entrustIT
Europe

Flexible Cloud Telephony
You Can Trust.

Always On | Always Current | Always There

callIT

Contents

Introduction

As Cloud has revolutionised the way IT is delivered & maintained, Cloud Telephony is now offering deep advantages to organisations of all sizes in what they can achieve and how flexible they can be

Now is the right time to look again at the way your organisations telecoms are delivered and maintained. Reliable, highly functional and incredibly versatile voice communications is now within the reach of all – for smaller organisations who are already agile, enterprise telephony lengthens your reach.

The switch to cloud-based telephony uses much of the same infrastructure you already have, so adoption may be easier than you think.

What Is Cloud Telephony?
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 dedicated 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 the internet infrastructure you already have. Lowering the cost of installation and operation by encapsulating the call traffic within a "free" transport medium.

When combined with our competitive call costs, the effect is much greater flexibility and a significant increase in value to your organisation.

The benefits of Cloud Telephony are now obvious, which is why VoIP use is growing at a serious pace. In fact, VoIP calls generate over 158 Petabytes of data monthly – that is over 165,675,008 GB of data.

Let us show you how it can benefit you.

Internet

Firewall

Switch

Phone   Computer
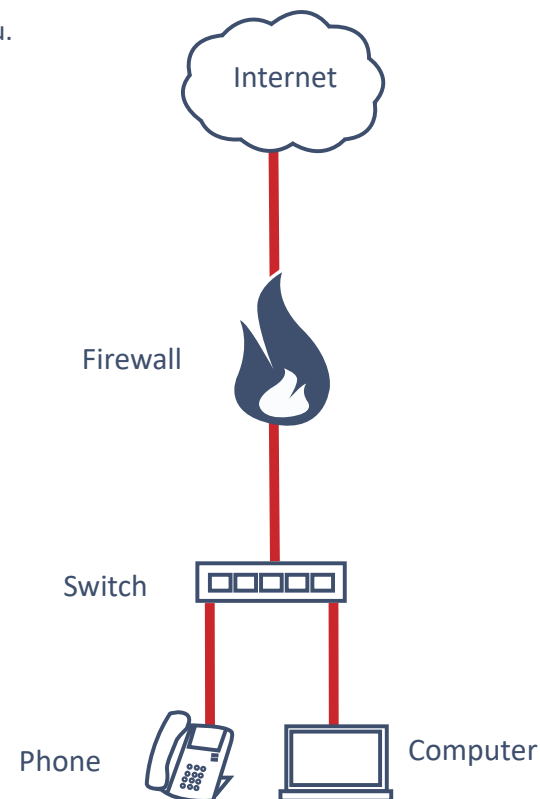
10 reasons to buy.

1. Better voice quality – analogue phone calls can degrade between source and destination, whereas digital technology can maintain high quality over any distance resulting in calls that are clearer and sharper.

2. Lower Cap-Ex – with Cloud Telephony you no longer need to invest in telephone system hardware at each location, and an open market in quality devices means that standards-based handset costs have reduced

3. Flexible working – Calls between users in the same organisation are free. Conference calls within your organisation are quick and easy. Need to work from home? No problem, you can have another handset on your broadband at home. Need to stay in touch out of the office? Just use your mobile as a VoIP handset and receive, transfer, record your office phone calls as normal.

4. Self-Service – if control is important to you, your Cloud Telephony system is simple for you to configure and manage. You can set up extensions, access call recordings and assign hunt groups for your team without having to ask for help from a third party. Easy.

5. Easy to install – Buy your handset, connect it to your internet network and you're ready to go. No need for costly engineer visits to get you up and running. And if you want on-site engineer support, we can provide that too.

6. Scalable – VoIP utilises existing network infrastructure. To scale up, simply buy new handsets and they can use spare capacity on your network, there is no need to install (and pay for) extra phone lines as you would with traditional infrastructure

7. Enterprise features – Cloud Telephony offers a number of features usually out of reach to all but Enterprise organisations such as auto-attendant, call center features, call reporting, cost controls, recording, handset branding and many more

8. Conference Calls – replace your existing phone conference subscription with a scalable service which is included with your account, all you pay for is the call costs at your normal rate

9. Call Recording – Recording your calls can be enabled across your entire organisation with the click of a button. Your recordings are logged in a cloud portal and are locked down so only the relevant, company approved, staff can access them.

10. Hunt Groups & Call Routing – Set a list of staff to route calls through. For example, if a member of staff doesn't answer their phone, the call goes onto the next staff member in that list until somebody answers – perfect for establishing a priority list

Why choose entrust*IT* for your VoIP?

We started entrust IT in 2006 when our directors left the Financial Services industry and decided to put their skills to use creating a purpose built IT environment for business.

