



# Profitable. Flexible. Reliable.

## Get into VoIP

The now widespread acceptance of using hosted services and applications as a way of conducting business is increasing businesses' adoption of hosted voice services. Business IT leaders are turning to hosted IP telephony as a means of reducing their telecoms CAPEX and gaining greater control over their operational costs. As a result, the channel is demonstrating a growing hunger for flexibility and scalable voice solutions. It's therefore important to understand the opportunity, the challenges and what's available.



# Who is VoIP for and why?

VoIP is being adopted across the board, from SoHo users and small to medium businesses to the larger enterprises. Business owners are discovering the benefits associated with VoIP and maintaining a competitive edge. Entanet partners therefore have a tremendous opportunity in concentrating their service on particular customer groups.

So why are these customers investing in VoIP? Many believe this is down to the significant cost savings when compared to traditional PBX fixed line systems. Costs can be reduced with free 'On-Net' calls to other users and with lower rates for calls to landlines and mobiles. However it is not down to reduced costs alone. Desire for better customer service and enhanced productivity is also driving demand. In fact, the hosted VoIP market is growing 11% quarter on quarter (Illume Consulting 2010).

More specifically, an increasing number of organisations with an IP PBX server are taking advantage of using SIP trunking and benefiting from the significant cost savings from the lower hardware costs by using IP PBX and cheaper calls compared to traditional telephony systems. The UK SIP market has entered a period of sharp growth, with the market ending at 231,000 trunks at the end of December 2010 (Illume Consulting 2011).

## Our VoIP Portfolio

Entanet's high quality and reliable VoIP service portfolio flexibly addresses the communication needs of diverse customer groups. It comprises a comprehensive business class hosted service for multi-user application; a customised VoIP solution; SIP trunking; and a low cost pre-pay service for single user customers.

## ► Business Class Hosted

Our hosted business class service known as VoIP Enrich is available to customers who need to provide a solution to multiple users. It is an ideal platform on which to build a profitable business IP telephony proposition that represents a scalable, flexible and cost effective way to accommodate your immediate and future growth plans.

Standard functionality includes:

- » Hunt groups that ensure your customers are directed to the right department
- » Call queuing to ensure your customers are retained
- » Auto attendant and time based routing to effectively manage the flow of incoming calls
- » Call recording by extension, hunt group or call queue for complete information security
- » Extension level dialling to direct call efficiently
- » Follow me to ensure your customers can always be contacted
- » White-label user portal enabling you to resell the service under your own brand

Using a suitable broadband or Ethernet connection, VoIP Enrich negates the need for multiple PSTN or ISDN telephone lines usually required for traditional PBX systems. It also provides the flexibility to scale up the number of users swiftly and enables BT telephone numbers to be ported over to the account.

With VoIP Enrich, you are able to deploy a flexible telephone system without the costs associated with on-site PBX systems. Calls can be made using existing telephone hardware by using ATAs (Analogue Terminal

Adapters), by replacing the handsets with IP telephones or using a software phone. Meanwhile, through our secure online portal you can auto configure hardware; manage call queues, hunt groups and auto attendants; and get real time reports, all with extensive online guidance.

## ► Customised VoIP

Entanet's agile approach to VoIP delivery enables channel partners to implement bespoke solutions in customers' unique environments. Our VoIP Elite service allows IP telephony to be effectively deployed under very specific circumstances, such as across IP Virtual Private Networks and further integration into corporate applications including call centre interfaces and CRM systems.

Through the guidance of our technical pre-sales consultants and VoIP technicians we can help to scope, design, implement and support solutions based on the objectives and technologies being adopted. We can also advise on and provide the underlying connectivity resources to maximise performance and return on investment

## ► SIP Trunking

Serving customers with an IP PBX server installation, our SIP trunking solution known as VoIP EasyAccess provides a straightforward gateway access to our network. Or if you have the in-house technical knowledge to build your own VoIP platform to control all call functionality and customer billing and simply need a call termination service to route the calls from your system to the outside PSTN network, VoIP EasyAccess completes the call termination element of your VoIP solution. We also support IAX for Asterisk users.

Functionality includes:

- » Full geographical numbering (01, 02 and 03 telephone numbers) and 0845 numbers
- » Existing BT numbers can be migrated to our network
- » 30 day minimum contracts available

### ► Low Cost Pre-pay

Ideally suited to single-user customers, our low cost pre-pay option known as VoIP Express is an entry level hosted VoIP proposition. It boasts a number of key features that enable your customers to enjoy the benefits of VoIP over and above those they get from lesser mainstream products aimed at residential markets:

- » Geographic (01/02/03) or a non-geographic (0845) telephone numbers
- » Online user portal to allow customers straight forward day-to-day management of their call features, including pre-pay top-up
- » SMS facility with the ability to send texts from the online user portal
- » Free 'on-net' calls and competitive 'off-net' call rates
- » Real-time call data to keep track of where calls are made to and received from
- » Voicemail retrieval by phone, email or online at the user portal
- » Black and white call lists to block or allow calls from specific numbers
- » Call forwarding so that your customers can always reach you, wherever you are
- » 24/7 UK based technical support

With VoIP Express you can generate a profitable revenue stream while providing your customers with a low

cost and easily manageable pre-pay VoIP solution. What's more, as an Entanet partner you're entitled to a complimentary VoIP Express account, enabling you to experience Entanet's reliable VoIP service first hand and benefit from free calls to all Entagroup numbers.

