

Cloud VoIP

Future proof telephony for your business.



entrustIT
Europe

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Introduction

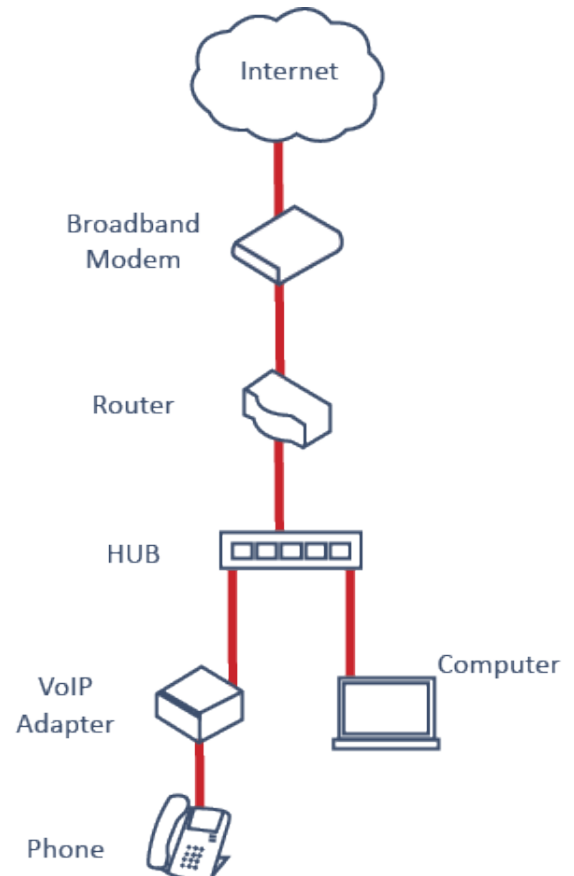


In business, as in life, good communication is vital and almost since it's creation the telephone has been a "standard" feature on every desk. Originally analogue, in recent years business telephone systems have relied on digital lines (PSTN, ISDN2, ISDN30), but these too are being phased out to meet new demands.

All telephony requires the conversion of audio into a digital signal and for some time now the technology that supports the internet has also been applied to telephone data. The result : "Voice over IP" or VoIP telephony. Voice over Internet Protocol (VoIP) phones translate your telephone call into packets of data which are then transmitted across a broadband connection – just like any other file or email that you might send. Once the data reaches the other end (whether that be another VoIP phone or a landline phone) it is re-assembled in order and then converted back into speech, so quickly that you will rarely be able to tell.

Why do this? Because when VoIP traffic looks like any other type of data, it can use existing internet infrastructure without special equipment. Lowering the cost of installation and operation and encapsulating the call traffic within a "free" transport medium. Technically, the only time that VoIP attracts a cost is when it connects to the standard telephone network – distance is immaterial.

VoIP was originally developed as a means of communicating across borders without incurring excessive charges. Think of the way Skype has allowed us to keep in contact with our loved ones around the globe for free. The business benefits of this are obvious, which is why VoIP began to catch on in an enterprise setting. In today's business environment, VoIP use is growing at a serious pace. In fact, VoIP traffic is over 158 Petabytes of data monthly – that is over 165,675,008 GB of data monthly.



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Why choose VoIP for your business?



The Costs

If you aren't using a VoIP telephone line, then the chances are you're using a good old-fashioned digital phone line to handle your office communications. Under this system, time really *is* money, since you pay for every minute that you and your staff are on the phone.

Furthermore, if you make a lot of international calls then call tariffs can be high when cross-border charges apply. Since VoIP uses your internet line, the only line rental bill you can expect at the end of the month is the one for your broadband – so no surprises there; and typically the call costs are around 50% of a traditional phone system. Since most businesses and households now have unlimited fibre broadband with high data speeds, VoIP is an inexpensive option that should not adversely affect your internet speeds.

Furthermore, VoIP can be achieved with as little as a computer, headset and microphone. With options such as Skype for Business, a phone isn't even a requirement.

