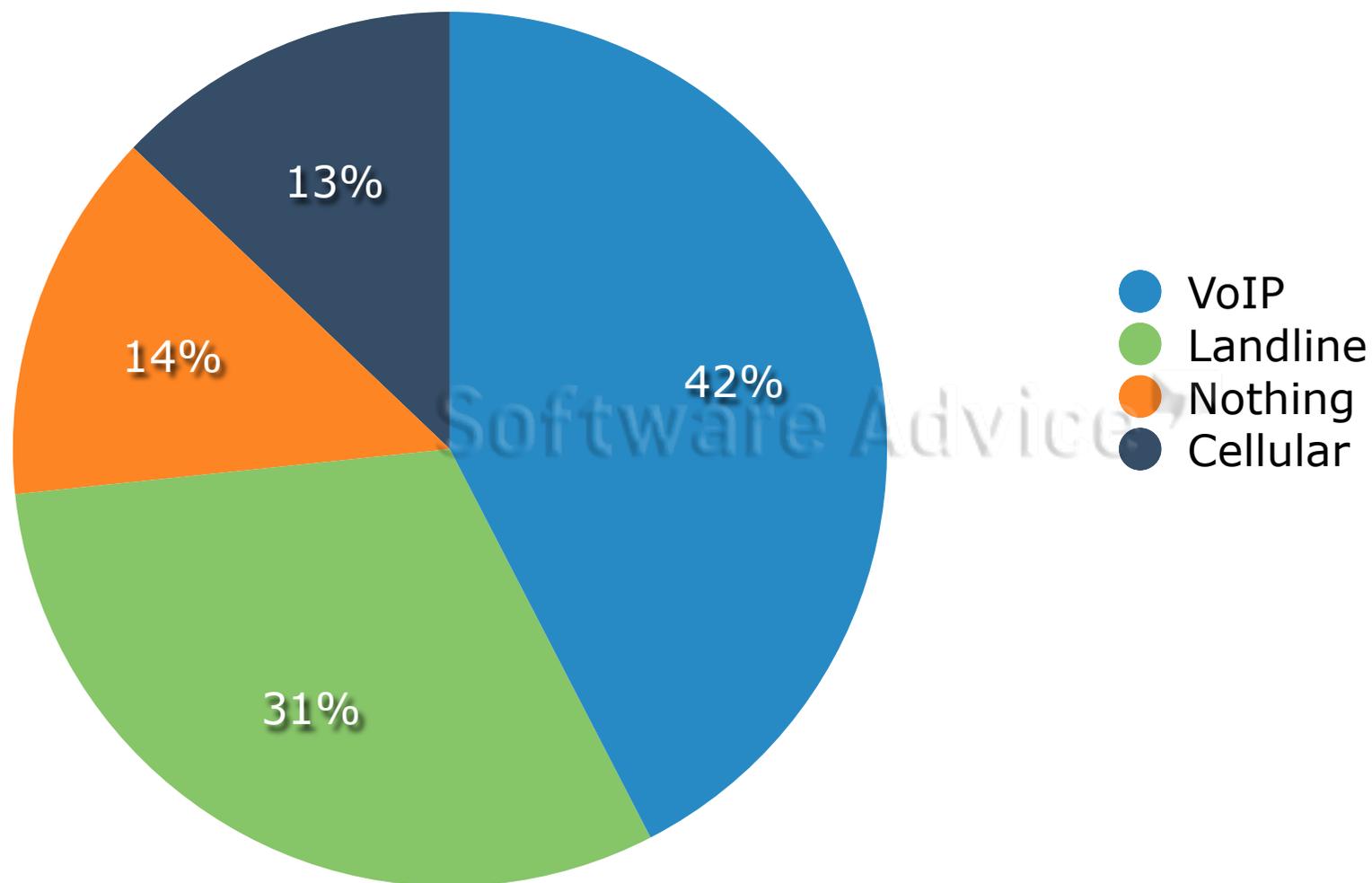
Abstract

Every year, Software Advice speaks with thousands of organizations looking for the right software. We analyzed interactions with small-business buyers (those from organizations with annual revenues of \$100 million or less) from 2013 to 2014 to uncover their most common pain points and reasons for purchasing new software.

Key findings:

