

# Small Business Technology Report

## Small Businesses Make Something Big Of Themselves

(NAPSA)—More and more small-business owners have their heads in the clouds these days—and that's a good thing.

That's because Internet-based, "cloud" computing and communications services accessible from any PC and from any location are now available at a fraction of the cost of hardware alternatives. These solutions offer small businesses tremendous flexibility and productivity advantages while eliminating the burden of managing and supporting costly, premises-based equipment.

It helps that one company known for developing innovative business communications services offers a powerful cloud communications solution that lets subscribers manage day-to-day communications online from any Web browser. This enhances business productivity while reducing overhead expense by providing integrated, one-stop access to an affordable suite of essential communications tools.

The 8x8 Virtual Office Pro cloud communications solution features an easy-to-use online dashboard that enables:

- Unlimited local and long-distance VoIP (Voice over Internet Protocol) calling (plus advanced PBX calling features) from a PC, iPhone or desk phone;
- A visual overview and online control of business calling activity;
- One-click access to contacts and co-workers;
- Video Web conferencing with call recording and archiving;
- Unlimited faxes;
- Presence management that tells workers whether you're logged in, logged off, on the



**Businesses of any size can save money and gain access to valuable communications services simply and affordably.**

phone, off the phone or currently unavailable;

- A comprehensive view of all voice mails, recordings, fax messages, calls and chat history.

According to Matthias Machowski, directing analyst for enterprise voice and data at Infonetics Research, "From our IP PBX survey, it appears businesses are increasingly embracing a hosted services model to more easily ramp their capacity needs up and down without a huge cash layout for equipment."

With hosted services like 8x8 Virtual Office Pro, priced at under \$50 per user, a company's administration and use of its everyday communications tools are now as simple as sending an e-mail or clicking a contact name to place a call. This is further enhanced by the efficiency and productivity advantages associated with having supplemental communications capabilities from a single provider right at your fingertips.

For additional information, visit [www.8x8.com](http://www.8x8.com) or call (866) 879-8647.