

# Software Advice BuyerView: VoIP Software Report 2014

Insight into today's small-business software buyer

# Abstract

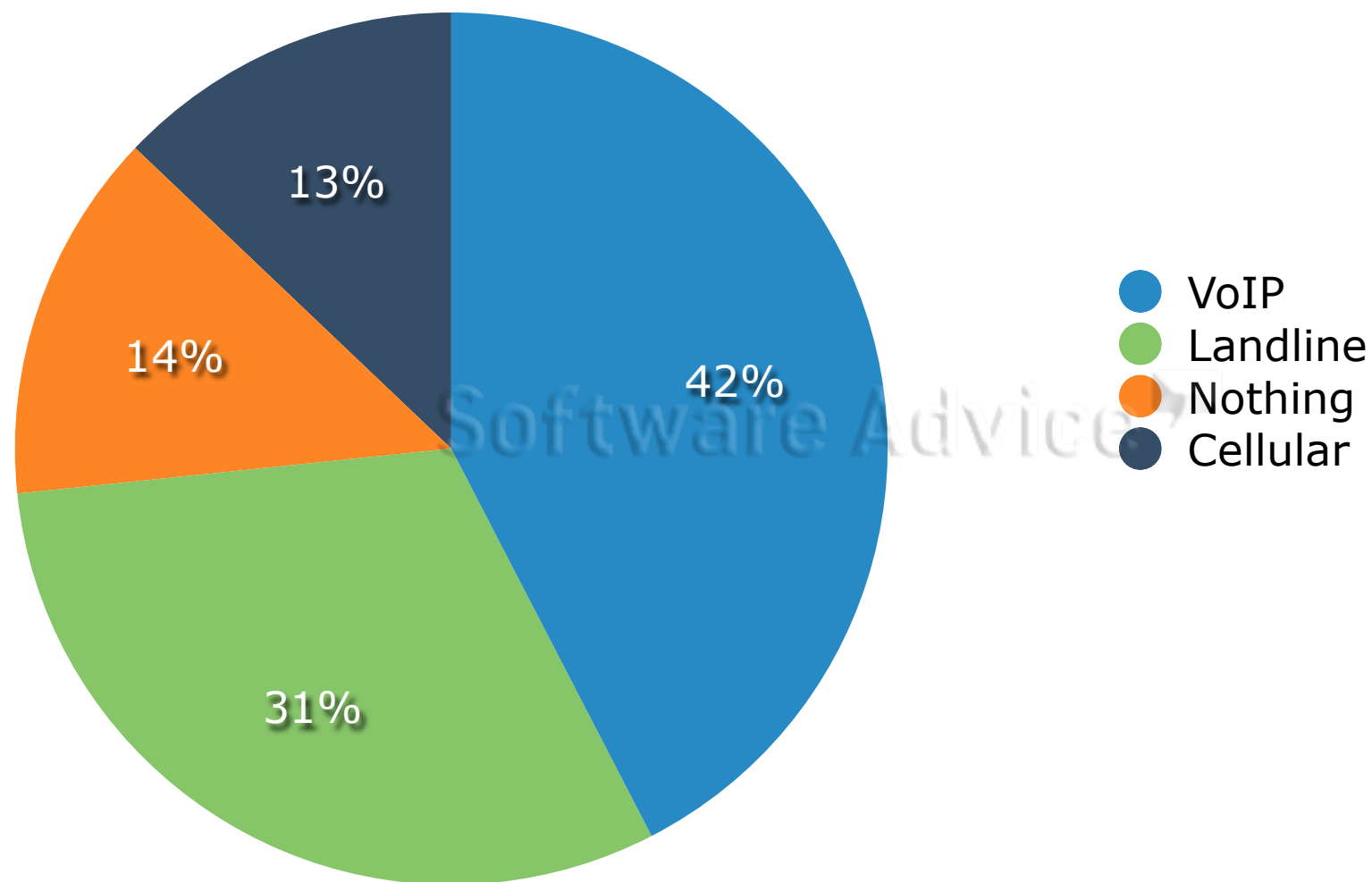
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Every year, Software Advice speaks with thousands of organizations looking for the right software. We analyzed interactions with small-business buyers (those from organizations with annual revenues of \$100 million or less) from 2013 to 2014 to uncover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

