

## B2C and SO / HO Solutions

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**MasterTel USA has partnered with the best-in-breed B2C (business to consumer) service providers to provide Residential and SO/HO (Small Office / Home Office) customers with the right solutions to support their day to day, and long term needs. From telecommunications services to bandwidth and IT, Residential and So/Ho users can turn to MasterTel USA for complete solutions and comprehensive support. Here are some solutions that meet the complex demands of today's Residential and So/Ho users, at a price point that won't break the budget...**

### Cable/DSL

Bandwidth is the lifeblood of any Residential user or So/Ho business today. Business Support Systems are available inexpensively in the Cloud. Individuals are working from home more than ever. There's been an exponential increase in demand for online content, especially streaming video and audio (podcasts and music). Social Media has become a tool to enrich the online experience. All of these factors add up to reliable, high speed internet being mandatory for businesses of all sizes and individuals from all walks of life. To meet this basic requirement, MasterTel USA offers Cable and DSL options from the leading cable and telecommunications companies. Use our Instant Quote tool on our retail site ([www.shoptelc.com](http://www.shoptelc.com)) to find the best service providers in your area at the best pricing. We'll then help manage your installation to ensure a fast and efficient process. ....Go to [Shoptelco.com](http://Shoptelco.com) now.

### Cloud Software (Software as a Service)

Residential and So/Ho users are driving a significant portion of the ever-growing demand for Cloud Computing services. The benefits to Cloud Software services as opposed to Out of the Box software, are many, and include:

- Save on Cap/Ex
- Business Continuity and Redundancy
- Reduced maintenance costs
- Pay only for what you use
- Easy to scale
- Automatic updates
- Easy integration with other apps, systems and platforms

For these reasons and more, Residential and So/Ho users are relying on Cloud Computing Software services for critical personal and business applications.

Different types of software, like Email, CRM, Document Sharing, Accounting, Marketing, Video Conferencing, Security and Back Up services are hosted and delivered through the Cloud. For a complete list of available Cloud Software products and to order services online, please visit our [MasterTel USA APPX Mart](#).

## Long Distance

The world is a much smaller place today thanks to technology. Residential users are able to connect with family and friends across the globe in a way that was unthinkable just a decade ago. So/Ho businesses can now source any part of their supply chain to any country in the world. While email and video conferencing are effective, sometimes nothing replaces an old fashioned phone call. That's why MasterTel USA offers switched long distance services from leading providers like Pioneer Telephone, who only offer the best voice quality available (utilizing the Sprint Network) at only 2.7 cents per minute for interstate long distance calling (plus aggressive instate rates). You don't have to switch your local number and LD Line Fees are only \$0.99 per number. To order, [click here!](#)

## Audio Conferencing

Audio conferencing allows multiple parties to connect using devices such as phones or computers. This can be a solution for a number of problems that can arise when multiple parties need to meet. People who are distant and busy do not have to sacrifice the travel time since the meeting can be conducted from a nearby phone or computer. A person who would otherwise be excluded due to a bedridden illness can participate. Money that would be needed to book a meeting facility or host a lunch meeting can be saved. MasterTel USA partners with quality providers. For our SOHO customers, we offer \$0.08 per min (per person) conferencing rates from The Conference Group. To sign up and be able to conference immediately, [click here](#).

## VoIP

Voice over IP has become the ubiquitous mode of communication for So/Ho users. MasterTel offers all types of VoIP services, from bundled cable voice and Internet service to small hosted PBX service, SIP trunking and more. Why use MasterTel USA? Because the market is full of VoIP providers, from Fortune 100 service providers to upstart and niche service providers all touting different service options at different prices, which can make the procurement process for Residential based businesses and So/Ho VoIP service a difficult and confusing process. MasterTel USA offers a free communications evaluation to find the solution that fits your needs and your budget. ...Learn more on our retail site... [ShopTelco.com](#).

## Desktop Faxing

Desktop faxing enables Residential and So/Ho users to meet their faxing needs without the capital expenditure of purchasing fax equipment. By working through your computers and existing Internet connection, it also eliminates the need for expensive dedicated fax lines. Because it's a Cloud based service, it is more reliable, cost effective and has advanced management tools. No more changing ink cartridges, refilling paper and clearing jams. Desktop faxing is a no-brainer for any Residential or So/Ho user. To order, [click here!](#)