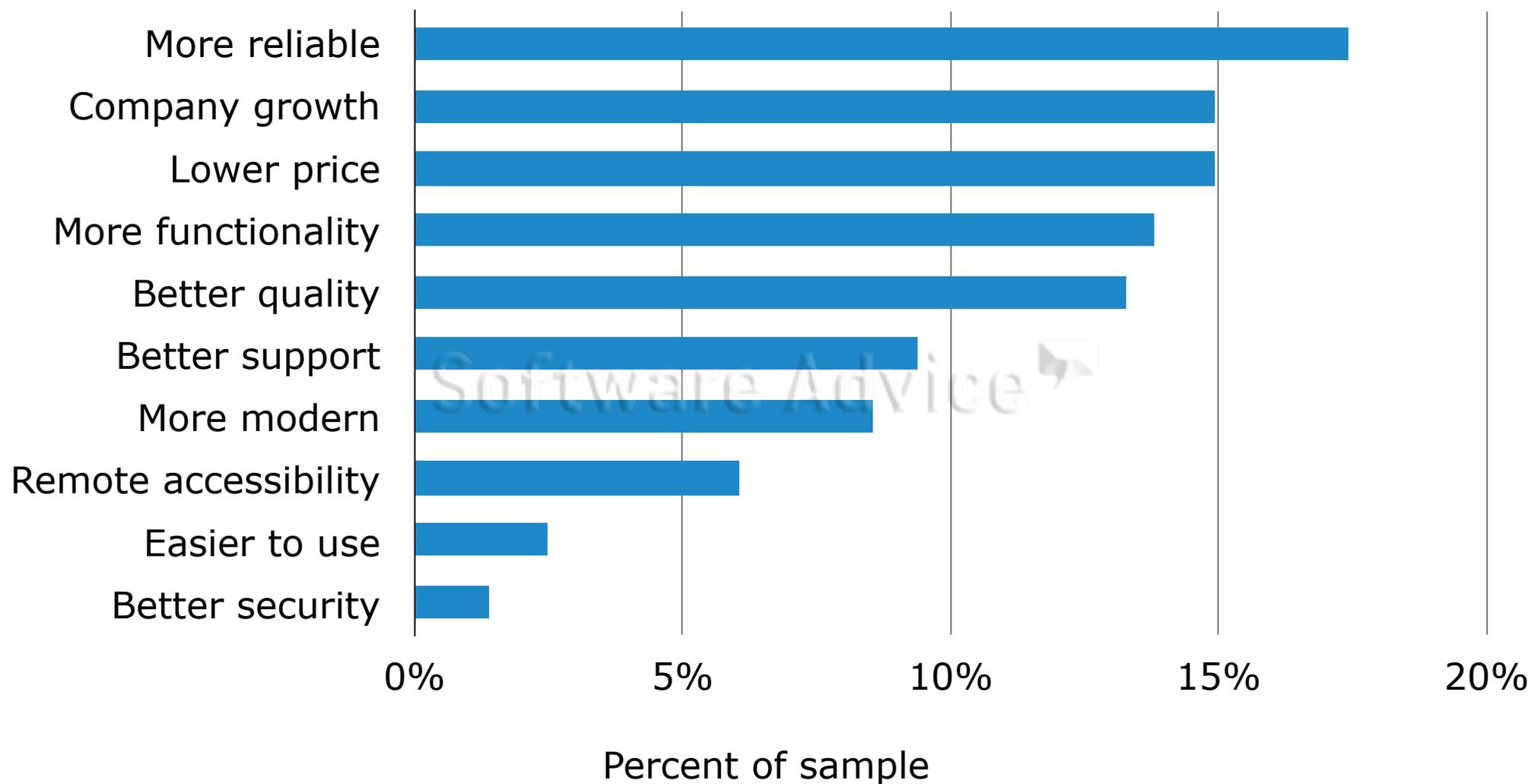
- Many small businesses have not switched from landlines and cell phones to VoIP.
- Small businesses put a premium on both reliability and scalability when evaluating VoIP solutions.
- Small businesses are overwhelmingly interested in hosted rather than on-premise solutions.

Many Buyers Currently Using Cell Phones and Landlines



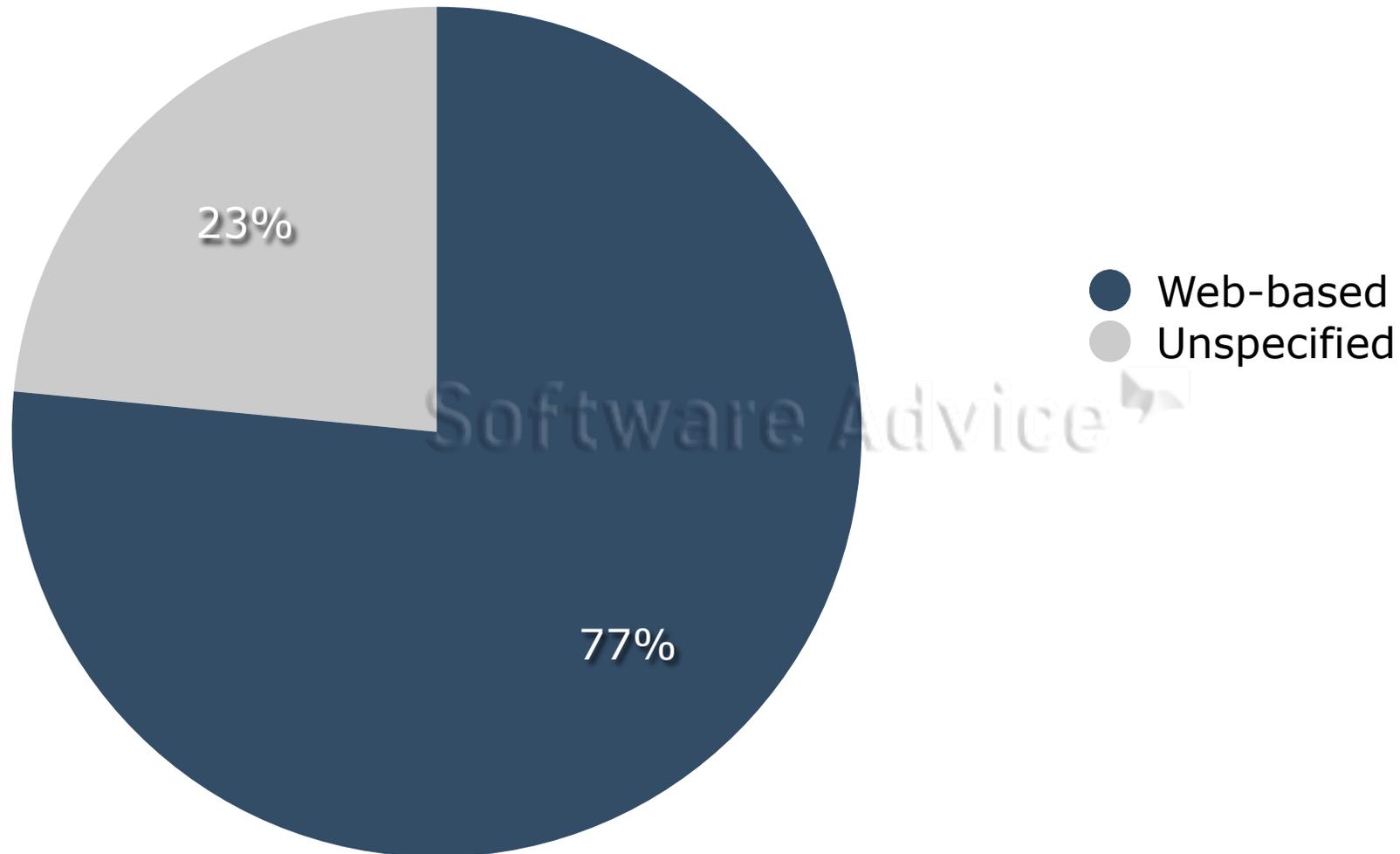
While a good number of small businesses are currently relying on VoIP service, 45 percent still use landlines or cell phones for their telephony needs.

