

Plugging in with Phone Power

By [Paula Bernier](#), Executive Editor, TMC | February 04, 2013

The article originally appeared in the Jan./Feb. edition of [INTERNET TELEPHONY](#).

Phone Power was recently recognized as a top growth company by Deloitte. *INTERNET TELEPHONY* recently touched base with Phone Power President Jim Murphy to learn more about him, his company and its recent designation.

What's your professional background?

From 1999 to 2005 I was cofounder and president of DSL Extreme, a nationwide broadband ISP. From 2006 to the present I've been co-founder of Phone Power, a nationwide VoIP provider.

How are you applying that background to what you're doing now?

Our specialty is growing a technology-based recurring revenue model. From that perspective this is not a huge stretch from running an ISP.

Tell us more about Phone Power. What does it sell to whom and where?

We have residential and small business products that offer unlimited calling for less than \$9 a month. We market both a cloud PBX product and SIP trunk solutions for businesses. The majority of our customers are located all over the U.S., Canada, and Brazil. Our customer demographic ranges from single residential lines to Fortune 100 companies with thousands of lines deployed.

How does what you offer address customers' pain points?

The easy sell is the cost savings. Many customers come to us just for that. But other customers use us for our smartphone integration and advanced call routing features not offered by the traditional telcos.

What's unique about your company?

Twenty-five percent of our new sales come from word-of-mouth referrals. Customer service is extremely important to us.

Your company was recently given a designation by Deloitte. What was that designation, and how did Phone Power achieve it?

We were ranked 22nd in their 2012 Fast 500 fastest growing companies in North America with 7,642 percent growth between 2007 and 2011.

Where does your company see growth going forward?

As the residential segment matures, we see continued consolidation in that segment. We've completed three acquisitions in that space over the last three years. Hosted PBX is continuing to explode, as millions of premises-based PBXs become obsolete.

Bundling both residential and business segments with a strong mobility offering will be the next growth space for us.

Edited by [Braden Becker](#)