

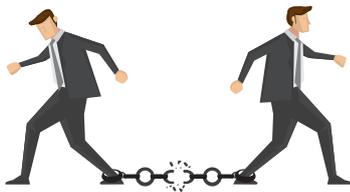
## Do you still need a desk phone?

In 1876 Alexander Graham Bell was granted a patent for the first telephone ever. Nearly a century later, Motorola introduced the first mobile phone in 1973. Yet even after 44 years, the ever-advancing mobile phone has not replaced traditional technology. What is it that makes desk phones so indispensable? And are we, now 17 years into the new millennium, ready to get rid of them altogether?

## Desk phones

With a legacy going back nearly a century and a half, there is no denying the value of the landline telephone. Offices around the world have relied on a telephone on each desk for decades, and are understandably reluctant to give them up now. After all, the desk phone works and it works well.

## Advantages



### 1. Separation of work and personal life

A landline that stays on the desk creates a concrete barrier between work and personal life. No work calls intrude on time at home and personal communications do not distract between work calls.



### 3. Old-fashioned dependability

Despite its constant presence in our lives, the Internet is still not entirely dependable. We all know the troubles of dropped connections and slow speeds. A desk phone does not depend on an Internet connection.



### 5. Everyone knows how to use it

The desk phone is familiar and easy to use. There is no learning curve or advanced training to master it. This is particularly beneficial to older professionals that do not want to make changes so late in their career.



### 2. Speakerphone that actually works

Smartphones become more advanced and capable every single year, but they just cannot seem to master the speakerphone. There is little debate that the speakerphone on a desk phone just works better.



### 4. High voice quality

More debatable than the previous two, many consider the voice quality on desk phones superior. It is hard to argue the point since a desk phone is devoted to only one function, so of course it does it well.

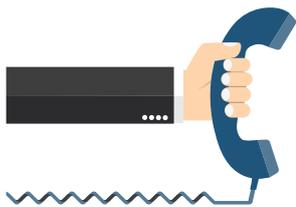
*\* It is worth noting here that the first five functions are unique to the desk phone, but the next five may be characteristics of a good soft phone as well.*

## Desk phones



### 6. Built-in company directory

Considered the latest technology in the era of the Rolodex, most desk phones support a built-in company directory for quick, one-click calling. This is now available in an even more efficient format in softphones.



### 8. Simple and easy to use

There is no denying that a desk phone is easy to use, but the same can be said for a modern softphone. There is nothing complex about placing a call with just the click of a mouse.



### 10. Easy access to voicemail

The press of a telephone key or the click of a mouse button, both require the same effort to reach voicemail. The softphone improves on the desk phone by offering quick and easy voicemail administration.



### 7. Conference calling

Desk phones typically support easy conference calling within a few parties. However softphones improve conference calling with unlimited attendees and drag-and-drop functionality.



### 9. Internal extensions

While a phone sitting on each desk is the perfect representation of internal extensions, this function is no longer limited to the desk phone. Softphones also support internal extensions that can extend even beyond the walls of the office.

## Mobile phones

Mobile phones hit the market in the 70s and have not stopped evolving since then. According to a 2015 study by the Pew Research Center, 92% of adults in the United States have a cell phone. This means that many professionals walk into the office with a mobile phone in their hand, but not all companies realize the benefits this could offer them.

## Advantages



### 1. Business apps

The popular saying “there’s an app for that” applies in the office too. Business professionals will find apps for networking, appointment making, tracking, and more. These increase productivity both in and out of the office.



### 3. Voicemail anywhere

Similarly, voicemail on a mobile phone is available anywhere. This is unlike a desk voicemail box that will sit and accumulate messages until the user reaches their desk. It saves time to listen to messages as they come in rather than all at once the following day.



### 5. Mobility

Almost too obvious to mention, mobile phones are just that: mobile. The value of this cannot be stressed enough, however. Colleagues and partners are now available all the time, regardless of location and time. Users can even move around while on a call.