Pain Points Include Lack of Reliability and Scalability



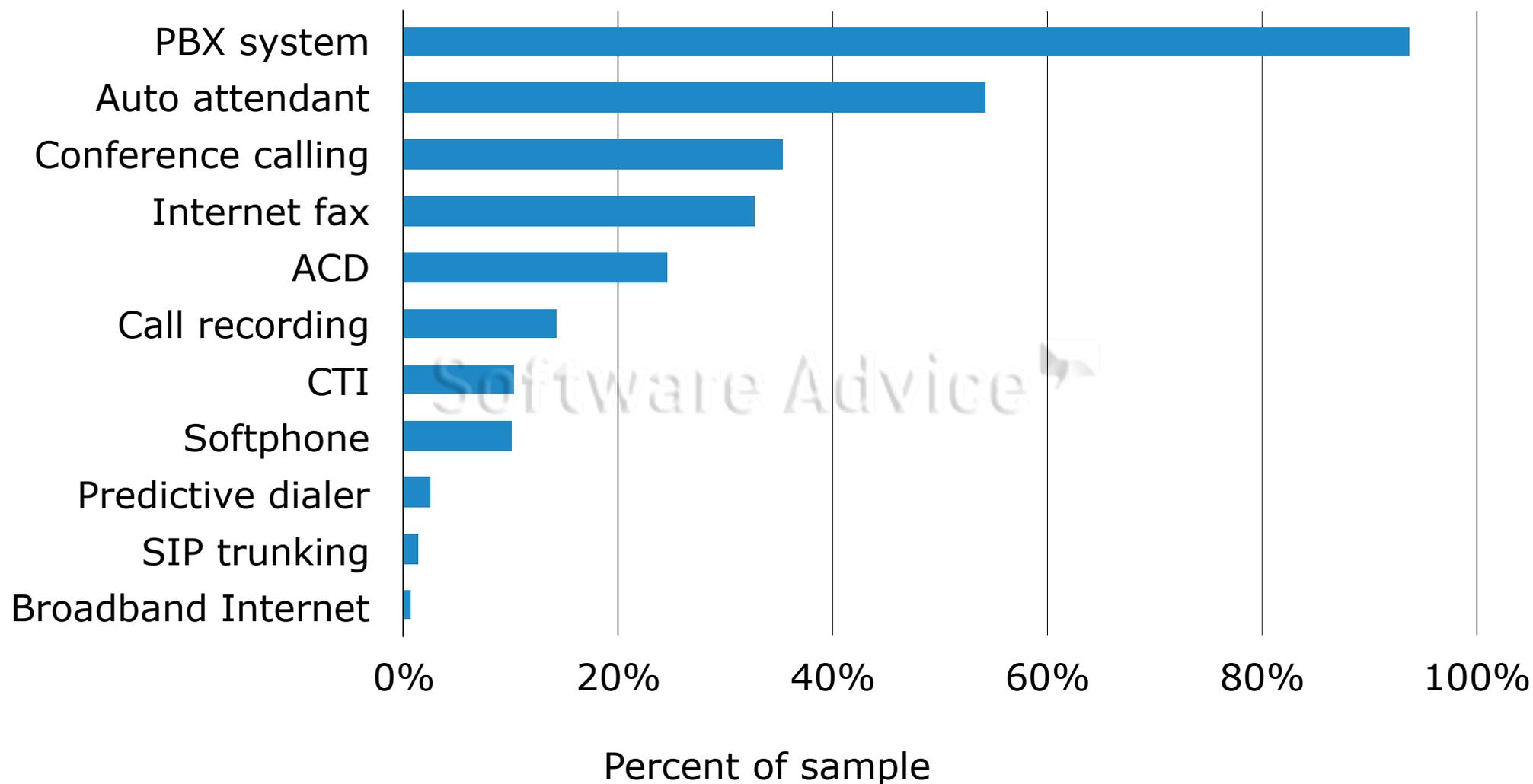
Seventeen percent of our sample wanted a higher level of reliability from their phone systems.

Majority of Buyers Favor Hosted Solutions



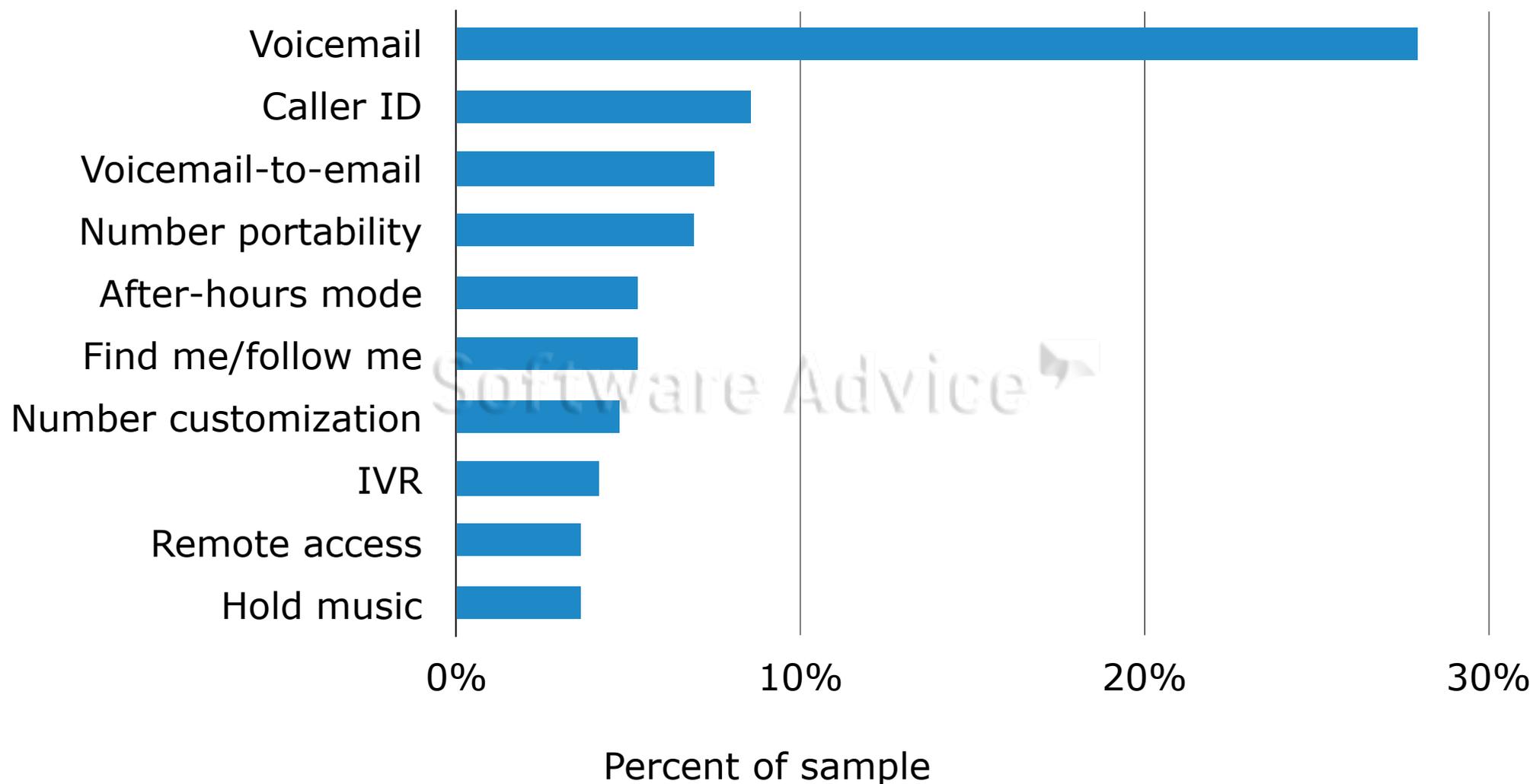
None of the buyers in our sample specified a preference for an on-premise system, though a significant amount of buyers failed to specify a preference.