## Key findings:

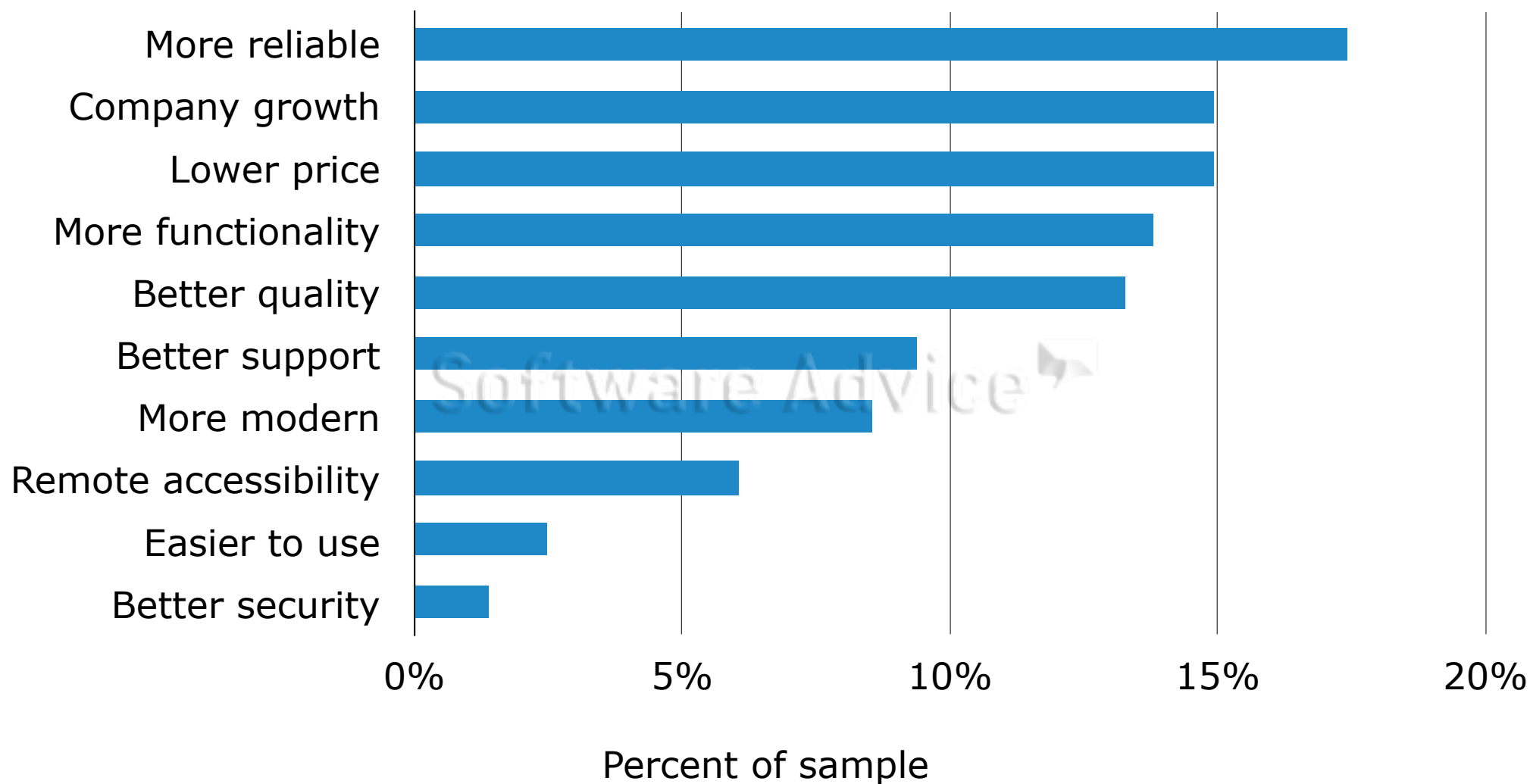
- Many small businesses have not switched from landlines and cell phones to VoIP.
- Small businesses put a premium on both reliability and scalability when evaluating VoIP solutions.
- Small businesses are overwhelmingly interested in hosted rather than on-premise solutions.

## Many Buyers Currently Using Cell Phones and Landlines



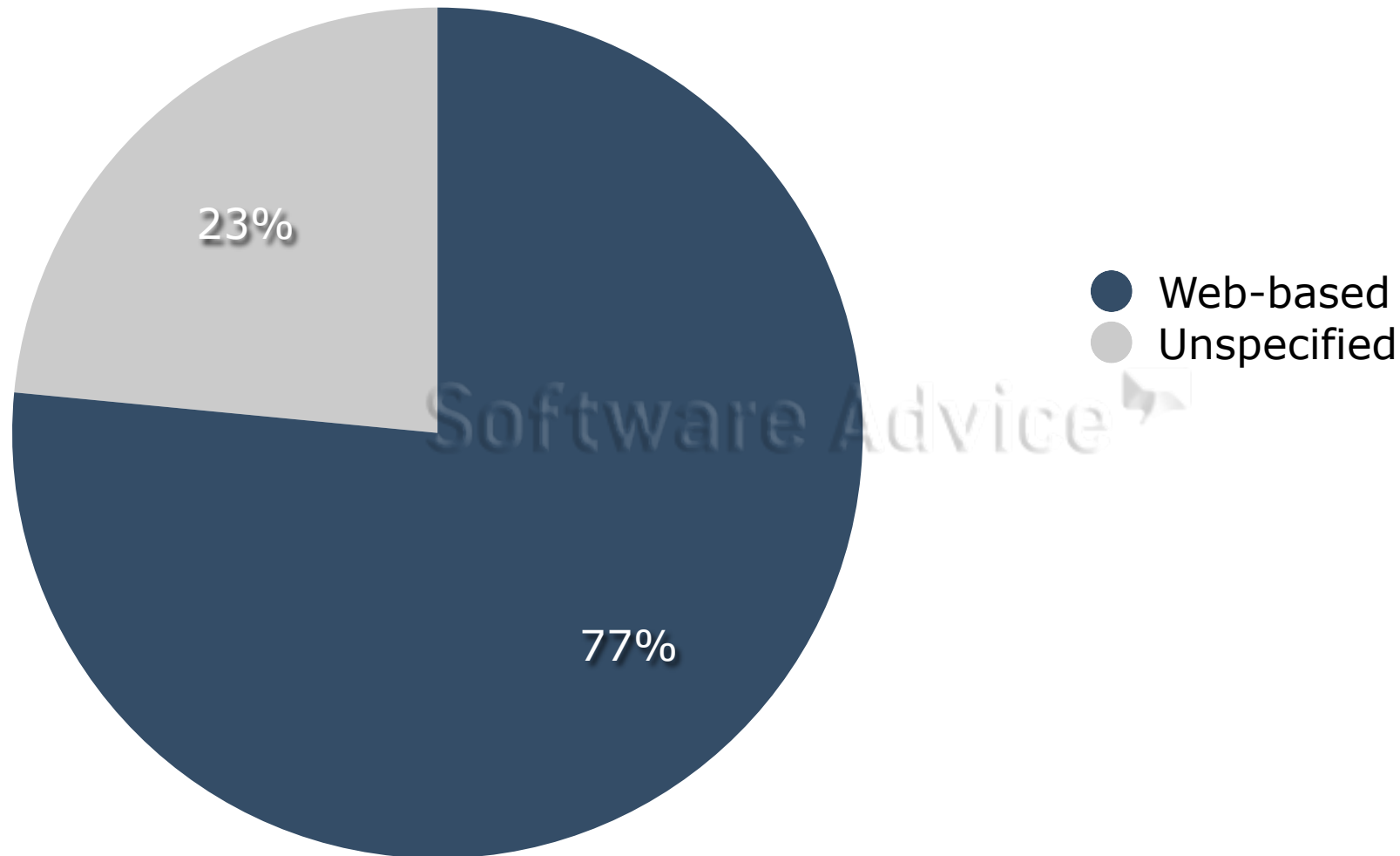
While a good number of small businesses are currently relying on VoIP service, 45 percent still use landlines or cell phones for their telephony needs.

