**[Company Name]**

**[Product Name]**

**When two cloud technologies combine**

Get the most out of a Unified Communications (UC) solution with our proposition. Choose either Hosted Centrex, SIP Trunking or a combination of both.

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**The UC market is growing**

Traditional telephony solutions just don’t cut it anymore. Did you know that businesses are moving towards cloud technology, with the majority of UK businesses already using at least one cloud-based application? This is why we’re already seeing a decline in traditional voice services as companies move their communications offsite and enable them to be accessible to their entire organisation on any device, from anywhere.

Traditional voice services can’t meet the need for instant availability. There has been a huge surge towards cloud communications, and it continues to rise. Hosted Centrex and SIP Trunking are two key technologies in this area and ones that businesses are moving to. And it’s one you should consider.

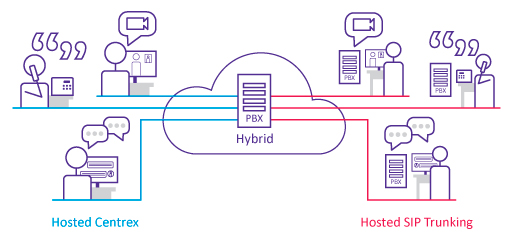
The Hosted Voice market is worth £570 million and is projected to grow to a whopping £1bn by 2021, while the SIP Trunking market is looking to grow to £867 million. So now is the time to act – you don’t want to fall behind and be left with old telephony technology that could affect how your business is run.

**What is [Product Name]?**

[Product Name] is made up of our two hosted solutions – **Hosted Centrex and** **SIP Trunking**. Hosted Centrex is a cloud PBX telephony solution that replaces an onsite PBX using IP, moving businesses from an onsite deployment to a cloud solution. SIP Trunking is an onsite PBX solution that replaces the legacy ISDN connection using IP – a business’ onsite deployment is retained and they can start to take advantage of features from the cloud.

[Product Name] utilises both solutions to create a unique UC proposition, combing elements of both so you can enjoy advanced communications methods.

*Insert graphics of hybrid proposition here – see cloud-technology.jpg in Assets folder.*

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**A cloud technology**

Many businesses rely on an onsite PBX, often at multiple sites, to provide employees with their communications. But [Product Name] uses the cloud. The PBX can be removed from a site and keep the same functionality provided from the cloud using Hosted Centrex. SIP Trunking can be used for sites that need to retain the PBX while users still also enjoy new cloud features such as analytics, IM, voice recording, cloud queuing and more, with a common experience irrespective of the SIP Trunking or Centrex technology. This means that you don’t have to worry about the potential issues that you could face with integrating multiple PBXs across multiple sites, such as different firmware, manufacturers or communications methods.

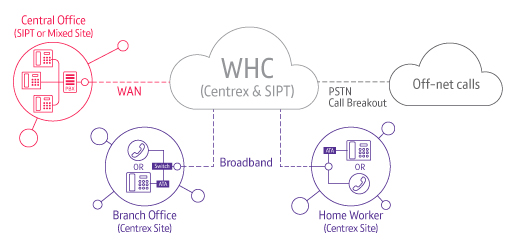
[Product Name] can also provide each of your users with a single telephone number and service, enabling them to benefit from a range of uses, such as:

* Making and taking calls on one number when in the office
* Organising and initiating conference services
* Receiving voice messages on email as wav files and across multiple devices
* Sending Instant Messaging (IM) messages from numerous applications and devices, with real-time presence
* Controlling and redirecting calls to anywhere, with no effect to the caller experience.

**Integrated services from any site**

To get a better understanding of how [Product Name] works, this is an example deployment for a multi-sited company with up to 50 users, geographically spread. Hosted Centrex and SIP Trunking work together in a deployment allowing users to access the same integrated services from wherever they are.

*Insert graphics of hybrid proposition here – see what-is-whc.jpg in Assets folder.*



**It’s the little things that count**

**Easy online management.** You can use a feature management portal to manage users and features with just a few clicks

**It only takes one number.** Each user has a single telephone number which enables them to use multiple services and enhanced communications tools

**The UC market is growing.** With an estimated value of £1.2bn, it’s continuing to grow and many businesses are moving to hosted, so there’s never been a better time to join them

**Our solution is fully unified.** Encompassing a range of features such as Call Control, Mobility, Conferencing, Call Queuing, Unified Messaging, Web Collaboration and IM and Presence.

**We can help you combat fraud.** With our sophisticated Fraud Management System that monitors data in real-time.

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**Key benefits for you**

**Self-service**

Your can use an online portal to manage your service and it can be accessed from anywhere using phones, PCs or tablets. It can be configured and updated with just the touch of a button – no technical knowledge needed.

**Business continuity**

All services and features are in the cloud. This means communications will be running in the office, even if the office is damaged (e.g. flood or fire). It also means employees can continue working from any location using their one number.

**Call efficiency**

Calls between users are free of charge while calls to mobile and international numbers are considerably cheaper – this is all done with no charge to upgrade PBX features.

**Cost reduction**

Compared to ISDN, Hosted UC gives a 13% lower TCO over three years. Our convenient ‘pay-as-you-grow’ offering takes away the need for investment in infrastructure, systems or equipment.

**Flexible working**

As users only use one number, separate mobile and fixed lines are replaced and each employee can work from different locations, including home, but still be part of the overall communication service.

**Fraud Management**

With our sophisticated Fraud Management Tool, you can enjoy peace of mind knowing that our experts will stop a fraud attack before it can do real harm.

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**Why [Company Name]?**

[Insert three reasons as to why your customers should choose your services and solutions. It could be written as one paragraph or laid out in bullet points].

* [Reason 1]
* [Reason 2]
* [Reason 3]

**[Product Name]**

Begin your UC journey with us, today.

Contact us now for more information.

[Insert your contact details here – phone, email, website]