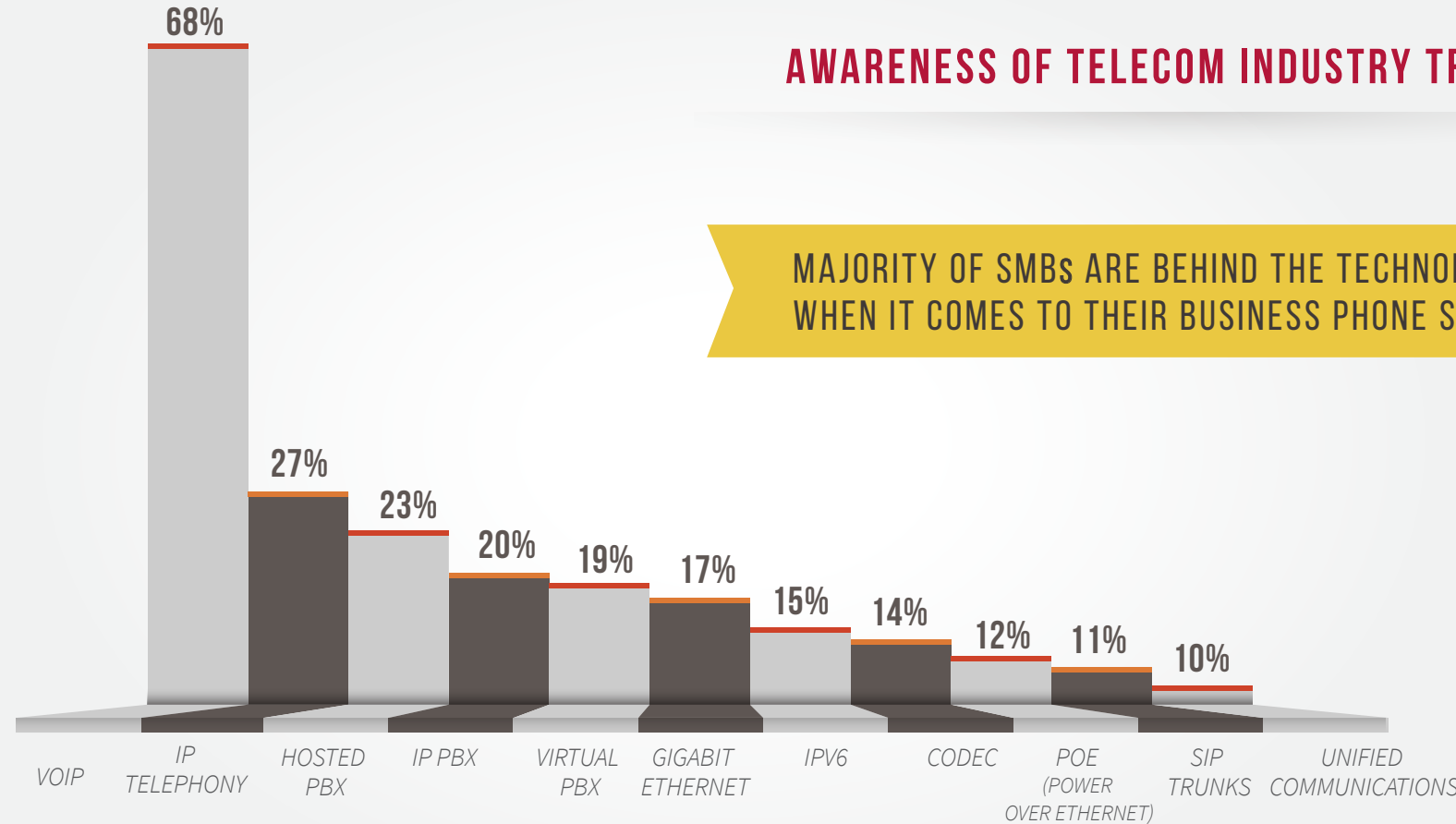


WHAT DO SMBs WANT ?

