



“We were an early adopter of VoIP. We always believed in the technology, but our first provider had a lot of issues and cost us a lot of money. With Hosted Voice from Speakeasy, we can guarantee our clients reliable service and a fantastic feature set ”

— Todd Short, Co-Founder, **Balance Networks, Inc.**

Balance Networks provides computer network solutions for small to medium businesses in Chicago. They work to demystify technology and free clients to focus on their core business. Balance Networks looks for partners that can help them use the skills of their small team as efficiently as possible in order to serve a large client base.

PARTNERING WITH SPEAKEASY

With an unreliable provider that didn't offer their own connectivity, Balance Networks had a terrible first VoIP experience. Fortunately, they happened to choose a Speakeasy DSL connection to support that service. “After a few years of bulletproof connectivity from Speakeasy,” says Short, “we decided to go with their Voice over IP.” Although they now offer T1 service through their own data center space, Balance Networks continues to sell Speakeasy T1 or DSL service with Hosted Voice because of Speakeasy's voice-optimized network.

THE SPEAKEASY HOSTED VOICE SOLUTION

VALUE TO CONSULTANTS

When he attended Speakeasy's Certified VoIP Partner training, Short says he knew right away that it was the right choice for Balance Networks. “Speakeasy's price point is good. They ensure reliability and call clarity. They've also tried and tested the hardware options, so the solution is consistent. It's impossible for me to support every phone that's out there, so it helps me that they've focused.”

Short sees Speakeasy voice services as a growth opportunity for his business. “We hope to continue adding **three or four new accounts per month**, so it shouldn't take long to create a very comfortable recurring revenue stream.” Speakeasy Hosted Voice also helps Balance Networks pursue their larger goal of becoming a complete outsourced IT department for clients, offering a full spectrum of hosted services with contract-based management.

VALUE TO CLIENTS

The flexibility and advanced features of Speakeasy Hosted Voice empower Balance Networks to help clients accomplish more. Short describes an association that represents 12 different management companies with 12 different telephone numbers. Balance Networks was able to set up each company as a Hunt Group. Now it's always clear which number is being called, calls are tracked to the minute, and all charges are easily re-billed to the appropriate company. The association is now free to grow exponentially, without any phone system limitations.

Short predicts a growing need for Hosted Voice, particularly among legal clients. “For example, the cost of high rise offices here in Chicago is astronomical. I foresee a shift to telework. With VoIP, workers can be highly functional and accessible from home, and firms can save thousands by reducing office space to a few conference rooms and small offices. The traditional workplace is going out the window, and I'm here to help.”