

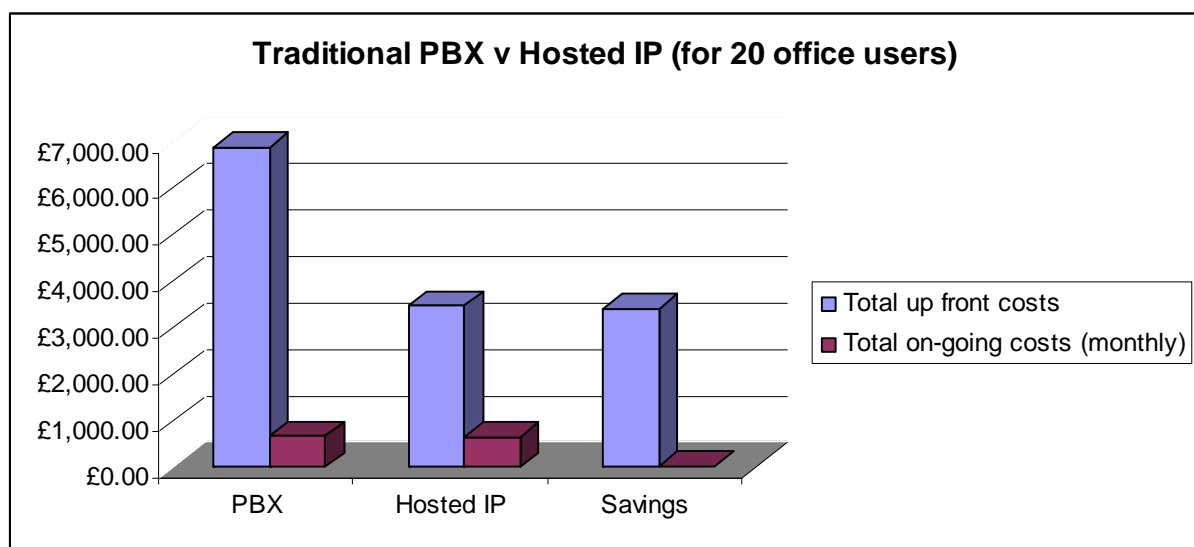
Save Money & Improve Your Telecom Setup

The improvement of the UK's broadband infrastructure has enabled businesses of all sizes to use their telephony setup for much more than making telephone calls.

Whether your business is preparing for an office move, purchasing a new phone system or just looking to extract more value from your technology setup; improved data speeds and bandwidths now allow businesses to choose a service which has not only carries a lower capital expenditure than a traditional PBX phone system but also saves money in operating costs.

This service, known as Hosted IP Telephony, removes the need for costly ISDN30 installations and lengthy contracts for monthly line rental.

With typical savings averaging 25% when moving to Hosted IP Telephony, the following comparison demonstrates the added value for a typical business with 20 office users:



If your phone system is approaching the end of its life, not only will you extract more value from moving to Hosted IP but you will also save money.

There are also considerable benefits of using one telecoms provider for your mobile, fixed line and data contracts, not least significant cost savings.

Hosted IP Telephony

Some of the key benefits are:

- Scalability – pay for what you are using & remove licences when they are not required
- Wide range of handsets & licence types – a truly bespoke solution
- Future proof – free remote upgrades for new features and application development
- Additions, removals & changes delivered remotely – via a portal accessible by your telecoms company and yourselves
- Web based user/admin management tools
- No installation or ongoing management costs
- Packed full of fantastic corporate features:
 - o Simultaneous ring (desk phone & mobile ring at the same time)
 - o Hunt groups
 - o Tailored calling plans
 - o Device inventory (via dedicated portal)
 - o Music on hold
 - o Auto attendant
 - o Reception consoles available
- Reduction in call costs (tailored call pricing – e.g. free calls to your own mobile fleet when a converged offering is taken)
- QoS broadband - no compromise on call quality (a dedicated voice only broadband connection is provided)
- Advanced security – each individual call is routed via a dedicated Data Centre

Illustration of savings by moving to Hosted IP Telephony

Traditional PBX Phone System v Hosted IP Telephony (for 20 office users)
including basic features & voicemail

PBX

Item	Quantity	Price	Total Price
Corporate handset	20	£135.00	£2,700.00
Central Control Unit	1	£420.00	£420.00
Digital Card (8 base card)	4	£310.00	£1,240.00
Universal Trunk PRI	1	£430.00	£430.00
Embedded Messaging Kit	3	£335.00	£1,005.00
Installation	2	£550.00	£1,100.00
TOTAL UP FRONT COST			£6,895.00
ISDN30 (10 channels)	10	£14.50	£145.00
Call charges	1	£500.00	£500.00
Maintenance (monthly)	1	£40.00	£40.00
TOTAL ONGOING COSTS (monthly)			£685.00

Hosted IP

Item	Quantity	Price	Total Price	SAVINGS
Corporate handset	20	£95.00	£1,900.00	
Licence setup costs	20	£10.00	£200.00	
Dedicated VoIP broadband installation	1	£150.00	£150.00	
Installation & training	1	£350.00	£350.00	
Specialist VoIP router	1	£325.00	£325.00	
24 port PoE switch	1	£550.00	£550.00	
TOTAL UP FRONT COST			£3,475.00	£3,420.00
Pro licence	20	£10.00	£200.00	
Call charges	1	£400.00	£400.00	
Dedicated analogue line with broadband	1	£51.50	£51.50	
TOTAL ONGOING COSTS (monthly)			£651.50	£33.50

Evaluating phone system options

The following considerations should be made when evaluating whether a business needs a new telephone system:

- Are you reaching capacity on the existing system?
- Is the cost of upgrading your existing system with new software and/or additional licences off-putting?
- Are you in a position where your existing setup doesn't provide any additional value other than making & receiving calls or picking up voicemails?
- Is your system of an age whereby the cost of maintenance and support is rising year on year?
- Is it still supported?

If the answer to any of these questions is yes, hosted IP telephony could be for you.

Here are some of the benefits if you do make the change:

- Significantly lower up front costs against purchasing a new phone system or upgrading your existing one
- Greatly reduced costs through tailored call charges (e.g. calls to your own company mobiles or calls to specific international destinations)
- No more long term contracts for analogue lines or ISDN30 channels
- Highly flexible and scalable licence system where different users can have different services giving greater choice & ability to control costs
- Web based user/admin management tools
- Multiple corporate features on a truly bespoke platform
- Future proof system – free upgrades and application development
- Inventory and services management – a choice of 'in house' or 'outsourced' to your telecoms provider

Using one telecoms provider for mobile, fixed line and data contracts

Key benefits:

- Leveraging spend with one supplier
- One dedicated point of contact
- Reduction in invoices/administration
- Tailored tariffs and calling plans to suit your business (e.g. free calls to UK landlines, between company mobiles and from the office to the mobile fleet)
- The ability to partner with a company which can ensure you are using the leading technology at the lowest cost to make your workforce as efficient and profitable as possible

For more advice or to arrange a confidential quotation to see what savings your business could make, please see our website at www.odbgroup.com or call us on 0800 0720 126.