## Pain Points Include Lack of Reliability and Scalability



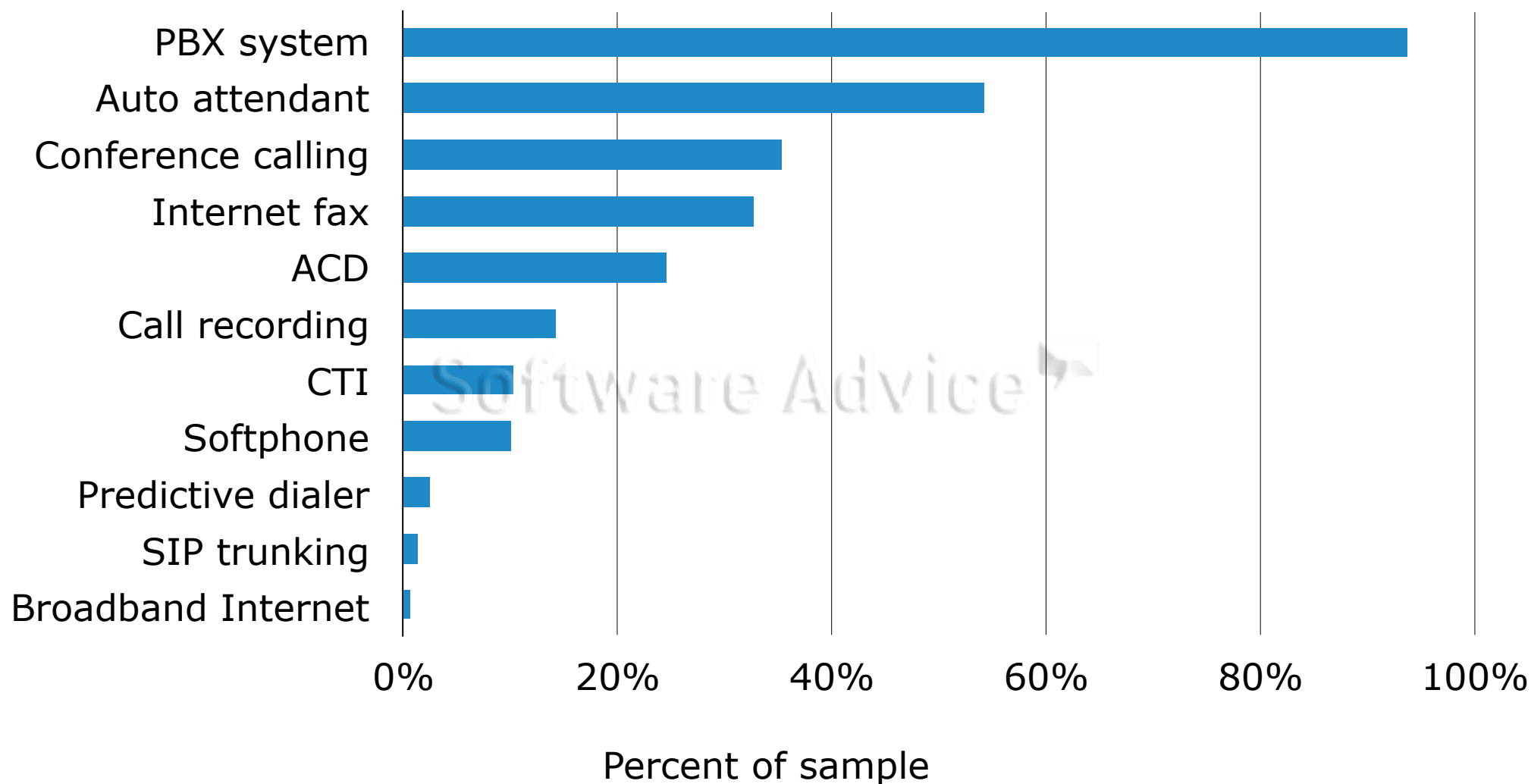
Seventeen percent of our sample wanted a higher level of reliability from their phone systems.

