

BlueSaffron IP Multimedia Voice™ - deliver compelling business benefits through increased productivity, reduced telecommunications cost and flexible working

BlueSaffron IP Multimedia Voice™

What is BlueSaffron IP Multimedia™?

Businesses today face mounting pressure to drive down telecoms and infrastructure costs. In parallel, profound changes in working practices and workforce mobility are driving up demand for secure, remote access to IT applications and voice features to help keep people in touch.



The increased demand and indeed reality of the convergence of telecommunications – transporting both voice and data as digital packets over Internet Protocol (IP) has reduced the cost of running networks. The flexibility with which such a network can be managed, and the applications that can run across them are starting to deliver significant business benefits compared to email, voice calls and voicemail alone.

BlueSaffron IP Multimedia offers a single secure platform for voice, data and a variety of value added applications. It provides an integrated and consistent communications platform for all your staff - wherever and however they work best - helping to improve productivity and reduce telephony and data networking bills.

A Roadmap

The vision for IP Multimedia services is to help the modern organisation get the best from its staff and their time, wherever they choose to work. This doesn't necessarily mean enabling them to work longer, but it does mean enabling them to work smarter through more effective use of technology for all manner of ongoing communication. IP

Multimedia expands on IP telephony – Voice over IP (VoIP) – which carries voice in discrete packets of data over IP networks such as your LAN and inter office WAN, rather than over the legacy circuit-committed protocols of the public switched telephone network (PSTN). But, whereas VoIP only offers services for voice, IP Multimedia adds visual options, instant messaging, collaboration and presence indicators to this audio technology.

What is BlueSaffron IP Multimedia Voice™?

BlueSaffron IP Multimedia Voice provides all the advantages of a cost-effective, network with an IP enabled telephony service that offers high quality, feature-rich voice services without the need to invest in new PBX equipment. Telephone numbers are no longer associated with a location or socket but with an end device or user.

Is it right for my company?

Blue Saffron Multimedia is right for you if you:

- want the cost and efficiency benefits of an integrated voice and data VPN
- want reduced line rental and call charges, including free inter company calls
- want to reduce infrastructure costs in establishing new locations
- want to develop flexible working from decentralized locations (e.g. at home, abroad, or remote)
- need to support existing voice connections with a backup/overflow service
- require flexibility of integration with existing infrastructure
- require expertise to help migrate to a managed IP environment
- need to renew an existing voice contract

What are the Benefits?

BlueSaffron IP Multimedia™ delivers a number of benefits, including:

Deliver cost savings

IP Multimedia Voice allows you to:

- reduce traditional call costs.
- utilise domestic broadband connections for home workers.
- introduce hot desking
- roll out new services more easily.
- rationalise underutilized infrastructure.
- minimise management/maintenance costs.
- Improved effectiveness - easy, cost-effective way to add sites, remote and mobile users, features and applications without investing in costly infrastructure and skills.
- Improved communications - high quality and secure communications between locations, with consistent telephony services and features at every site.
- Flexibility - mix-and-match connectivity (Broadband, leased line and Ethernet) to your sites, leverage existing PBX equipment, or choose hosted telephony site-by-site.
- Bespoke solution - we design a solution to meet your needs and integrate it with your current environment so that you can focus on your business.
- Business continuity and reliability built-in disaster recovery by automatic call re-routing.
- Fully Managed Service - eliminate the cost and hassle of managing your own telephony solution by allowing us to do it for you. We monitor and manage your service around the clock, in line with comprehensive Service Level Agreements (SLAs).

Enable flexible working

Mobile employees or home workers can take advantage of domestic or public internet connections as seamlessly and with the same capabilities as if they were in the office. Delivering smarter ways to work, and new working tools, can



enhance your employees working lives and help meet commitments to flexible working policies.

Improve workforce productivity

- Employees have more control over the way they manage and respond to the calls that are vital for your business.
- Your company's decision makers become more contactable, with instant access to messages from a unified source whether at home, in the office or on the road, which leads to real productivity improvements and enhances your organisation's responsiveness to customers.

Integrating IP telephony today

Many organisations adopt a staged approach to integrated networks, rather than moving directly to a completely IP based voice network. Often established, traditional circuit-switched systems meet many requirements, a phased approach can soften the adoption and learning curves.

What are the Service Features?

- Service Features
- managed site survey. LAN Check and installation
- Dial tone voice quality
- Variety of managed routers
- IP gateways to connect legacy Phone Systems
- Continued support of network-wide PBX features
- Range of IP-enabled phones and/or analogue telephone adaptors
- xDSL. leased line and Ethernet connections at a wide range of speeds
- Online call details and reporting
- Outbound call types:
- Local. National. International Fixed and Mobile
- Special Numbers
- Emergency calling •• Inbound call types:

- Geographic and ported geographic 0800. 055 056 numbers
- Ported non-geographic •• Key features include:
- Full range of standard business phone features e.g. call forwarding. CLI. Hunt groups. call divert. pick-up groups. fax and more
- Unified messaging - integrated email. voicemail and fax Inbox. translatable to text or email formats
- Hot desking - get calls. messages and network access routed to individuals irrespective of their location
- Same numbers - keep your current numbers and use them wherever you are
- Auto attendant - manage inbound calls more effectively
- Call centre functionality for inbound calls
- 24 x 7 operational and technical support
- Voice Service Level Agreements (SLA)
- Optional Extras: Disaster recovery re-routing Meet-Me



Blue Saffron IP Multimedia Expands

Voice is but one application that runs on the managed platform. Other tools can be added to the portfolio to help facilitate nomadic working, including videoconferencing, person-to-person video, file transfer and collaborative working.

Further Questions?

We recognise that communications and networking

services raise a number of issues and questions. Please don't hesitate to contact us using the details below.

About Blue Saffron

We are one of the UK's most progressive independent suppliers of essential services to businesses, focused on communications and IT. Whether you are looking for fixed line or mobile telecommunications, internet access, or IT services such as data backup, security or email, BlueSaffron can help.

We package, price and bill our services clearly and simply, with a unique commitment to intelligent customer service. Our independence makes sure we are completely impartial and can leverage our stable of world-class suppliers to meet your needs.

Contact Us

Let us know how we can help you using the contact details below:

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