Buyers Want Auto Attendant and Conferencing Applications



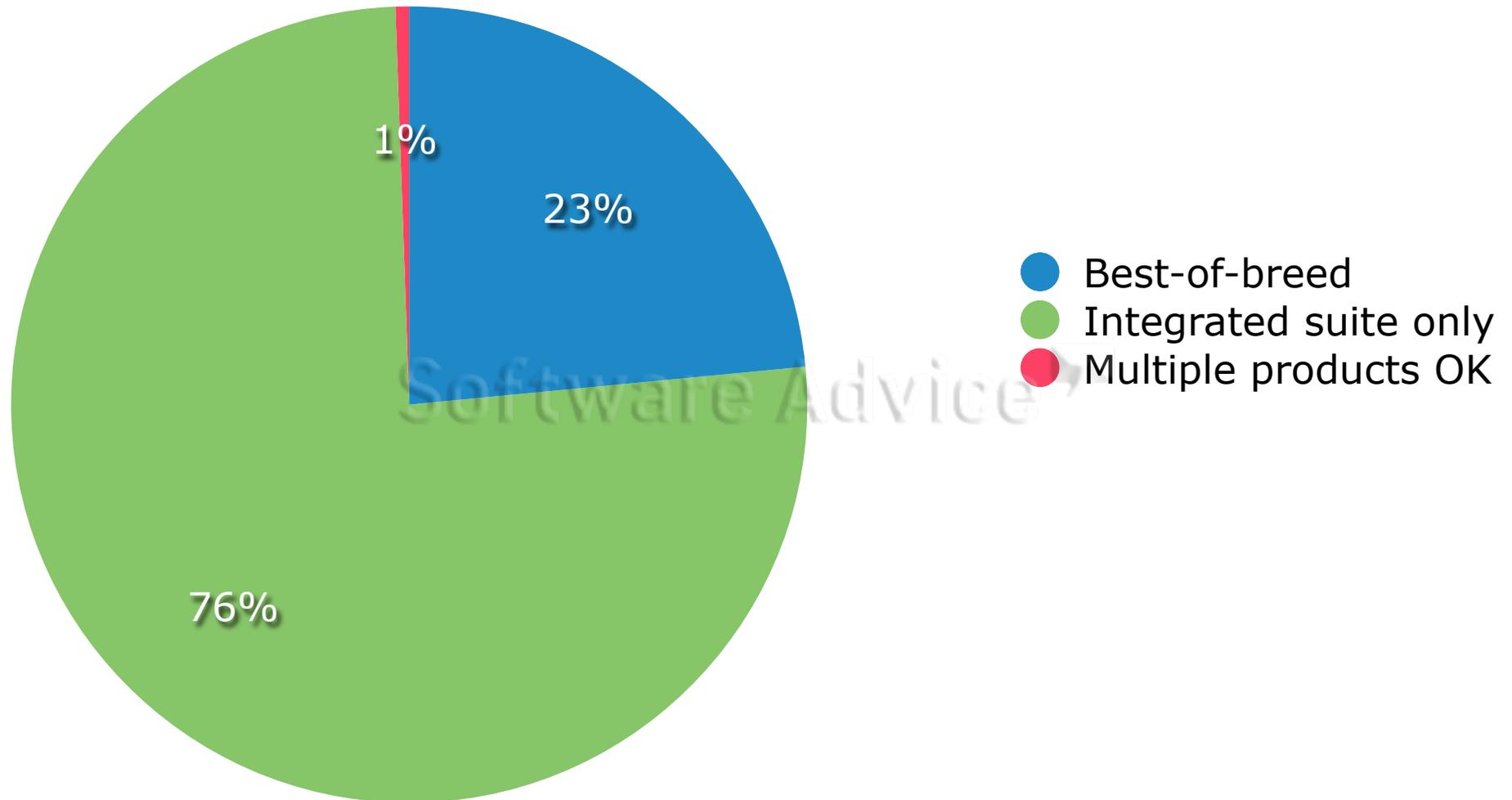
Beyond PBX systems (the core of business phone systems), auto attendants and conferencing applications were highly popular among the buyers we spoke with.