## Majority of Buyers Favor Hosted Solutions



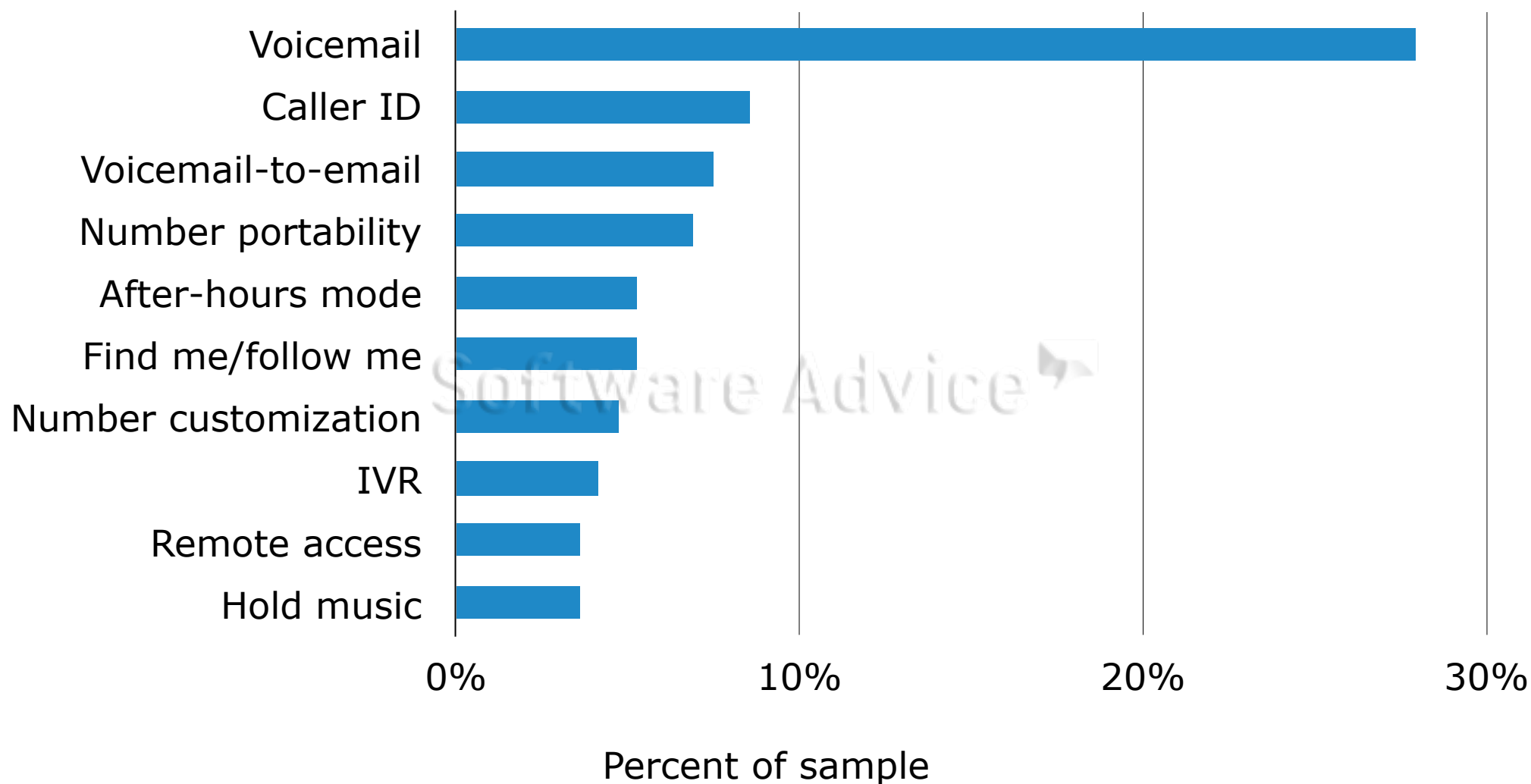
None of the buyers in our sample specified a preference for an on-premise system, though a significant amount of buyers failed to specify a preference.

## Buyers Want Auto Attendant and Conferencing Applications



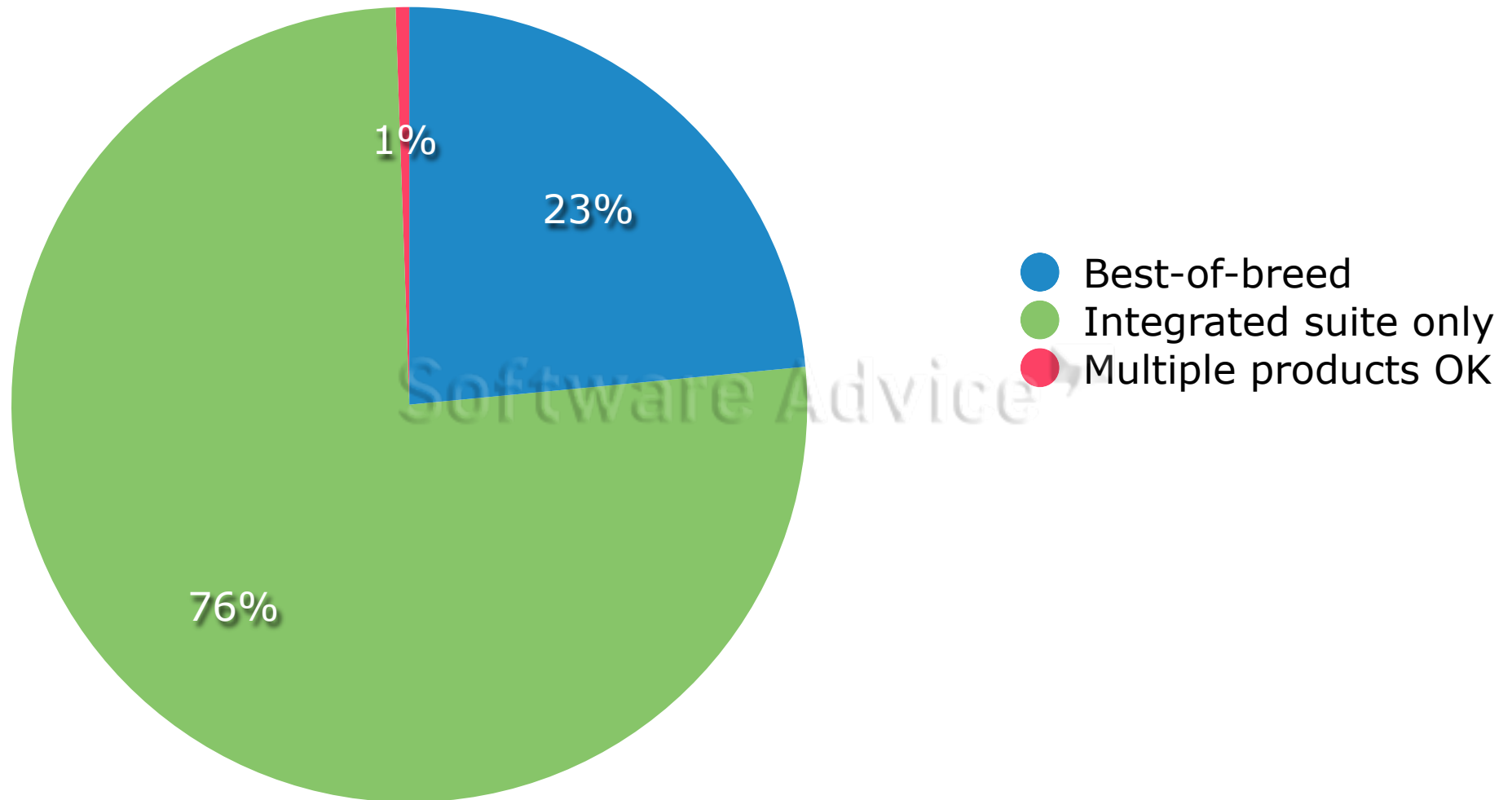
Beyond PBX systems (the core of business phone systems), auto attendants and conferencing applications were highly popular among the buyers we spoke with.

