



## Voice over IP - Telephony

### What is VoIP?

VoIP (Voice over Internet Protocol) allows you to have your phone system running on an IP data network, either your own internal computer network or over the internet. A VoIP system gives your business a cost-effective, easy-to-use, fully featured communications solution.

### What can VoIP do for your business?

VoIP and IP telephony are becoming increasingly popular with large and small companies alike. For many people, Internet Protocol (IP) is more than just a way to transport data; it is also a tool that simplifies and streamlines a wide range of business applications. Telephony is the most obvious example. VoIP is also the foundation for unified communications applications, including web and video conferencing which can transform the way you do business.

### Why should you consider VoIP?

When you switch to a VoIP system, you will increase productivity by combining and simplifying your communication tools. Your voice and data networks will be more secure and employees will be more productive whether they are in the office or working from home or other locations.

### How does VoIP cut costs?

A VoIP system can help your organisation save money in many ways.

- It is easy to add, move or change phone connections to accommodate a growing and increasingly mobile workforce.
- You will dramatically cut long distance and other phone charges.
- Line rental charges will be significantly reduced.
- You can take advantage of many features including voicemail, call forwarding/forking without having to pay extra.

### How does VoIP improve communications?

- Your employees will always be connected wherever they are.
- Your clients will be able to reach your employees easily, without getting frustrated by lengthy phone system menus or by being sent to voicemail.
- Using 'presence' technology you will be able to quickly determine who on your staff is available and the best way to connect to them.



## Why IP telephony?

The way businesses communicate with their customers has changed dramatically within the last 20 years. The growth of the Internet and computer networks have revolutionised customer interaction and service delivery for businesses and consumers alike. Yet, since its invention, the way we use the telephone has until recently remained largely unchanged. Convergence of the technologies that underlie voice and data networks offers businesses the opportunity to genuinely and tangibly transform their service delivery, productivity, and consolidate ongoing bottom line costs. You can take advantage of IP telephony benefits today. These include, but are not limited to, the following:

- Better customer service:** Complete integration with existing databases and applications.
- Disaster recovery:** On-site or off-site backup, with low cost instant disaster recovery capability.
- Improved staff efficiency:** Multimedia messaging, screen dialling or popping & call recording.
- Reduced call costs:** Utilise Voice over Internet calling, with business grade quality.
- Remote working:** Log into the office from anywhere in the world, as if you were at your desk.
- Improved management information:** Full call statistics including per user, group and total company, call recordings.
- Contact centre performance:** Optimise inbound and outbound call flow and management.
- Reduced maintenance costs:** Install and maintain a single converged network.

Perhaps the most crucial benefit for IP telephony today is the ability to interoperate with existing legacy technologies. Now you can protect previous investments and migrate to IP telephony step by step; seamlessly maintain only your BT lines, convert existing handsets, or link to incumbent PBXs. At the same time, it is crucial that businesses position themselves appropriately to maintain a competitive advantage and leverage pending advances in internet technologies, bandwidth increases, and access methods.

## Does your IT supplier?

Understand your business drivers and challenges.

Explicitly understand the short term and long term telephony features and requirements.

Offer you a clear and mutually agreed roadmap for development.

Conduct a pre-deployment site readiness survey.

Offer a migration plan from your existing infrastructure (if applicable).

Deliver solutions offering integration of IP telephony with existing back office systems such as Outlook.

Provide ongoing support for administration, troubleshooting and development.

Ensure network security is maintained and enhanced.

Offer an end-to-end project methodology from order, through invoice, implementation and beyond.

**If the answer to any of these questions is no.** Pick up the phone and call SDT today on **+44 (0)1344 870 062** or email **info@sdt.co.uk**

## IP telephony deployment

A common misconception is that reinvestment in your network is a must in order to deploy IP telephony. If your network can be described as CAT5 or higher, 100 megabit / 1Gigabit switched Ethernet, with at least one port to every user desktop, it is highly likely that the basis for "network readiness" is in place. The key is your ability, or your chosen technology partner's ability: to effectively adjust, monitor and manage this network and the applications that connect to it.

The key to a successful deployment of a VoIP ready network is choosing a technology partner with the skills and expertise to ensure your operational and technical objectives are delivered.

When partnering with SDT you can have complete confidence in our ability to understand the IP telephony marketplace, recognise the unique needs of your business and utilise our technical expertise to deploy an IP telephony solution that generates nothing less than exceptional value for your business.