Popular Features Include Voicemail and Voicemail-to-Email



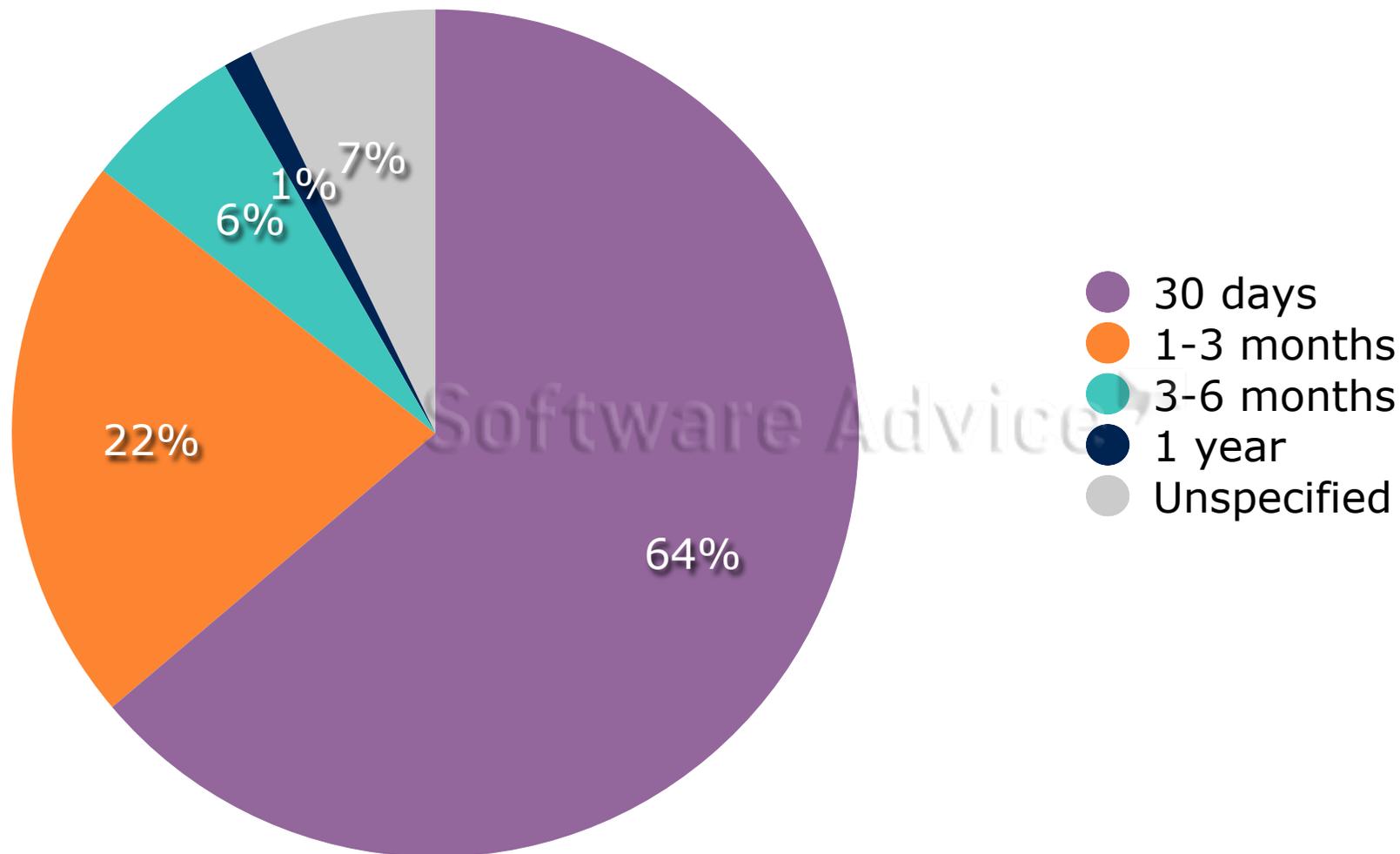
Though caller ID and voicemail are hardly cutting-edge technologies in 2014, these staples of business communications topped our list of popular features.

Buyers Want Integrated Unified Communications Solutions



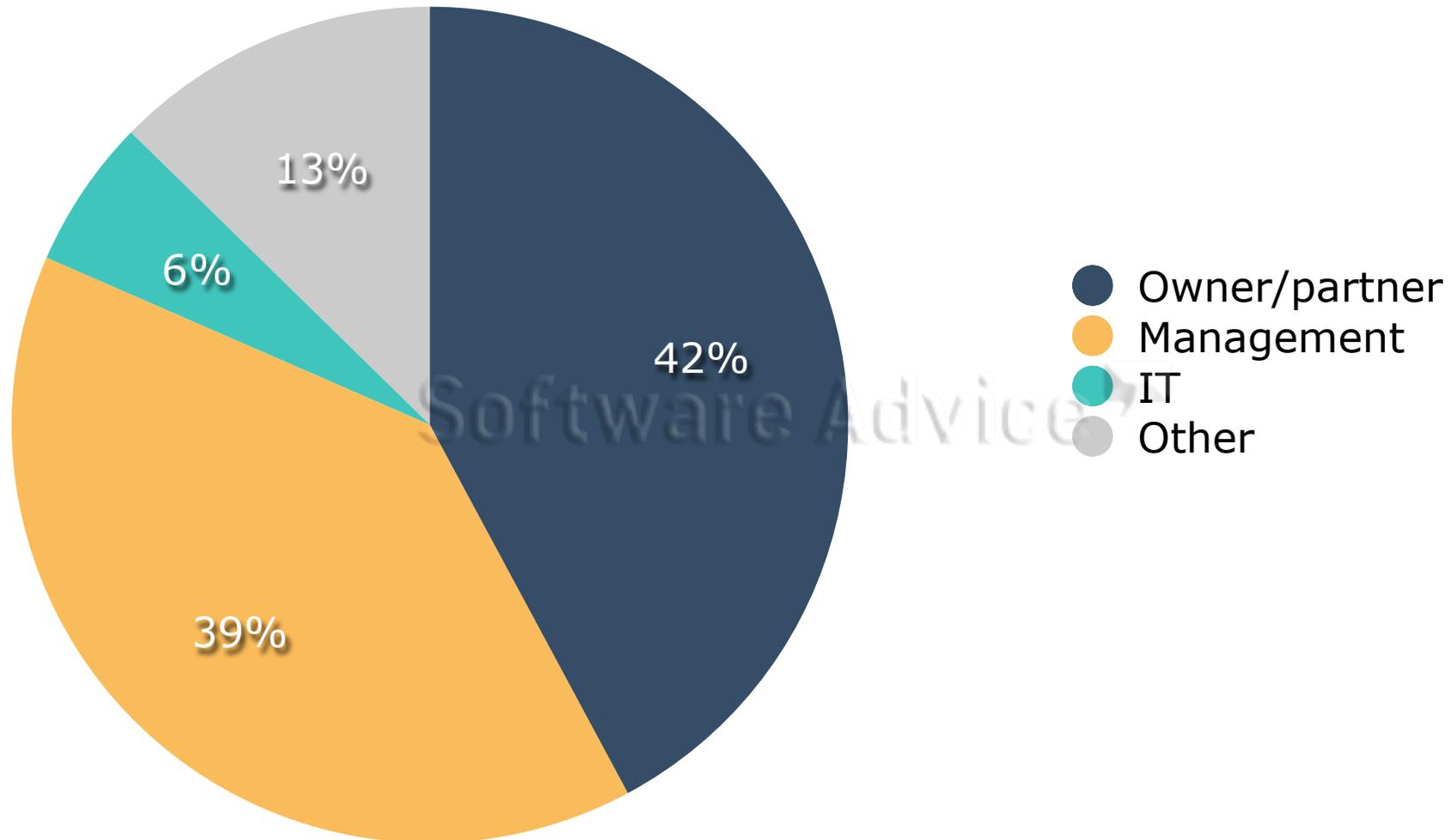
An overwhelming majority of buyers specified that they're seeking integrated solutions rather than best-of-breed applications.