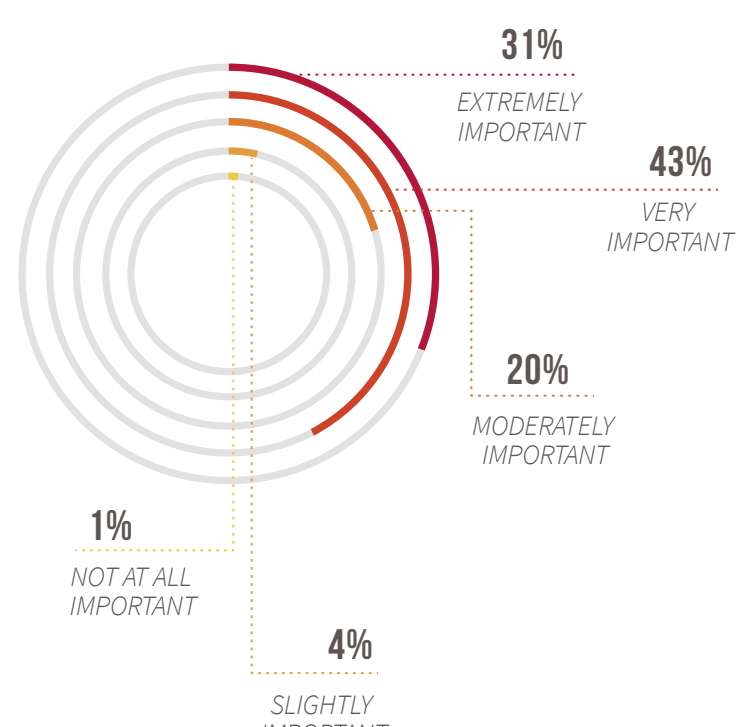
(IN BUSINESS PHONE SYSTEMS)

AWARENESS OF TELECOM INDUSTRY TRENDS

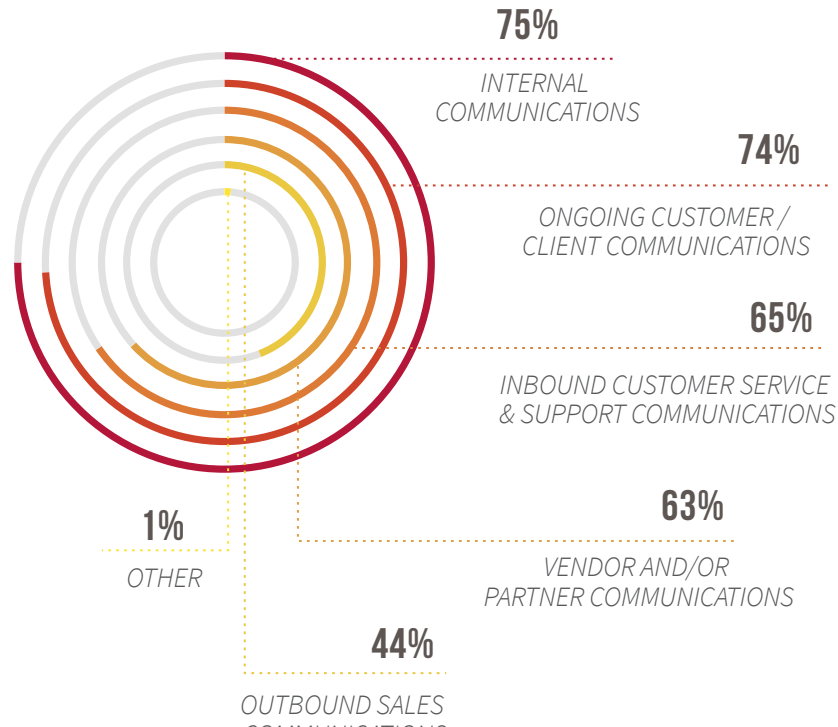


MAJORITY OF SMBs ARE BEHIND THE TECHNOLOGY CURVE WHEN IT COMES TO THEIR BUSINESS PHONE SYSTEMS.