Convenience

Calls between users in the same organisation but in different locations are suddenly free. Need to organise a conference? Include your in-house team and then break-out to any third party by dialling them as normal. Want to use your mobile as a VoIP handset whilst you are out of the office? No problem.

A good VoIP system also provides extra tools for the user that previously required a complex and expensive telephone switch at your premises. For example, call transfer, hunt groups and find me/follow me are all "out of the box" VoIP services so if your staff hot-desk or move around the office frequently their phone number can follow them around. Once they sign in on a different workstation, their phone is automatically configured with their number and their preferences.

VoIP facilities are extensible without installing any equipment on site. Want to add a receptionist console? Simply change your subscription. Need call centre functionality? Same again. VoIP can also integrate with your day-to-day business tools making it easy to place phone calls using an email client or from a software application.

10+ years
experience
supplying enterprise
VoIP to
businesses

Certified to
globally recognised
standards:
ISO 9001
ISO 27001

Why choose VoIP for your business?



Efficiency

Did you know that 50% of a voice conversation is silence? In a VoIP solution, a user is not provided with bandwidth in the times that they are not talking. This leaves that bandwidth freed up for colleagues. Voice data is also compressed to provide the most efficient conversation possible.

VoIP is also not bound by specific geographic limits. All telephone numbers across the world have an area code which is added to the beginning of the number depending on your location. This is not always a preferred option for businesses, particularly since in the UK a London number is viewed as being more prestigious than one from outside London. With VoIP, you are able to choose the area code for your telephone.

VoIP typically costs
50% less per call
than analogue
telephone systems.



VoIP makes more
efficient use of the
silence in phone
conversations, only
providing bandwidth
when you need it.



VoIP offers features
that are only available
on enterprise systems,
such as hunt groups
and "follow-me" calling.



"The more we used our VoIP system, the more we realise how entrustIT has helped us transform our business. The features and facilities that we now have mean that we can focus on helping our members and the general public, secure in the knowledge that our telephone systems is in safe hands."

- Helen Pinder
Business Information Manager
National Federation of Builders

Key features of an entrust/IT VoIP Solution



REMOTE OFFICE

In the office, anywhere in the world. This feature enables users to appear at their desk, regardless of their location.

OUTLOOK INTEGRATION

Our service integrates with Microsoft Outlook by combining contacts with the ability to manage the feature set from the desktop.

CLICK TO DIAL

In addition to combining your contacts into one manageable source – the click to dial feature allows users to right-click a number on their screen and dial out from their IP or desktop phone.

HUNT GROUPS

Calls to specific teams are identified and managed based on assigned hunt group settings. With 4 routing methods you can ensure that you and your employees speak to the right person at the right time.

SCREEN POP

Incoming callers are identified in a pop-up box on your screen – easily reject or answer calls without looking away from work.

ENHANCED VOICEMAIL

Our voice messaging service goes above and beyond by sending a notification and recording of voicemails to your inbox as an attached WAV file.

ANONYMOUS CALL REJECTION

Private Caller?
Telemarketers?

Have them sent straight to voicemail and check them at your own convenience.

SEQUENTIAL RINGING

Expecting an important call?
Input up to six numbers where the call is to be directed until you pick up.

SMARTPHONE INTEGRATION

Download the BRIA softphone to your smartphone device and then use your VoIP system from your mobile – at VoIP rates.

Conclusion



When communication is key, you can rely on entrust/IT to deliver the best.

With nearly a dozen years' experience delivering enterprise grade VoIP solutions to businesses in a variety of industry sectors, there is nobody more qualified to help your company get the most from their phone system than entrust/IT.

Pick the phones and the plan and we will do the rest, setting up the phones, teaching you to get the most out of them and supporting them should anything go wrong.

An entrust/IT Hosted VoIP solution will bring down your telephony costs and give you a feature-rich solution with unmatched resilience and reliability.



One of the “brightest and best businesses that the UK IT Industry has to offer”.

- **Stuart Sumner**
Editor
Computing Magazine





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