Most Buyers Looking to Replace Their Phone Systems Immediately



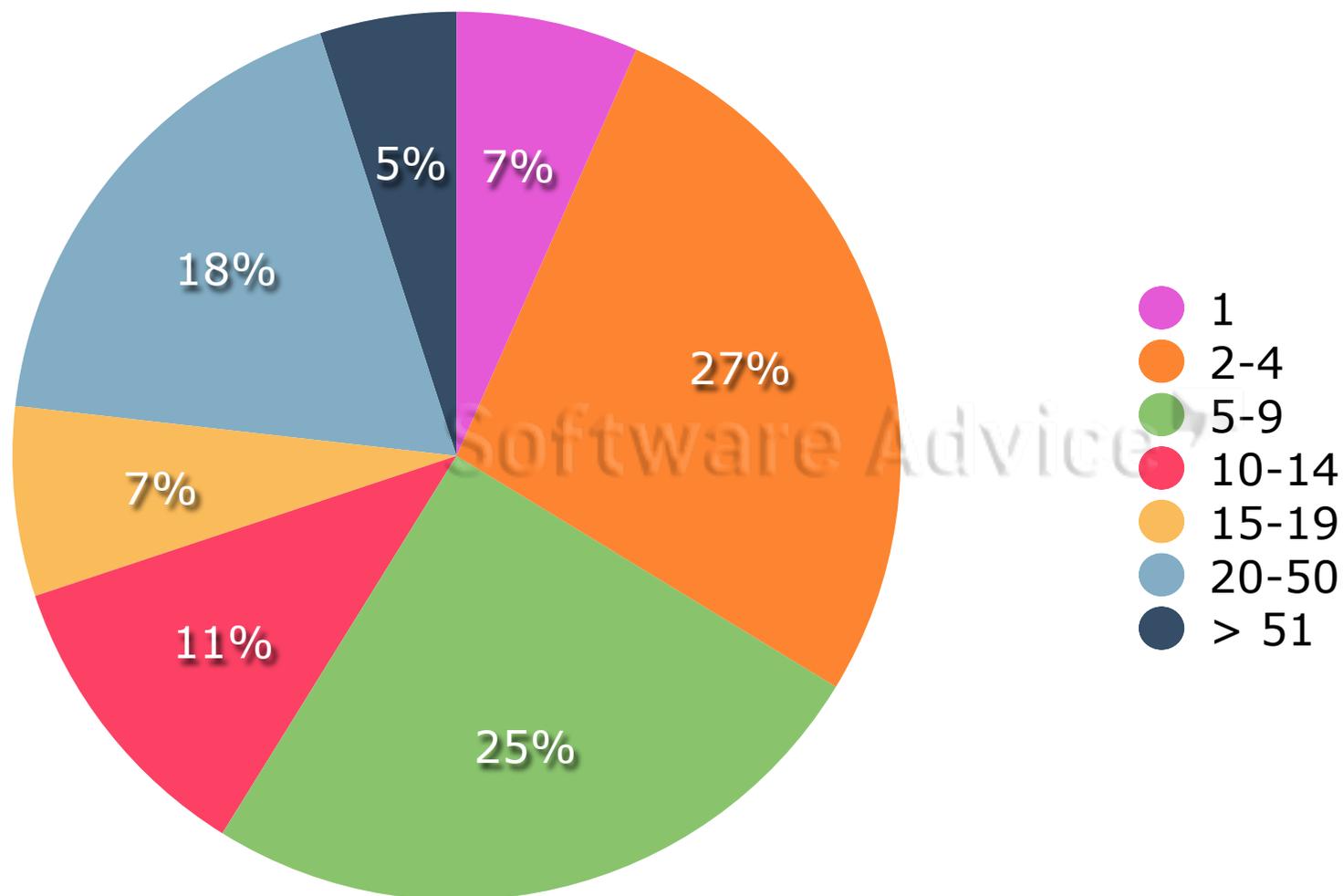
Because phone systems are the backbones of many businesses, most buyers have a short time frame for making a decision.