IMPORTANCE OF VOICE COMMUNICATION

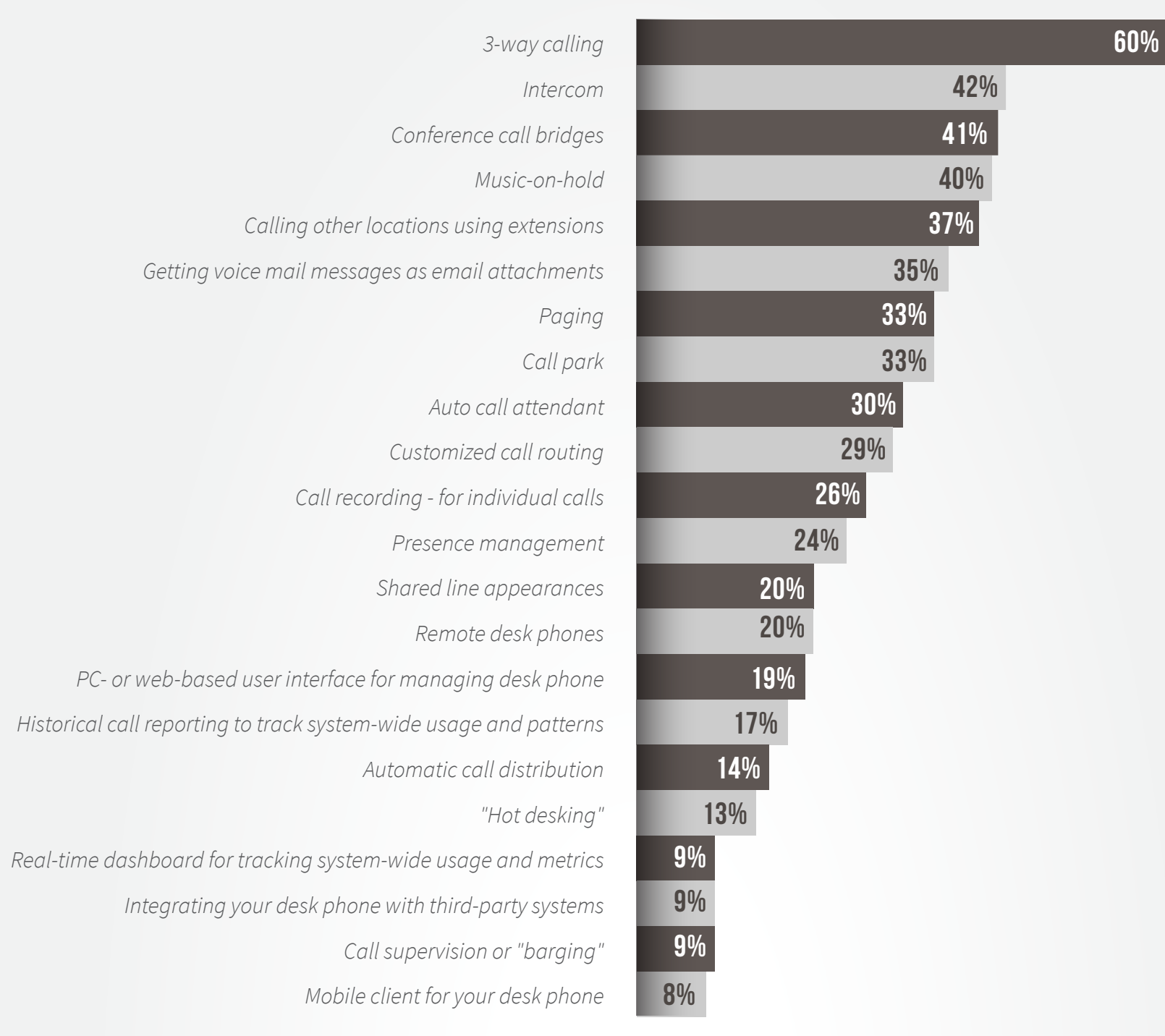


CURRENT USAGE OF VOICE COMMUNICATION

