



Peter Engle  
President

## **Joy Communications Reports Rapid Increase in the Adoption of Hosted VoIP Among Small to Mid-sized Companies**

*Advancements in Technology & Cost  
Reduction Is Driving Demand for  
Popular Business Communications  
System*

Stuart, FL — September 27, 2011 — Joy Communications, an industry leader in unified communications, announced today that hosted Voice over Internet Protocol (VoIP) is experiencing tremendous adoption by small to mid-sized businesses. A number of distinct benefits such as superior quality of service, reduction of cost, flexibility, built in business continuity and advanced applications are driving the demand for hosted VoIP technology.

Unlike a traditional phone system, hosted VoIP requires no on-site PBX hardware. Instead the technology uses VoIP service to place and receive calls using the Internet. This service is frequently hosted remotely by a 3rd party VoIP provider. As a result, an end user's communication via VoIP service is handled by redundant enterprise servers offsite. In addition to the profound upfront cost savings this presents, hosted VoIP technology enables one's phone system to be completely scalable and flexible. An organization can add or remove phones on a hosted system any time.

Hosted VoIP serves the needs of entrepreneurs and enterprises alike, by delivering powerful features such as improved call quality, valuable disaster recovery tools, and applications designed specifically for telecommuters and remote workers. Included in the system are advanced features such as unified messaging, automatic call distribution, auto attendant, call recording, call flow reporting as well as traditional PBX features.

The U.S. business hosted IP voice services market is expected to grow from 828,350 seats in 2008 to 4,910,499 seats in 2013, a CAGR of 42.8%, according to Interactive Data Corporation (IDC), a market research firm specifically focused on the IT segment. "The SMB marketplace has started to really embrace hosted VoIP because it dramatically increases their profitability and gives them a competitive advantage," said Peter Engle, President of Joy Communications. "For many customers off premise communications technology is preferable. In a hosted environment, companies can take advantage of flexible technology knowing that if a disaster occurs, whether a power outage or natural, the system will remain up without interruption."

"After we understand our customers' strategic business objectives we recommend the right technology to support all of their needs and in many cases that means a hosted solution," added Mr. Engle. "Hosted VoIP is quickly becoming more than an acronym, it's raising the bar for Unified Communications providers, while giving businesses the edge they need to compete in today's marketplace."

### **ABOUT JOY COMMUNICATIONS**

Joy Communications, founded in 1982, with offices in Stuart, Tampa, and Ft. Lauderdale, is a multi-million dollar private company with over 10,000 customers throughout Florida. Joy Communications sells and services telecom equipment including Mitel, Samsung, and ShoreTel, and provides data equipment and services. Joy's service area extends from Melbourne to Key West and the Tampa/St. Pete area. Joy Communications specializes in providing quality service and support to its customers with locally based, certified technicians. For more information on Joy Communications, please call 1-800-432-3638 or visit [www.joycomm.com](http://www.joycomm.com).