Few Buyers Have Backgrounds in IT



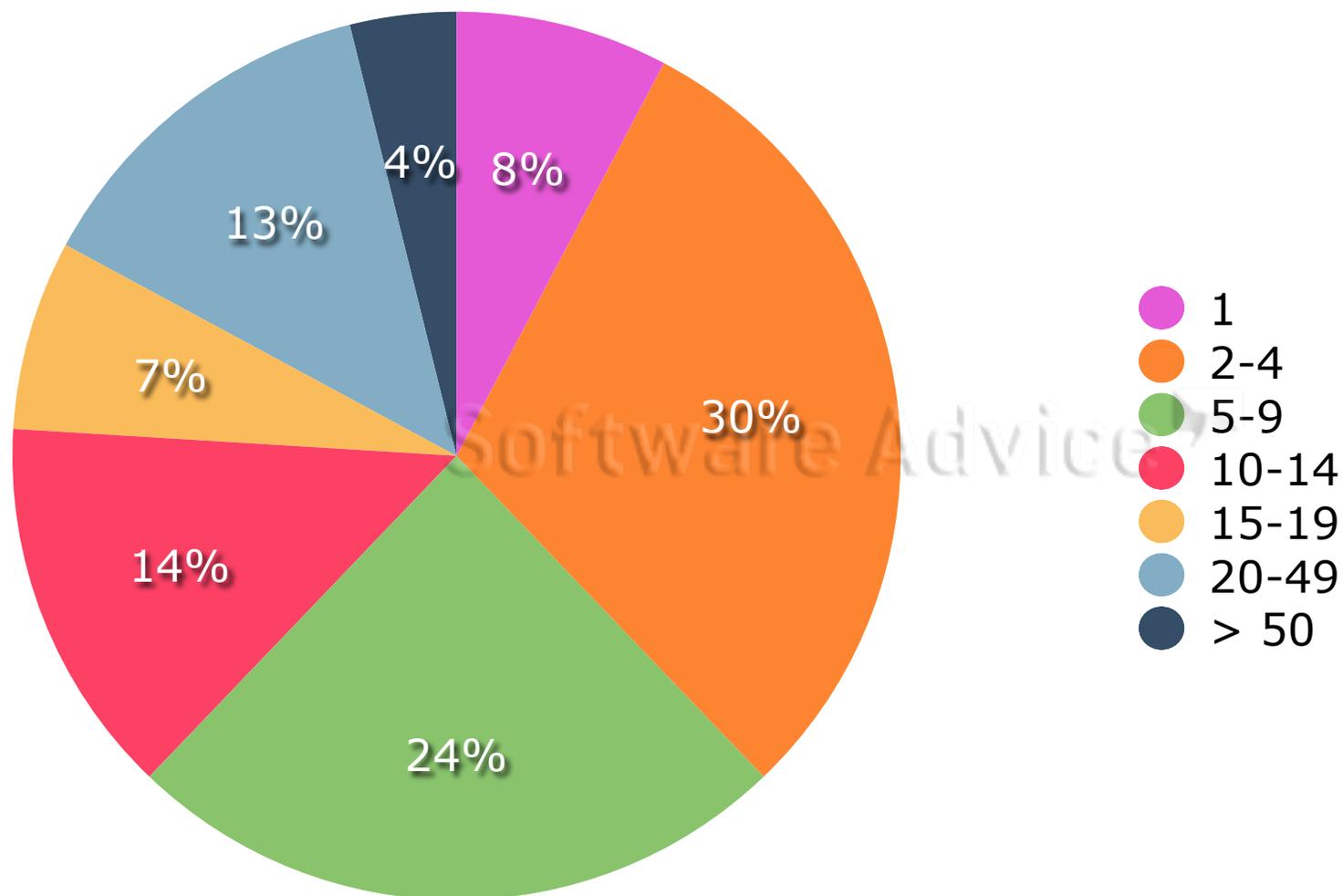
In the small-business market niche, most buyers are business owners rather than IT professionals. These buyers value ease of setup and maintenance.

Most Buyers Need Systems for 1-9 Employees



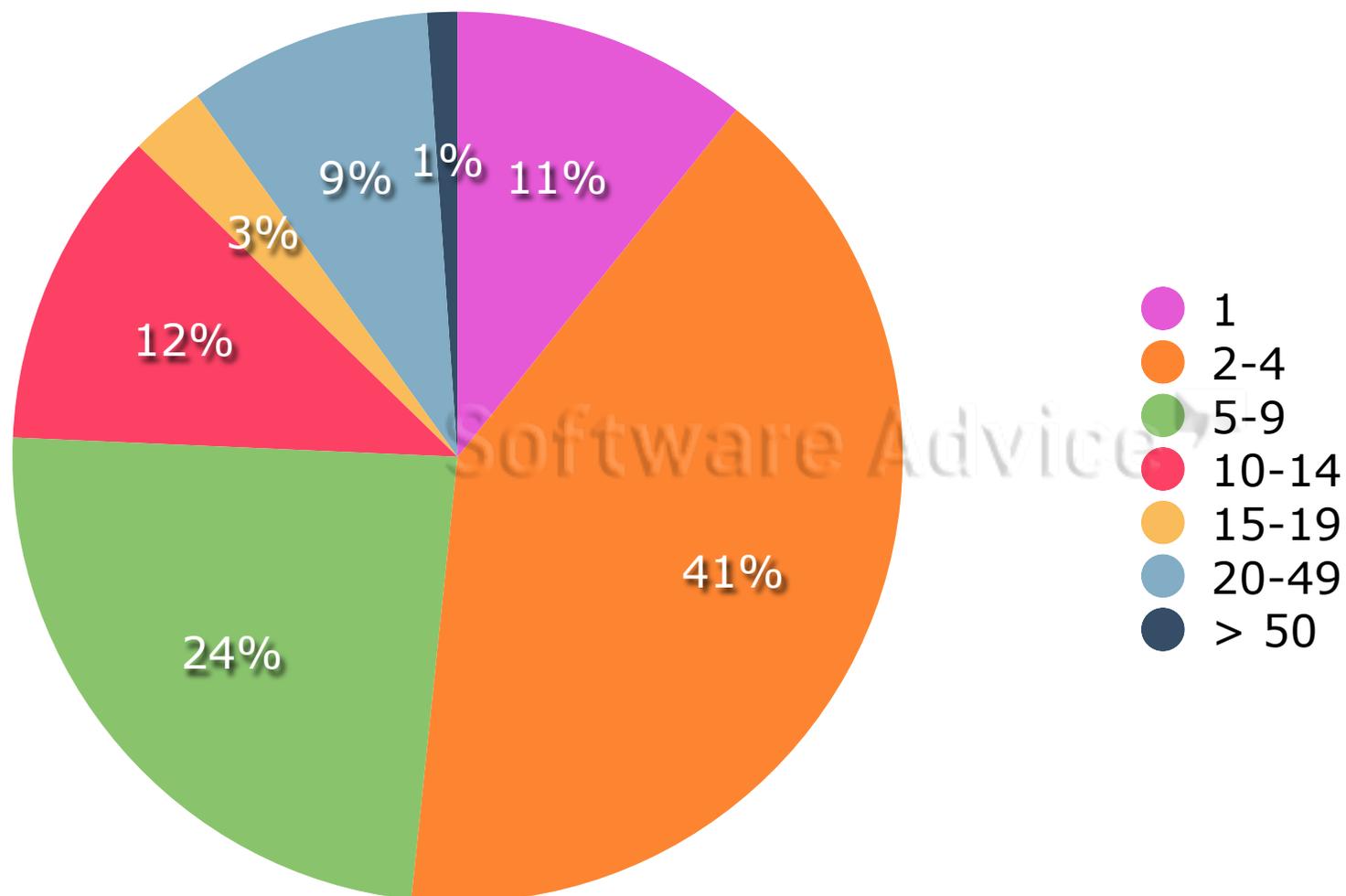
Most of the small businesses with whom we discussed phone system purchases had fewer than 10 employees.