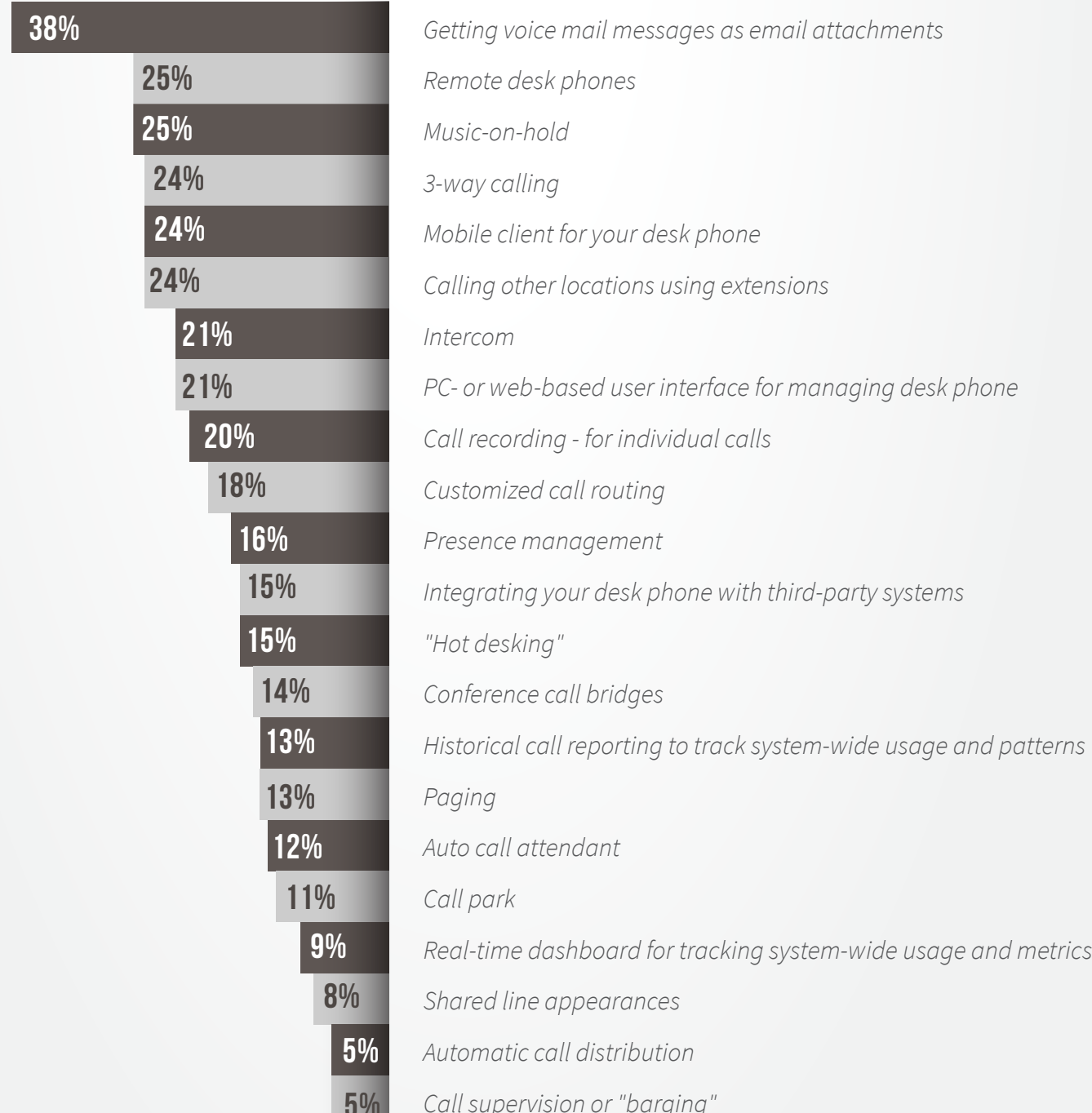


DESPITE THE RISE OF EMAILS, VIDEOS AND SOCIAL MEDIA, VOICE COMMUNICATION REMAINS CRITICAL TO SMBs.

