



KAZOO vs. On-premise VoIP

It's All About Business Positioning

In the on-premise world of VoIP, there are some competitive options on the market, which might catch your clients' eye because they claim to be "cheap, easy and include added features."

Similarities

On-premise solutions have been viewed as reliable for a long time, and now you can experience that same reliability with the lower cost structures of hosted service. With on-premise systems you must purchase expensive servers, which create an up-front investment on equipment. Hosted solutions have a ton of benefits, not the least of which is the lower, true cost of ownership.

How To Differentiate Against On-premise

Equipment: Large initial investment for on-premise equipment.

Maintenance: High cost when on-premise equipment breaks or is damaged: technicians are required and downtime takes away from business hours & revenue.

Scalability: It's difficult to scale up with a fixed, on-premise system. When your customer's business grows, they must:

- Purchase more equipment
- Stack more boxes in offices, which leads to
- Overall higher operational cost of the phone system

Feature/system growth: On a hosted platform, the system and features are going to continue to grow and be perfected. With an on-premise system, you are generally limited to the features that come with the equipment. To add additional features, your customer faces extra costs, more hardware and a more complicated setup.

APIs: Allow you to customize the experience for your customer. Get creative! Have us build a feature or application, or use our API's to create one on your own!