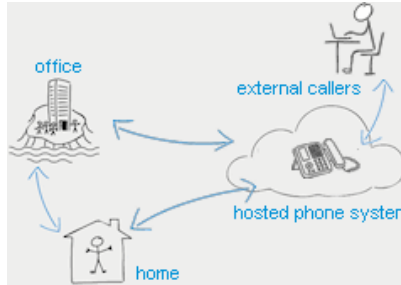




## Hosted VOP and Communications

Cloudserve offers a number of complementary services to help further increase the efficiency, agility and profitability of your business. One of these is Hosted VOIP (Voice over Internet Protocol), which uses the latest technology to bring you all the benefits of IP telephony -unified communications, lower costs, a flexible, scalable infrastructure and much more.

The increasing popularity of VOIP technology has typically been driven by the economic advantages it offers. The fact that it costs a lot less than traditional methods of telephony is a powerful incentive for most businesses. However, alongside lower costs, hosted VOIP from Cloudserve also brings you a whole host of other benefits and is the perfect complement to our hosted desktop service, giving you affordable access to a comprehensive, fully mobile, state-of-the-art business infrastructure on demand.



### What is hosted VOIP?

VOIP is simply a means of transmitting phone calls and services across the internet. In terms of basic usage and functionality, a VOIP enabled telephone works exactly like a 'normal' one. However, as detailed below, VOIP has a number of other complementary features. With hosted VOIP, Cloudserve manages and delivers these features to customers, allowing access to a far wider range of services than would typically be available without considerable investment –such as a PBX, handsets and installation charges. In fact, the only things your business needs to access hosted VOIP are a high-speed internet service (such as broadband) and an IP phone (which Cloudserve supplies).

### Key benefits

#### No expensive infrastructure required

There's no longer any need to invest in expensive infrastructure, or to have the expertise to install, maintain and manage it –all you need is broadband and a VOIP-enabled phone and you're ready to go.

#### Low call costs

Calls to all destinations - landline, mobile, overseas -are charged at highly competitive rates. In addition, phone-to-phone calls between Cloudserve VOIP extensions are FREE – immediately eliminating internal communications costs.

#### Flexibility

You can start off small and expand your provision without any financial penalty. Simply add users to the system as and when you need them, allowing your communications infrastructure to grow organically with the business. VOIP removes the headaches associated with adding users, changing features or moving locations. In addition, we allow you to take your number with you, so your business phone numbers are no longer tied to a specific geographic location

#### Feature-rich

Our hosted VOIP gives you access to a cutting-edge phone system without the associated expenditure. Conference calling, call forwarding, automatic redial, caller ID, call barring, hunt groups, emailed voice-messages and other features are all provided for a tiny fraction of the cost charged by traditional telecommunication companies. Moreover, hosted VOIP is 'future proof' –we introduce new features as soon as the latest technology makes them possible, keeping you at the cutting edge whilst removing the hassle and capital expenditure burden.

#### Mobile

Hosted VOIP is about more than just the phone on your desk, and can instead be a unified telephony system for office, home and mobile workers, all of whose specific needs can be catered for. In this respect, it's the perfect partner to Cloudserve's hosted desktops.



### Is VOIP right for my business?

VOIP's low call costs have in themselves been enough to make most new and many existing businesses switch from a traditional telecommunications infrastructure, but there are plenty of other reasons, including the advanced features it provides, location-independent access and instant scalability, plus the fact that it is completely supported by Cloudserve.

Work with Cloudserve and our partners to drive your off-premise strategy and efficiently reduce costs without giving up control.

**Low per month, per user fee**

**Packed with features**

#### Easy and inexpensive

You can get up and running without any need for in-house expertise or capital expenditure. Instead, you only pay a fixed, transparent monthly rate.

#### Location-independent

Employees can be integrated into the company's phone system from anywhere that with a broadband connection.

#### Advanced features

Take advantage of VOIP's advanced functionality to ensure that you never miss a call.

#### Scalable

A model that suits your needs and can grow seamlessly with your business as it expands.

#### Supported

Free yourself from the headache of having to support a communications infrastructure –just leave it all up to us!