TOP BUSINESS PHONE FEATURES USED TODAY

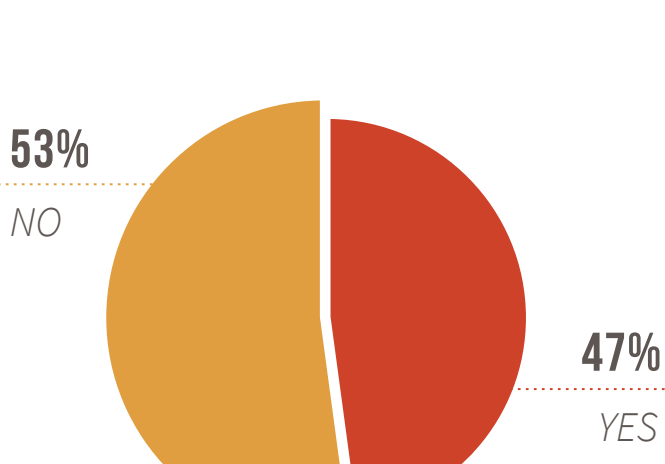


BUSINESS PHONE FEATURES MOST WANTED IN THE FUTURE

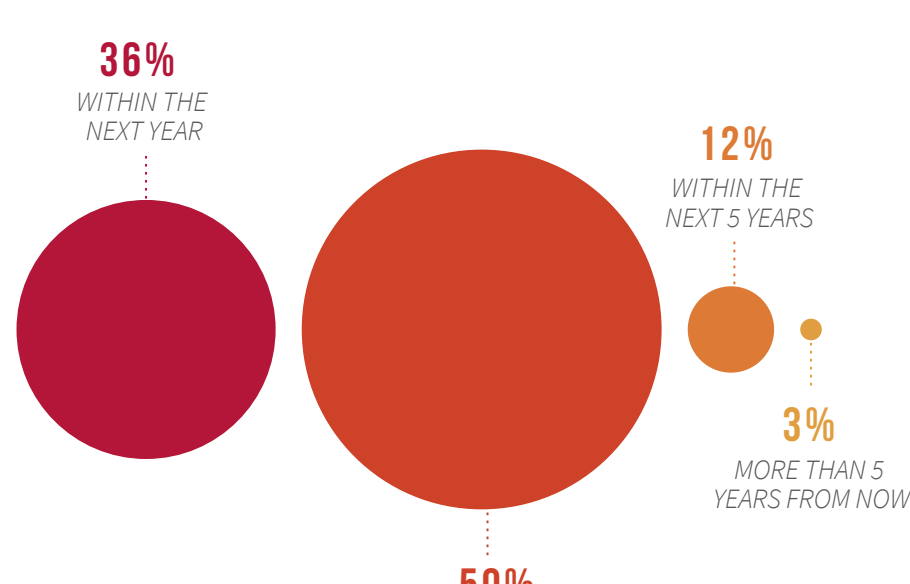


MOST SMBs ARE YET TO TAKE ADVANTAGE OF ADVANCED VOIP BUSINESS PHONE FEATURES. BUT THEY ARE GETTING THERE.