### 2. Email anywhere

Most mobile phones support sending and receiving email. This means an inbox that is available anywhere and anytime, not only at the office desk. Gone are the days of not seeing an important email in time.



### 4. Video calling

Smartphones today often come with native video calling as well as a myriad of other options. Face-to-face conversations tend to be more productive and less time consuming, leaving little room for miscommunications.

## Mobile phones



### 6. Continuity

When the electricity goes out or the Internet is down, mobile phones persist. While they will not be able to replace all of the office equipment, at least basic communication can continue.



### 8. User-friendliness

Most professionals in 2017 know how to use a mobile phone with little to no learning curve. Some more complex desk phones, on the other hand, require employee training to master the hardware and system.



### 10. Cost

Mobile phones for employees may be less expensive than desk phones, especially in the case of BYOD (Bring Your Own Device). Mobile phones can be very inexpensive or even free with company plans.



### 7. Employee morale

Let's face it, people in the 21st century love their mobile phones. So employees that do not have tuck their mobile phones away in a pocket or purse during work will be happy and less likely to take frequent breaks to check their phones.



### 9. Texting

Texting via mobile phone adds one more mode of communication that is not available on a desk phone. Whether in a meeting or at a child's soccer game, texting allows quick and silent communication.

## Softphones

Softphones are even newer than mobile phones and fully embrace the modern move away from superfluous hardware and equipment. Essentially, a softphone is software that functions as a telephone and can be installed on an existing device like a desktop computer or smart phone. They are flexible and convenient.

## Advantages



### 1. Integration with CRM and other apps

A softphone can integrate with other software to streamline communications. For example, an incoming call could open the caller's account in the CRM in a pop-up window, placing all pertinent information in front of the user before they answer.



### 3. Presence functionality

Quickly becoming an expectation rather than a perk, presence is a real-time status that is shared with other softphone users. It makes it quick and easy to tell who is available for a call, who is absent, and who is busy.



### 5. Drag-and-drop conferencing

A favorite softphone feature, drag-and-drop conferencing sets a conference in motion with just a few clicks of a button. This is a quick way to reach a resolution with no back-and-forth calls or scheduling issues.



### 2. Flexible

Not limited to one device or type of device, softphones can often be installed on desktop computers, laptops, tablets, and mobile phones. This is a game changer for many professionals that tire of toggling between devices and screens.



### 4. Modes of communication

Softphones offer many modes of communication, starting with traditional voice and expanding to include instant messaging, conferencing, video calling, screen sharing, file sharing, and more.

## Softphones



### 6. Cost

As with mobile phones, softphones are less expensive than desk phones. As software, softphones necessitate no additional hardware or equipment. A strong Internet connection is a must, but most modern offices already have that in place.



### 8. Continuity

Similar to a mobile phone, softphones are not subject to outages or natural disasters. Softphones have an advantage over mobile phones, however, as they put the full power of the communications system on the user's mobile phone.



### 10. Less space

Softphones take up no room on the desk, use no outlets, and require no charging cables or docks. Desk phones traditionally take a large space on each desk, and mobile phones, while much smaller, typically need a charging space.



### 7. More comfortable

Both desk phones and mobile phones eventually become uncomfortable to hold up to the ear. Softphones are used with whatever headset the user chooses, or the native speaker and microphone.



### 9. Quiet office

Because softphones are embedded into a computer or other device, there are no ringing telephones throughout the office. Notifications may be visual only, or heard through a headset.

## Softphones



### 11. Local presence and global reach

Softphones can tap into modern comms technologies like VoIP to give a local presence and feel while still offering a global reach. Imagine having a local number for customers in the United States, China, and Australia.



### 13. Works anywhere with Internet

Softphones are available and functional on any device, in any place, and at any time as long as there is an Internet connection. Traveling? Victim to loss or theft? No problem with a softphone.