#### Hosted VOIP at a glance:

- Fully hosted phone system
- Choice of DID number included
- Fully managed
- Softphone or handset
- Voicemail, IVR, fax & more
- Full control panel
- 24x7 UK-based support



**+44 (0) 203 393 3914**

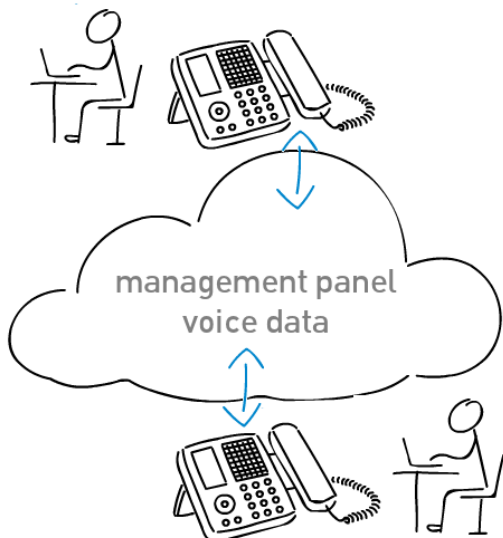
[www.cloudserve.co.uk](http://www.cloudserve.co.uk)

# hosted voip and communications

## How does VOIP work?

Instead of using traditional BT lines to route phone calls, Cloudserve uses the internet, employing a system called Voice Over IP (VOIP). Voice data is transferred securely across the internet, just like file data. By using this method a huge number of traditional problems can be overcome, and no specialist equipment is required at your site. Digital voice quality is better than analogue and there is a huge array of associated benefits.

Our managed telephony service is a hosted voice service designed specifically for businesses. Unlike the traditional approach of installing a physical PBX system at each office, all telephony switching equipment is hosted at our secure, highly available data centre facilities. The voice service is then delivered securely over the internet to your offices, with IP phones connected to your office LAN. This network-based design is particularly suited for dynamic and growing organisations, as it can be quickly changed to fit your requirements. In addition, staff based at home or at remote offices can be given standard company phone numbers and get exactly the same functionality as head office users.



With hosted VOIP, Cloudserve manages and delivers telephony services to customers, allowing access to a far wider range of services than would typically be available, but without requiring expensive infrastructure investments such as a PBX system and installation charges. Indeed, the only requirements for a customer to be able to access hosted VOIP are a high-speed Internet service (such as broadband) and an IP phone (which Cloudserve supplies.) You can also easily control your settings via a control panel and use the system like a regular phone - connecting you to the world.

## Is the quality of calls impaired using VOIP?

No - in fact, everything about the experience is identical to using a traditional phone system. In its early days, VOIP did have lower audio quality than traditional landlines, but customers were prepared to accept a minor loss of quality in exchange for lower call charges. Today, the lower call charges remain but the audio issues have long since been resolved, and the audio quality is equal to or better than that of a normal landline.

## Can I retain my existing phone numbers?

Yes, this is possible if you are currently a valid BT customer. Discuss your requirements with our sales team or partner to plan a simple number migration with you.

## Does the system require complex installation?

No - both the phones and the system itself are pre-configured by us. You just need to plug the phones into your ADSL router or office network switch and we do the rest.

## Solutions for resellers

Cloudserve Channel Partners enjoy the advantages that come with being able to offer an extensive set of world class hosted business services, allowing them to both maximise revenue from existing customers and identify new and exciting opportunities.

If you're an IT reseller, IT management company or systems integrator, or are a non-IT business but regularly deal with SMBs, our partner programmes will allow you to white label and resell our on demand business services -presenting your customers with services of unparalleled quality and you with great margin opportunities with no investment.

## Want to find out more....?

To learn more about Cloudserve's VOIP services, contact us now on 0203 393 3914, or visit our website at [www.cloudserve.co.uk](http://www.cloudserve.co.uk). You can speak to one of our representatives, arrange a personal web-meeting to discuss how online backup can meet your requirements, or test drive a trial account to see the technology in action for yourself.

**“Users from any telephone or mobile can connect to you like a normal telephone, and likewise you can ring any number and enjoy 60% of the call costs”**

### Simple setup

Setting up your system could not be easier –no IT experience required!

1. Choose your number
2. Cloudserve sends you a pre-configured phone handset
3. Plug into your internet router or office switch
4. Configure features like voicemail with our simple control panel
5. Use like a normal phone



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