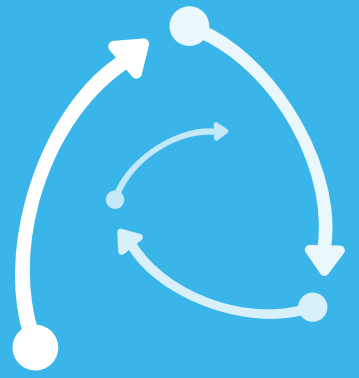




Voice Services



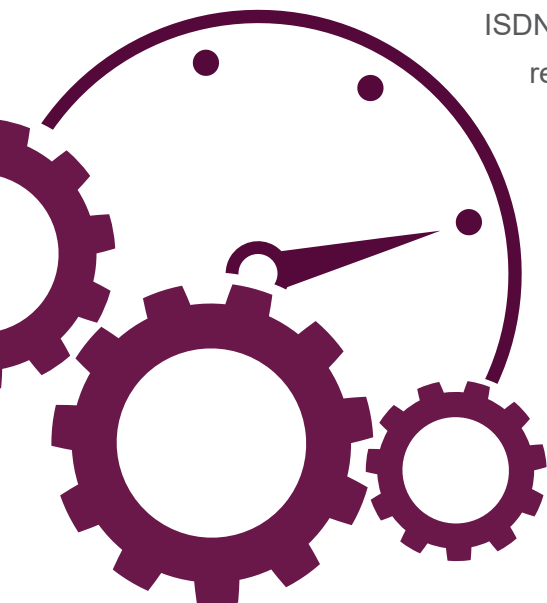
How your telecoms provider can make you more agile

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Find out whether it's time to change your communications provider.

In today's financially-conscious environment, most businesses have been forced to adjust their processes to become more efficient - maintaining profit margins without significantly increasing prices. To achieve this transformation, [many have become more agile](#), allowing them to adapt to changes in the marketplace more quickly.

The move to becoming an agile business is not simply a change in corporate mindset. Technology will need to underpin processes. This may mean the use of new software frameworks or the adaptation of existing line-of-business applications. It will also require infrastructure changes for maximum flexibility.



ISDN is the traditional workhorse of enterprise telecoms, providing relatively reliable voice and data connectivity. However, ISDN struggles to cope with the demands of the modern agile business:

- A lack of scalability makes adding and removing capacity costly and time inefficient
- Remote telecoms connectivity for a mobile workforce is impossible to implement
- Cost inefficiencies make cost containment extremely difficult

The answer is to replace ISDN with a more flexible solution, SIP trunking. SIP can address all of these challenges and more.

Is your telecoms provider recommending SIP?

SIP trunking is the fastest growing telephony service and is key to flexible telecoms provision and cheaper costs. What's more your incumbent provider knows this. But are they recommending that you begin the process of migrating from ISDN to SIP or are they happy to keep selling you additional ISDN lines to deliver capacity?

Ultimately, you need to ask yourself "Is my current provider helping me to prepare for the future or are they happily maintaining their status quo because it is more profitable for them to do so?". SIP has already established itself as the telecoms system of the future so if your current provider is recommending you stick with ISDN, you need to consider whether they have your best interests at heart.

Are you getting the service you need?

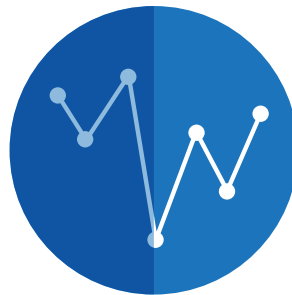
True operational agility relies on being able to change processes or systems quickly to meet new business challenges. It follows then that your ideal telecoms provider should be able to:



Understand your business and provide a solution that meets your requirements



React quickly to fast-changing situations and circumstances



Scale your telecoms up and down to cater for peaks and troughs



Provide a dedicated account manager to answer your queries

The inflexible nature of ISDN, which is tied to a phone line, makes it difficult to add and remove capacity as your demand shrinks or grows. Conversely, SIP trunk capacity can be increased quickly and simply.

Are you paying over the odds for telecoms service?

If you think telecoms prices are already too high, sticking with legacy ISDN technology will only make your bill more costly. SIP trunking offers proven, significant costs savings over ISDN.

What should you be looking for?

Paying over the odds for telecoms services is unnecessary in a financial climate where profit margin, protection and cost savings are paramount. Your ideal telecoms partner will ensure your contracts continue to deliver savings over both the long and short term.



Are you able to operate in the modern flexible economy?

Remote working has now become an established process for agile businesses. Legal requirements aside, the benefits of flexible and/or remote working are undeniable.

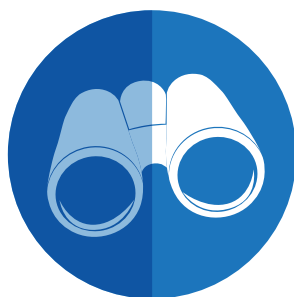
The future clearly lies within unified communications that enable your employees to be present, regardless of their physical location. Unified communication technologies allow your business to route calls to any location, on any device, keeping employees connected to the company network at all times. Unified communications has one key objective: to unify communications channels and devices securely, reliably and flexibly in a way that lets users communicate how, when and where they want without being exposed to the underlying technology.

Choosing your ideal communications partner

If your business is serious about adapting its processes and technology to better respond to new challenges, your ideal telecoms partner will:



Talk to you about the benefits of SIP over ISDN



Explore how unified communications could enhance productivity



Deliver a service that is fully responsive and supports your agile goals



Offer truly cost-effective solutions for now and the future

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