LIKELIHOOD TO EVALUATE A NEW BUSINESS PHONE SYSTEM

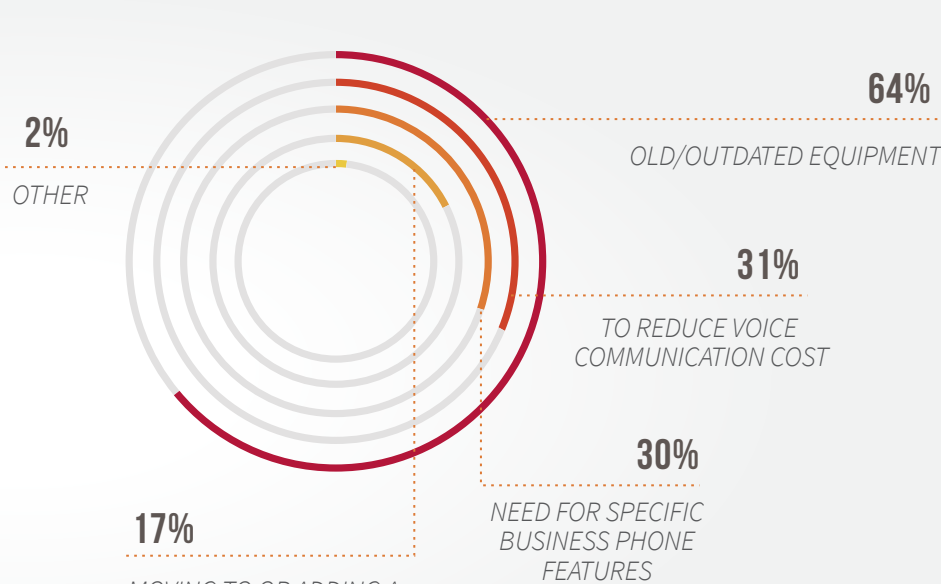


....HOW SOON?

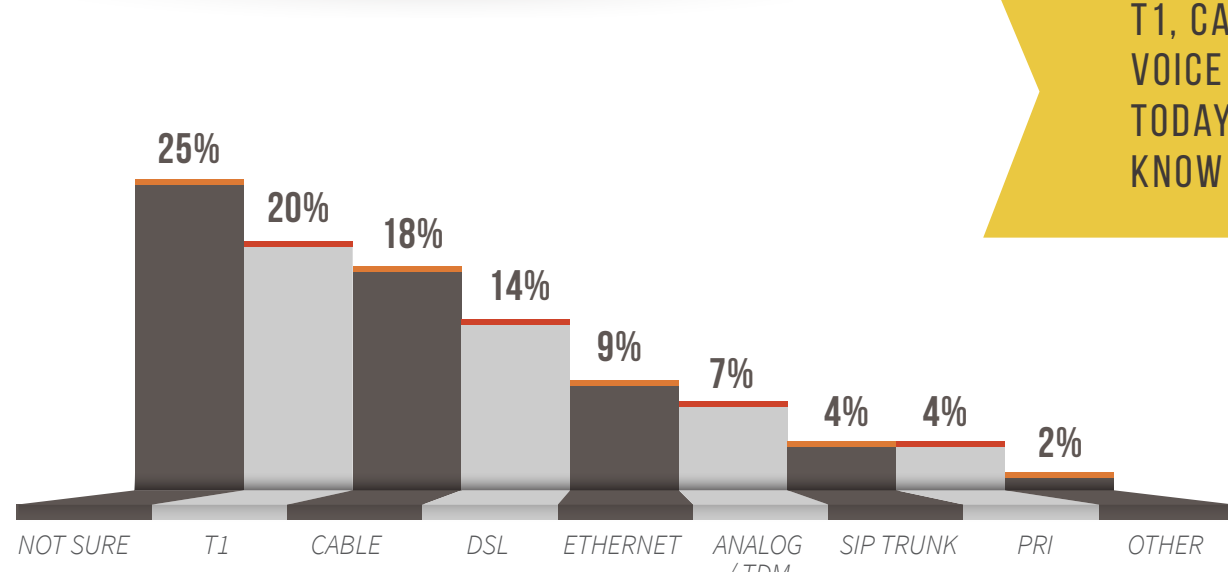


OUTDATED PHONE EQUIPMENT IS THE MOST COMMON REASON FOR WANTING A NEW BUSINESS PHONE SYSTEM.

REASONS FOR EVALUATING A NEW BUSINESS PHONE SYSTEM



VOICE SERVICE DELIVERY



T1, CABLE AND DSL ARE THE MOST POPULAR VOICE SERVICE DELIVERY OPTIONS USED BY SMBs TODAY. HOWEVER, A QUARTER OF THEM DON'T KNOW HOW THEIR VOICE SERVICE IS DELIVERED.

AFTER 20 YEARS OF VOIP, MOST SMBs HAVE NOT BEEN KEEPING UP WITH THE INNOVATIONS IN BUSINESS PHONE SYSTEMS.

BUT VOICE COMMUNICATION REMAINS CRITICAL TO SMB OPERATIONS. THERE'S STILL A HUGE OPPORTUNITY TO EDUCATE SMBs ABOUT HOW THEY CAN OPTIMIZE BUSINESS PHONE SYSTEMS TO INCREASE EFFICIENCY, BOOST PRODUCTIVITY, AND DO MORE WITH LESS.