Most Buyers Currently Using Fewer Than 10 Phones



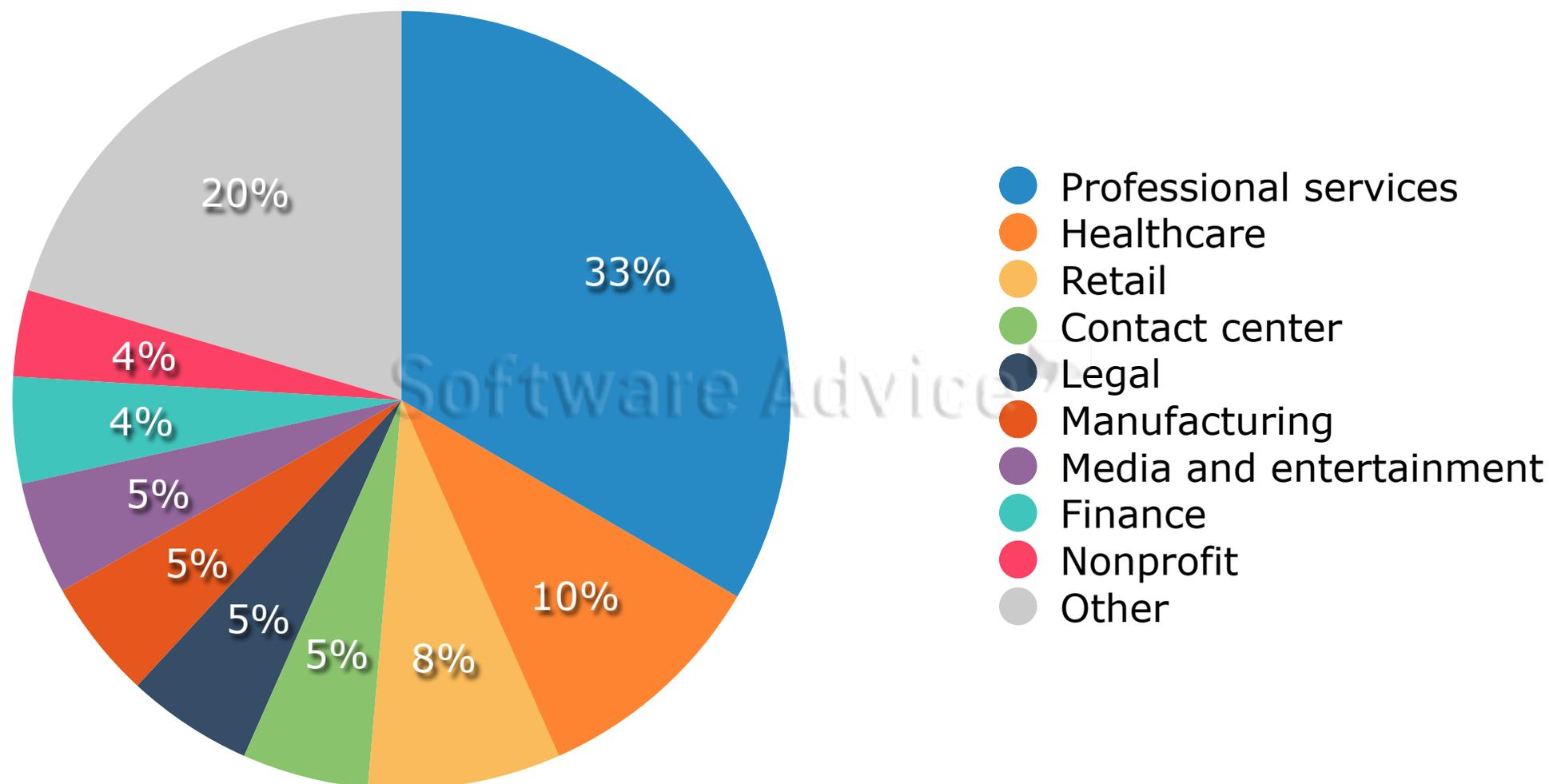
62 percent of the buyers we surveyed were using 9 or fewer phones, though many of these buyers also observed that their businesses were growing.

Majority of Buyers Using Fewer than 10 Lines



Seventy-six percent of the buyers with whom we spoke were currently using fewer than 10 lines.

Buyers Located in a Variety of Industries



No single industry predominated in our analysis, though buyers rendering some kind of professional service accounted for 33 percent of our sample.

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