Software Advice BuyerView: Business VoIP Report 2015
Insight into today’s software buyer
From August 2014 to March 2015, we talked to hundreds of small businesses (companies with annual revenues of $50 million or less) in the market for a business VoIP system. We analyzed 212 of these interactions to determine the popularity of different kinds of VoIP solutions and traditional voice services. We also determined the top reasons behind new business phone system purchases and the top functionality requested by small business buyers.

Key findings:

1. More buyers already use VoIP service (36 percent of our sample) than any other type of voice service (POTS usage is at 24 percent, and PRI usage is at 11 percent).

2. A combined 29 percent of buyers are either using a cloud PBX or on-premise IP PBX, while only 15 percent still rely on some kind of legacy PBX system.

3. Twenty-nine percent of buyers want a system that forwards calls to alternate devices, while 25 percent seek a system with voicemail (25 percent).
Over a third of the buyers with whom we spoke are already using VoIP, whereas POTS usage is at 24 percent and PRI usage at 11 percent.
29 percent of the buyers in our sample are already using some kind of VoIP system, whereas only 15 percent still rely on a legacy system.
Our sample relies more heavily on mobile devices than on other kinds of phone system endpoints such as softphones and traditional desk phones.

- Cellphone: 8%
- IP phone: 5%
- Traditional desk phone: 3%
- Softphone: 3%

(N = 212)
Auto attendants and ACD applications must be included in phone system suites for many of our buyers to consider a purchase.
Call forwarding is the most popular feature among the buyers in our sample, with many buyers specifically requesting forwarding to mobile devices.
The top purchase drivers among buyers in our sample are end-of-life issues with aging systems and problems with scaling phone systems to accommodate growth.
The vast majority of respondents with legacy PBX systems cite end-of-life issues with their systems as a major purchase driver.
Problems with phone system scalability are especially common among those buyers who currently rely on cell phones for business communications.

**Businesses Relying on Cell Phones Can’t Scale their Solutions**

- **Aging system**: 36% (Pri), 52% (VoIP)
- **Lack of call routing functionality**: 26% (Pri), 16% (VoIP)
- **Lack of scalability**: 22% (Pri), 14% (VoIP)
- **Malfunctioning system**: 8% (Pri), 13% (VoIP)

---

Problems with phone system scalability are especially common among those buyers who currently rely on cell phones for business communications.
SIP trunking allows organizations to provision capacity for simultaneous calls more flexibly, thus allowing businesses to use fewer lines than employees.
Most of the buyers we spoke with work at organizations with fewer than 20 employees.

Size of Small Business VoIP Buyers’ Organizations

- 7%  1
- 22%  2 - 4
- 24%  5 - 9
- 10%  10 - 14
- 10%  15 - 19
- 26%  20 - 49

N = 212
Most small-business buyers are looking for a system that supports 2 - 14 phones.
VoIP systems are especially popular among buyers in professional services and health care.

**Industry Segments of Small Business VoIP Buyers**

- **Professional services**: 33%
- **Health care**: 10%
- **Retail**: 8%
- **Legal**: 8%
- **Contact center**: 6%
- **Manufacturing**: 6%
- **Transportation**: 6%
- **Insurance**: 5%
- **Finance**: 4%
- **Hospitality**: 4%
- **Nonprofit**: 3%
- **Other**: 8%

*N = 212*
Learn More About Business VoIP Software

- Read Report: Read the full report
- Get Free Quotes: Get free price quotes on top business VoIP software
- Get Free Demos: Get unbiased reviews & free demos on top business VoIP software
Software Advice™ is a trusted resource for software buyers. The company's website, www.softwareadvice.com, provides detailed reviews, comparisons and research to help organizations choose the right software. Meanwhile, the company’s team of software analysts provide free telephone consultations to help each software buyer identify systems that best fit their needs. In the process, Software Advice connects software buyers and sellers, generating high-quality opportunities for software vendors.