

A TRADITIONAL BUSINESS COMMUNICATIONS SYSTEM HAS SOME OBVIOUS COSTS, BUT WHAT'S LURKING BELOW THE SURFACE COULD SINK YOUR BUSINESS!

# WHAT YOU CAN'T SEE COULD HURT YOU

BEWARE - YOUR BUSINESS COMMUNICATIONS SYSTEM IS COSTING MORE THAN YOU REALIZE

## THAT'S AN EXPENSIVE BOX

**\$1,500**

on average for that blinking PBX (private branch exchange) box in the closet. That's the box that a traditional, on-premises communications system needs for phones to connect with other phones in and outside your company.

Source: voipsupply.com/xorcom-cxr1000-configurator

## NEED EXTRA FEATURES?

**\$30**

/per user per month on average

You may also have to spend thousands of dollars more on modules to support common features like voicemail and auto attendant.

Source: fitmallbusiness.com/best-auto-attendant-phone-system/

## THOSE WIRES COST EXTRA

**\$125**

/per employee

to install traditional copper wire (analog) phone lines inside your building if you don't already have them.

Source: att.net

## DON'T FORGET THE PHONES

Typically, each manufacturer's on-premises system only works with its own type of phones. So you'll also probably need to buy new phones at

**\$50-1,300** each

Source: heliodirect.com/heliodirect/Shop?

## SUNKEN COSTS BEGIN JUST BELOW THE SURFACE

**\$200** per month

is typical for hardware and software upgrades for that aging on-premises phone system.

Source: virtualpbx.com/benefits/pbx-101/standard-pbx/

## ADDING FEATURES ADDS BIG CLAMS TO YOUR BILL

Making changes to the on-premises system or adding features to suit your business can require major reconfigurations and programming. These need to be performed by a highly trained — and highly paid — telephone technician.

## PAYING FOR PHONE LINES CAN SINK YOUR PROFITS

**\$500**

/month on average

to get connectivity from the phone company, usually by paying for a PRI circuit with 23 voice lines. But figure 2x that amount to have the redundancy required to prevent downtime.

Source: carrierbid.com/pots-vs-pri

## PBX LINE CARDS CAN THROW YOUR BUDGET OVERBOARD

**\$1000**

per card

Expanding your business phone system requires buying new line cards (as much as \$1000 per card including service to install) in blocks of 4 lines — even if you don't need that many.

Source: 1. homeadvisor.com/cost/home-offices/repair-a-telephone-system/#pbx  
2. voipsupply.com/research/?q=pbx+line+card

## MAINTENANCE CONTRACT MAKING YOU SEASICK?

**\$36**

/line/year

on average for an ongoing maintenance contract to keep your phone system afloat and working properly and to avoid downtime.

Source: aboutpbx.com/pbx-maintenance-contracts-what-they-dont-want-you-to-know

## REEL IN YOUR BUSINESS COMMUNICATIONS COSTS

Most business owners suffer sticker shock when they analyze the real cost of a business communication system. But moving to modern cloud-based communications system can save your business up to 40%.

With no big upfront investment in physical hardware or recurring costs like connectivity from the communications provider, a cloud-based communications system makes budgeting easy and your business more nimble. Add, move, or change lines — or even spin up a temporary office or provision a remote employee — without expensive service calls.

One predictable monthly bill also includes today's must-have features like integrated voicemail, internet fax, auto attendant, screen and file sharing, conference calling, team chat, and video conferencing. Plus, your users always have the latest productivity features — and the latest security — updated for free in the cloud.

## THE CALLING CHARGE UNDERTOW

**\$18**

or more per user/per month for long distance, international, and toll-free charges can really pull your profits under.

Source: att.net

## MORE MONEY FOR MOVES, CHANGES & ADDING LINES

**\$1,700**

per year

Whether you're adding staff or moving someone across the office, changes to on-premises systems typically cost \$170 or more per line. That's \$1,700 or more per year for just 10 users.

Source: homeadvisor.com/cost/home-offices/install-a-telephone-system/

## A WHALE OF A TAB FOR A LA CARTE SERVICES

**FAX FACT**  
**\$70** PER MONTH FOR A DEDICATED FAX LINE.

**\$100**

average per user monthly for the patchwork of third-party services you've accumulated such as conference calling, web meetings, video conferencing, internet fax, and team chat.

## THAT SINKING FEELING: THE DOWNSIDE OF DOWNTIME

**\$527K**

average lost per year by businesses globally for 20 hrs average of downtime due to hardware failure.

Source: Dell EMC - Global Data Protection Index 2018

## MULTIPLE LOCATIONS? MULTIPLY THE CONNECTIVITY CHARGES

**\$750-1,000**

per month

for an MPLS or dedicated business exchange line from the phone company to connect your locations.

Source: Andy Bottlieb, Network World (2012) networkworld.com/article/2222184/why-does-mpls-cost-so-much-more-than-internet-connectivity.html