### VoIP User Portal

Our online VoIP portal is available to your VoIP customers 24/7 to manage their account, monitor real-time call information, set additional features including auto attendants, hunt groups and call queues. All this is available under your own brand with options available to re-brand the portal with your own logo, contact details, colour scheme and sales messages.

### VoIP Emergency Services Website

We offer a white labelled website supporting Ofcom's extension of General Condition 4 to VoIP services, which requires all VoIP providers to provide address information to the emergency services so that a caller's location can be easily identified and help can be sent to the right address.

Our brand neutral website allows you to direct your customers to the site to provide their location information without compromising your own VoIP branding. Details of each of their VoIP numbers location are then directly available to the emergency services. Should your customers change the location of their service in the future, they can easily update their VoIP numbers and set up periodic reminders to ensure the locations they set remain current.

### Choice of Hardware

We offer excellent deals on VoIP handsets to complement your VoIP services, from Snom to Yealink with Gigaset and Grandstream also available. Delivery is available direct to you or your customers and we can even provide pre-configured handsets.

### Where do you make money?

Where is the financial opportunity for you as an Entanet VoIP partner? Entanet's product portfolio and the extent of its service offering create several ways for you to generate on-going commissions. Quite simply you can earn margin on:

- » The initial charge for setting up your customers' accounts
- » Ongoing monthly charges for every account that your customers are running
- » Every chargeable call that your customers make from their account(s)
- » Hardware sales including IP servers, IP phones and ATAs

In addition you may have the opportunity to provide the underlying access and additional products to your customers including:

- » The installation and rental of the PSTN line that carries the monthly broadband
- » The monthly broadband connectivity and bandwidth
- » Set up and ongoing rental of dedicated leased lines where these are required for your customer's VoIP solution
- » The provision of marketing (08/09) numbers
- » and more...

# Why choose Entanet?

There are many reasons to consider Entanet as your supplier of voice and data connectivity services, depending of course on your own aims. Here are some significant ones.

## Our flexibility & adaptability

Tell us what you're aiming to achieve and we'll be as flexible as we can in our approach to serving you - resell our 'ready-made' packages or market your own; provide first line support through your staff or use our UK based teams 24/7; bill your customers directly or ask us to do it for you.

## Our dedication

Long term customer relationships are built on quality service, so it's vital you have the resource and expertise to help deliver it quickly and efficiently. Our pre-sales consultants, account managers, provisioning specialists, systems and technical support engineers are on hand to deliver the best customer experience possible, to you and your customers. They and our online sites - synergis, NOC, e-Billing and VoIP Enrich, are at your disposal to help you grow your business simply and easily.

## Our knowledge and leadership

Throughout our history we've maintained a pioneering spirit, pushing ahead with new technologies and improving our ability to support partners. We've applied our voice and data networking experience to create a resilient national next generation network, whilst also creating innovative products to address the increasing demands of our customers.

## Choice

We offer a diverse range of options within our service portfolio to meet the needs of your customers. Whether your focus is on providing data connectivity solutions, voice services or both you can cherry pick from broadband to Ethernet as individual connections or virtual private networks; straightforward line rental to hosted IP telephony; or hosting to colocation.

## Our network

We have made significant investment in our national network to ensure reliable, high quality connectivity services to our customers. This multi-million pound investment has led to us remaining in a unique position - we are the only non-BT

company to have fully invested in every one of the key 'Aggregation Points' that form BT's 21st Century Network and also to have fully adopted both the Wholesale Broadband Connect (WBC) and IPStream Connect (IPSC) products.

The network uses Cisco-driven Gigabit Ethernet Multi-Service Interconnect Links (MSILs) at all 20 WBC and 10 IPSC nodes, with resilient interconnects from multiple carrier partners at up to 10Gbps capacity. Running from Glasgow and Edinburgh to multiple London locations and beyond to Amsterdam and Frankfurt, the network is monitored and supported 24/7 by Entanet's Network Operations Centre and UK based Technical Support teams.



## Ask us to quote

Our experts are on hand to discuss your requirements and help identify the most appropriate and cost-effective solution.

## Simply call or email us

0333 101 9120  
partnersales@enta.net  
www.enta.net