## 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.

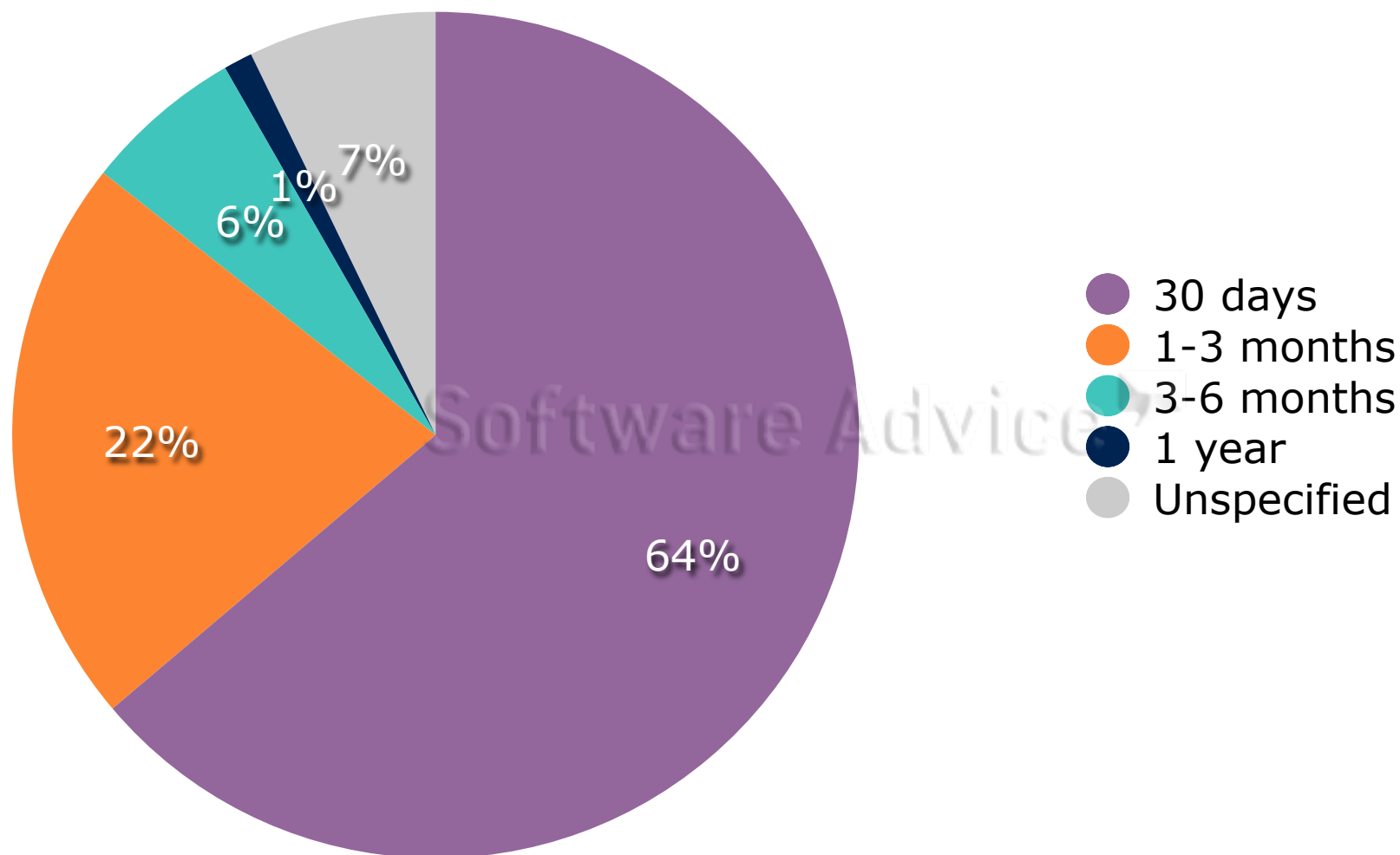
# Buyers Want Integrated Unified Communications Solutions



