

Voice over IP

Reduced costs and added features

Voice over IP (VoIP) refers to phone calls that are carried over an IP data network, whether on the Internet or your own internal network. There are many advantages that provide cost savings as well as increased capabilities that will ultimately change the way users communicate with each other.

Adopting an activereach VoIP solution will help reduce monthly costs. Instead of paying for a public telephone line to transport your voice calls to a remote site or branch, you can send them across your wide area network or Internet links that are currently only used for transporting data services.

Unified Communications

Integrated services

Businesses often adopt many different methods to allow users to communicate, such as phone, email, video conferencing, instant messaging, fax etc. These communication methods may be effective, but the cost of implementing and supporting all these different services across different platforms is often not financially viable. In many cases it is not technically possible to fully integrate these separate services.

Voice is only one element of the overall communication solution. Imagine the scenario where you are trying to sell a complex solution to a customer over the phone; it might be more beneficial to demonstrate the product on a video conferencing session including several different people at the same time. You may need a quick response to a simple question, using an instant messenger application could help you get the answer immediately from a colleague or business partner.

activereach are able to design a Unified Communications (UC) solution to solve this problem by integrating these services into the same platform. As the name implies, Unified Communications draws together the different communication tools into a single integrated platform. By creating a blend of function and user familiarity, UC provides an intuitive and easy way for users to communicate. Here are some of the functions UC can offer:

Presence information

Presence represents the availability of a person to communicate. A good example of how presence works is when a user lifts the handset from the phone cradle to either answer or place a call, the instant messenger application automatically indicates that the user is busy on a phone call and is unavailable to chat. With unified communications, you can find out where a contact is and determine the most appropriate method to get in contact with them.

Mobility

As more and more businesses adopt cloud based services and applications it means that the workforce is no longer confined to a single office or location. This has required a higher degree of flexibility for users who are on the move. In recent years the UK has experienced harsh winter conditions preventing users from traveling; even the weather is driving businesses to adopt technologies to allow users to work efficiently from any location.

Single number reach

Along with mobility, single number reach enables a user to be contacted anytime, anywhere on any device but from a single number. A Unified Communications platform can be configured to receive a call to a single number and direct the call to a number

of end devices such as a desk phone, mobile device, softphone etc. Once a call has been received, the user can seamlessly transfer the call between two devices sharing the same access number, for example from their desk phone to their mobile phone.

Rich media conferencing

Rich media conferencing allows the integration of voice, video and web conferencing with standard desktop tools to enable meeting participants to view each other online plus share documents and information. Rich media conferencing provides improved interactivity and productivity, at the same time reducing the cost of both travel and telephone call charges.

activereach Unified Communication services

Planning, design and implementation

By partnering with a number of different vendors, activereach are able to design a bespoke Unified Communication solution to meet your exact requirements, regardless of the size of your business or budgetary restraints.

activereach and its strategic partners are able to provide a mix of services to cover the following stages of solution implementation:

- ▶ Preparation
- ▶ Planning
- ▶ Design
- ▶ Implementation
- ▶ Operation
- ▶ Optimisation

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