At that time, most SMEs could not afford the same level of IT infrastructure that the big corporations could. Why? Because building an IT infrastructure that can remain available 99.99% of the time takes skill, time, money and most of all experience – four things requiring a scale that the average SME never reaches.
That just didn't sit well with us.

So, we designed an IT environment that could be scaled to meet any level of demand. It had to support customers with only tens of desktops, up to those with hundreds; providing the same level of security, disaster recovery and resilience to everyone.
But we thought that anyone with IT experience could do that. So, in order to differentiate ourselves from the rest, we built our entire company around a core set of values.

- **Trust** – This one was so important we decided to include it in our company name. Our business model has always been about developing strong relationships. In today's world IT is the backbone of a successful business. To be able to hand control of your IT infrastructure over to an external supplier, it is critical that you trust that supplier. We work closely with every one of our customers, large and small, to ensure that we offer the best service for them. Every business is different and therefore every business requires a different approach. By saying 'yes' when we could and 'no' when we should, we ensured that our customers have complete faith that we have their best interests at heart.

- **Reliability** – Our Cloud IT infrastructure is built from the ground up to be resilient. Every decision we made while we built our IT infrastructure was in order to provide a reliable service. The result? We have had 99.9% uptime since 2006. We want our services to be invisible & that's the approach we take with every solution we offer,

from the smallest product or service to a complete managed service – it has to just work. 24×7 - or we won't offer it.

- **Friendliness** – We have always made sure that friendliness and approachability are core to our experience. Our support team is based in the UK and we pride ourselves on offering a friendly service, without jargon and complexity. But don't take our word for it, listen to what this customer had to say about our support team: "They are always so friendly and very quick to respond I love working with them, nothing is too much bother for them."

- **Fairness** – We want our costs to be fair, which is why we charge based on what you use rather than your ability to pay. We'd bring enterprise grade technology infrastructure to organisations and we'd do it by sharing our high investment expenses across a large pool of customers. We don't tie you into long contracts with lots of small print, you simply pay for your IT on a per user, per month basis, scaling up and down as you need.

Why choose entrust*IT* for your VoIP?

How do these values translate into our VoIP provision?

- **UK Based dedicated support team** – if you have a problem, you can forget about having to phone a call centre on the other side of the world. Our support team are UK based, friendly and helpful.

- **Market leading platform** – With our partnership with Broadsoft, we can offer a service that our customers can trust. The platform for our VoIP is built on over 12 years' experience.

- **Competitive call costs** – All of our VoIP packages offer strong, resilient VoIP at competitive rates, allowing you to keep your call costs to a minimum.

- **White-Glove** – We work tirelessly to offer a service marked with special care. After care has always been core to our business and developing our business relationships has always been crucial to us. We can offer help as much (or as little) as you need, ensuring you have a telecom system you can rely on.

- **Expertise** - we can provide engineering skills for your organisation - from planning & deployment and managing change. Our network team can assist with larger installations with complex Internet quality requirements.

Features and Phones

HTEK 902 - CLASSIC

- 2 SIP Accounts or Line Key Buttons

- HD Voice

- Message Waiting Indicator (MWI)

- 4 Context Sensitive Soft Keys – Anonymous Call Rejection, Do Not Disturb, Call Forward [Busy, No Answer and Always], Flexible Seating Logon, Call History [Missed, Received and Placed] Dial-By-Name Uboss Directory

- Soft Key Menu with Live Call – Group and Direct park, Hold, Conference, Call Recording

- 6 Feature Keys – Transfer, Speaker, Headset[toggle] VM, redial, speaker, volume control, Redial

- Volume Control

- 132x48 pixel graphical LCD with backlight LED

HTEK 923 - ENTERPRISE

- 8 SIP accounts

- 6 BLF keys that can be configured for 20 virtual keys

- Virtual keys can be programmed in Uboss to shop BLF or feature access such call pick-up

- HD voice

- Message Waiting Indicator (MWI)

- 4 Context Sensitive Soft Keys Menu – Anonymous Call Rejection, Do Not Disturb, Call Forward [Busy, No Answer and Always], Flexible Seating Logon, Call History [Missed, Received and Placed] Dial-By-Name Uboss Directory

- Soft Key Menu with Live Call – Group and Direct Park, Call Recording

- 8 Feature Keys – Transfer, Speaker, Headset[toggle] VM, redial, speaker, volume control, Redial, Conference, Hold,

- Volume Control

- 2.8" 320x240-pixel color display with backlight

HTEK 926 - EXECUTIVE

- 16 SIP accounts

- 10 BLF keys that can be configured for 36 virtual keys

- Virtual keys can be programmed in Uboss to shop BLF or feature access such call pick-up

- HD voice

- Message Waiting Indicator (MWI)

- 4 Context Sensitive Soft Keys Menu – Anonymous Call Rejection, Do Not Disturb, Call Forward [Busy, No Answer and Always], Flexible Seating Logon, Call History [Missed, Received and Placed] Dial-By-Name Uboss Directory