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

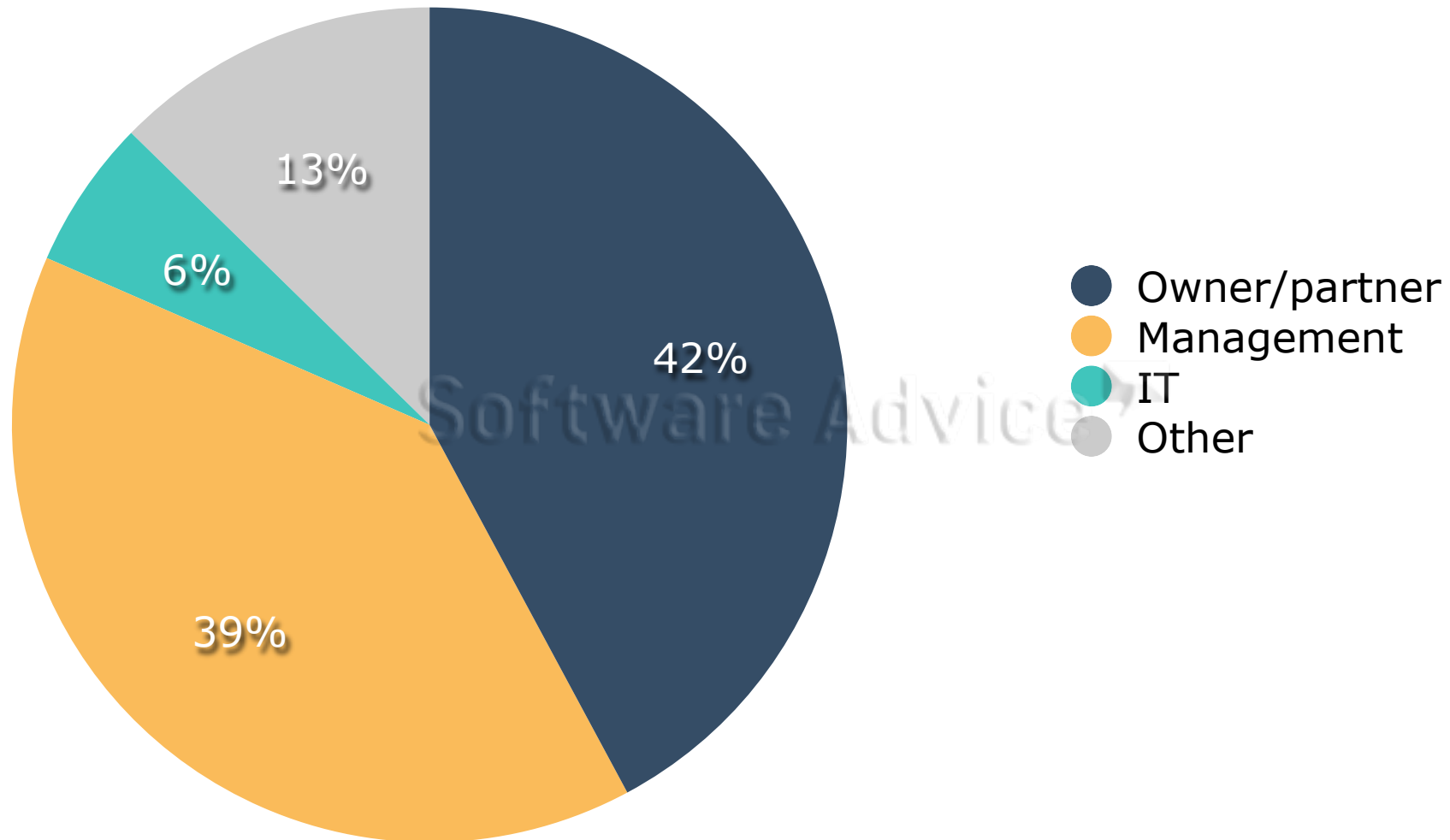


# Most Buyers Looking to Replace Their Phone Systems Immediately



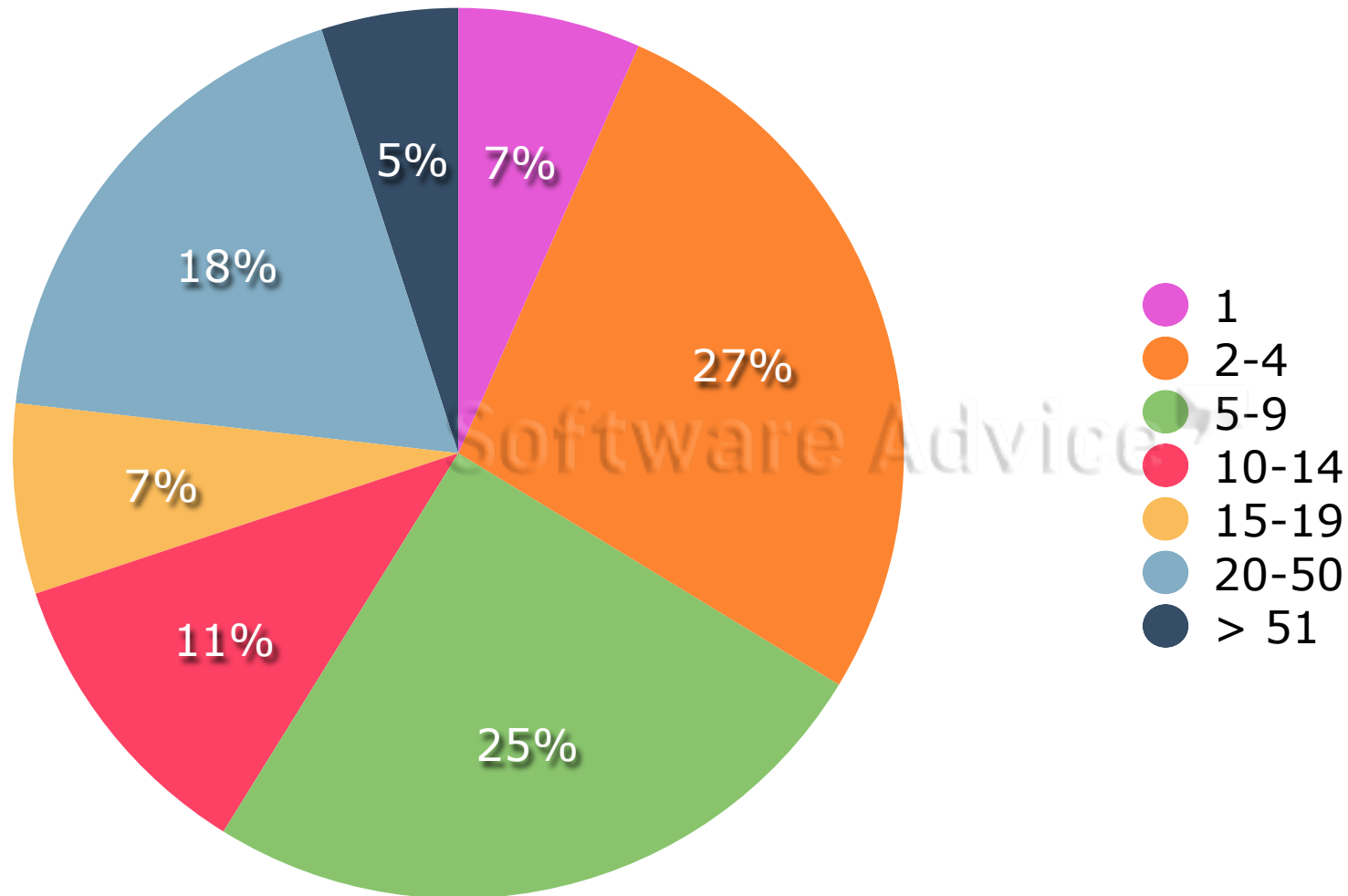
Because phone systems are the backbones of many businesses, most buyers have a short time frame for making a decision.