### 15. Can unite a desk phone and mobile

Edging into our final section on Hybrid Options, some softphones can integrate with both mobile phones and desk phones, creating a more comprehensive solution.



### 12. Less expensive long-distance

Along the same lines, national and international long-distance calling can be virtually free with a softphone that works with VoIP. This is important as modern business becomes more and more globalized.



### 14. BYOD with consistency

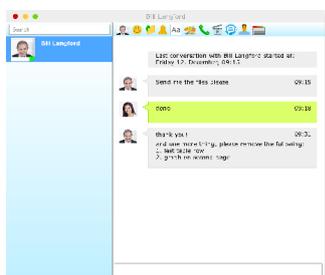
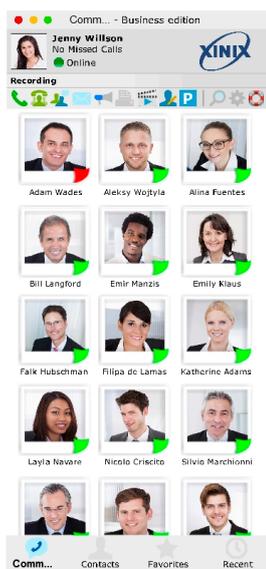
While mobile phones support the BYOD movement as well, softphones offer a level of consistency. The very same softphone can be downloaded onto any mobile phone, tablet, or laptop, making life easier for IT.

## Hybrid Options

At the rate of advancing technologies and evolving communications, there is no reason not to have all of the above. Hybrid options offer the best of desk phones, mobile phones, and softphones wrapped into one package.

### Smartphone Docking Station

A smartphone docking station allows the user to insert their smartphone into a desk phone cradle for a combination of both technologies. In theory, this offers all of the advantages of both a desk and mobile phone. Keep in mind, however, that it depends on the user being at their desk with the smartphone inserted.



### Unified Communications App

Unified Communications apps are essentially softphones with additional functionality and integration options. They can integrate with all company software for enhanced capabilities and communications. UC apps can also integrate with desk phones to form the most comprehensive of any of the above solutions. Unified Communications apps are designed to offer maximum functionality and power in the simplest interface. An example of a Unified Communications app is Communicator.

## Final Thoughts

Coming back to the original question: “Do you still need a desk phone?” If you approach this question, as many do, with the viewpoint of desk phone vs. mobile phone, your answer will probably be yes. Although smartphones have advanced by leaps and bounds, they are often more suited as a complement to a desk phone than a complete replacement. Replacing the desk phone with a mobile phone is a hard case to make.

But once you start delving into some of the more advanced technologies like softphones and Unified Communications apps, the possibilities begin to open up. Even if not as a complete replacement, at least as an integral piece to converge and enhance your communications.



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Xinix World  
483 Green Lanes,  
Palmers Green, London,  
N13 4BS  
United Kingdom  
Tel: +44 (0)20 7586 6660  
Tel: +44 (0)80 0520 0300  
sales@xinixworld.com

**Switchboard**  
**03300 882 269**

**Sales Line**  
**0800 5200 300**

**Partner Support**  
**03300 882 262**

## Vision Statement

We Unify Communications!

## Mission Statement

We provide the Communication World with the most Complete Turnkey Communication Systems available by Creating, Unifying and Supporting the Most Advanced of Current Technologies.

## Overview

Xinix World was the first company to deliver Open Source Communications Software as Professional Turnkey Solutions.

By combining the best of open source telephony and its own proprietary software, Xinix World can provide enterprises with turnkey solutions that take account of the clients' exact needs within a very cost-effective framework - giving CIOs the safest choice. This mix includes royalty-free software, vibrant open source communities, available custom development backed up by accountable, professional support services.

The company finds innovative open source communication projects and professionalizes the project by creating, unifying and supporting turnkey systems with its proprietary in-house software. Xinix World provides the resources, core development and support services to enable popular open source projects to scale into enterprise-class communications software.

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