- Soft Key Menu with Live Call – Group and Direct Park, Call Recording

- 8 Feature Keys – Transfer, Speaker, Headset[toggle] VM, redial, speaker, volume control, Redial, Conference, Hold

- Volume Control

- 4.3" 480x272-pixel colour display with backlight

Features and Phones

Polycom VVX 201 - CLASSIC	Polycom VVX 401 - ENTERPRISE	Polycom VVX 601 - EXECUTIVE

Polycom VVX 201 - CLASSIC

- 2 line
- 132x64 monochrome backlit LCD
- Polycom HD Voice up to 7 kHz on all audio paths (speaker, handset, headset)
- 2 x ethernet 10/100
- Hard Keys: 12-key dialpad, home, speaker, mute, headset, volume
- 4-way navigation cluster with center "select" key

Polycom VVX 401 - ENTERPRISE

- 3.5" TFT (320 x 240)
- 12 lines or speed dial keys
- HD Voice up to 7KHz on all audio paths (Speaker, Handset, Headset)
- 2 x Ethernet 10/100 or GigE (VVX410)
- Asian character support
- Hard Keys: 12-key dial pad, home, speaker, mute, headset, volume, messages, hold, transfer
- 4-way navigation cluster with center "select" key
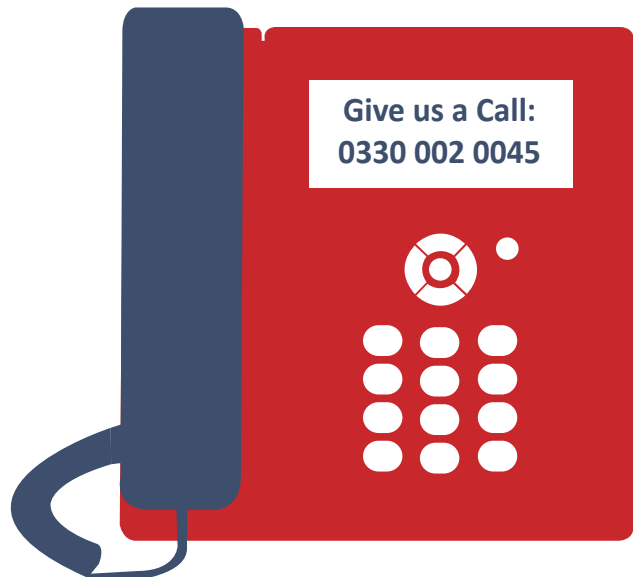- Supports VVX Expansion Module and VVX Color Expansion Module (Expandability up to 3 modules)

Polycom VVX 601 - EXECUTIVE

- Large (4.3") TFT (480 x 272) capacitive touch-screen
- Up to 16 line appearances/speed dials
- Hard Keys: 12-key keypad, home, speaker, mute, volume, headset
- Integrated Bluetooth
- Video playback and video conferencing via external USB cam
- Legendary Polycom HD Voice technology up to 14KHz on all audio paths (Speaker, Handset, Headset)
- 2 x Ethernet 10/100/1000
- 2 x USB 2.0 host
- Plug and play provisioning with zero touch provisioning
- Robust SIP feature stack
- Full Browser (Webkit)
- Broad accessory support

Are you an ideal fit for VoIP?

If any of these apply to your business, VoIP is a perfect fit.

calllT

Give us a Call:
0330 002 0045

Based in the United Kingdom	✓
Workforce of 10-150+	✓
Site has quality Internet Connection	✓
Multiple sites or Remote / Home Workers	✓

Even if you don't fit all of the criteria, VoIP can still work for you. Speak to us about your VoIP requirements and we can find a solution to fit your business.

Offers and Packages

PRIME-1M-SMART USER	PRIME-1M-SMART USER + Voice Mail
£5.99 per month per user	**£6.99** per month per user

PRIME-1M-BOLT-ON Features

UNITY	PREMIUM MOBILITY	CONFERENCE BRIDGE	BUSY LAMP FIELD (BLF)
Extra **£3.75** per month per user	Extra **£2.00** per month per user	Extra **£1.50** per month per user	Extra **£1.50** per month per user
A desktop application that controls functions of your desk phone including dialling, phone-book and conferencing	Seamlessly send calls between your desk phone and your mobile phone with a smartphone application	Host conference calls	See at-a-glance who in your organisation is available from the screen on your phone

HTEK 902 - CLASSIC

£31.79

HTEK 923 - ENTERPRISE

£59.82

HTEK 926 - EXECUTIVE

£90.48

Polycom VVX 201 - CLASSIC

£54.99

Polycom VVX 401 - ENTERPRISE

£90.62

Polycom VVX 601 - EXECUTIVE

£164.24

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