## Few Buyers Have Backgrounds in IT



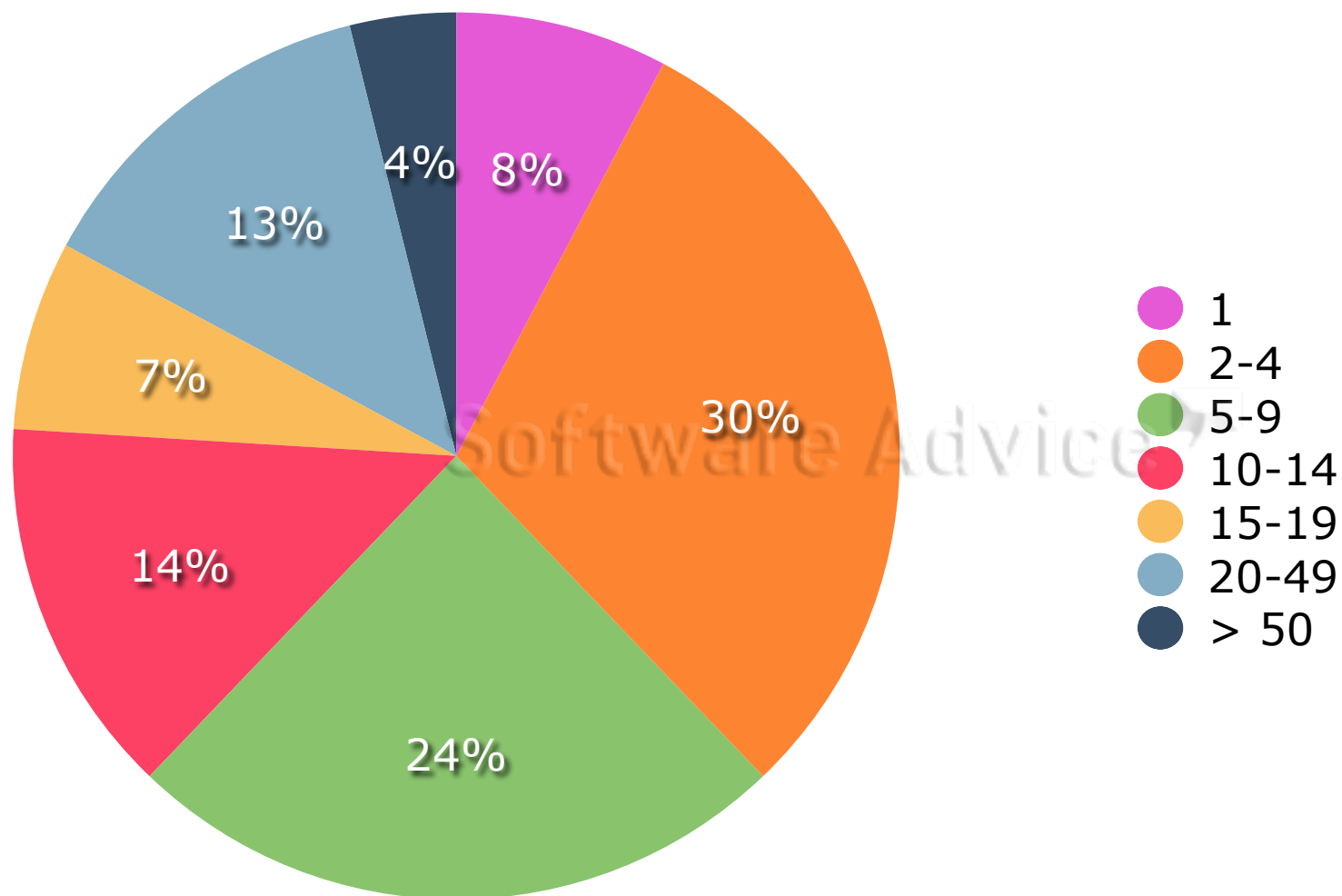
In the small-business market niche, most buyers are business owners rather than IT professionals. These buyers value ease of setup and maintenance.

## Most Buyers Need Systems for 1-9 Employees



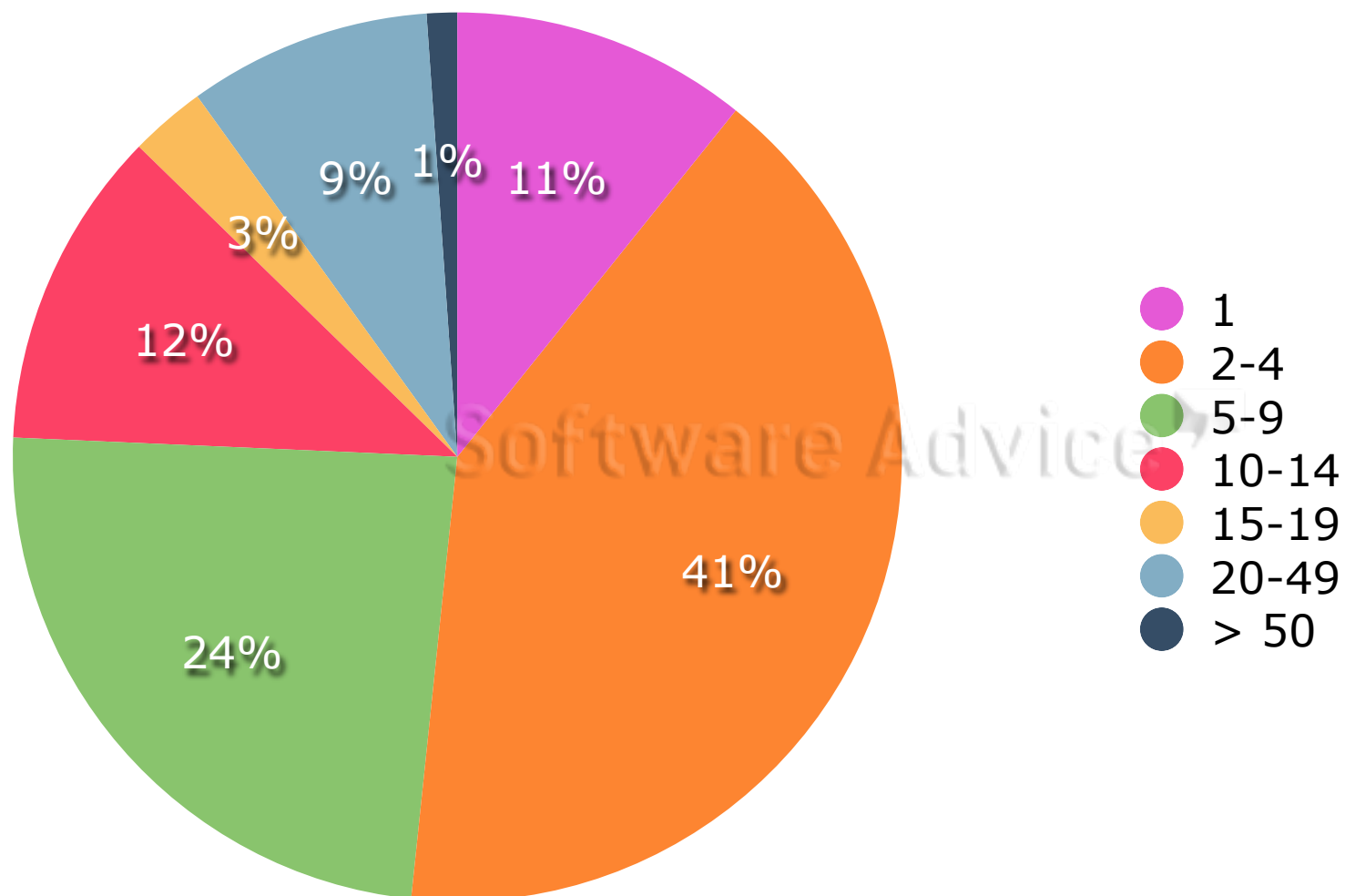
Most of the small businesses with whom we discussed phone system purchases had fewer than 10 employees.

## Most Buyers Currently Using Fewer Than 10 Phones



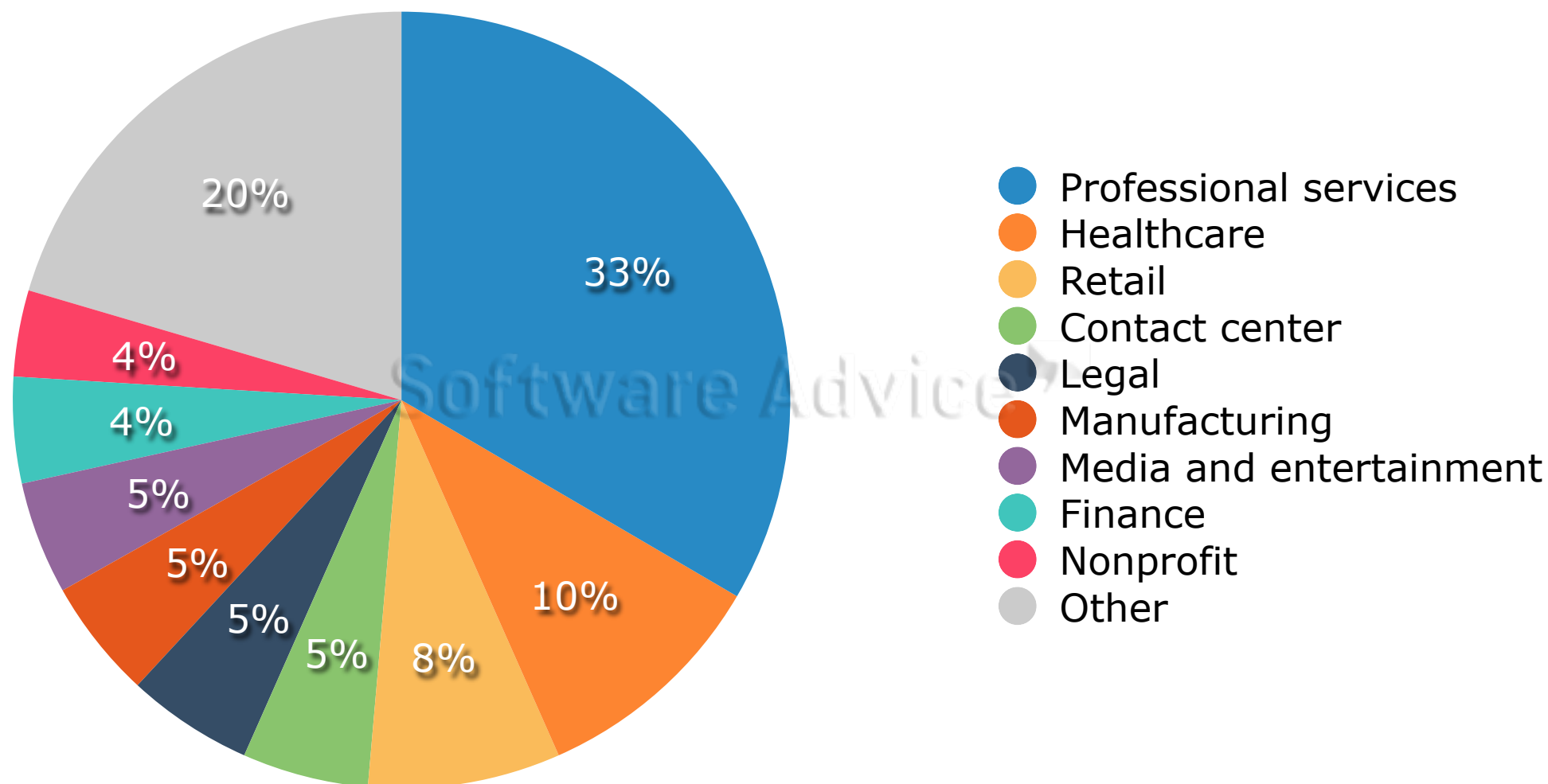
62 percent of the buyers we surveyed were using 9 or fewer phones, though many of these buyers also observed that their businesses were growing.

## 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.

# Learn More About VoIP Software

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