

# Voice over Internet Protocol

the future of telecommunications



*business class  
communications*

# VoIP

Voice over Internet Protocol

it's the next **BIG** thing in telecommunications...

## what is it?

very simply, it's a technology that sends your voice over the internet as if it were computer data, removing the need for traditional person to person phone lines.

## what's the big deal?

quite a lot actually – which is why the whole telecommunications industry is moving to VoIP.

**it's not a question of if,  
but when!**

*read on to see how Hobbs Parker Telecom  
can help you benefit too...*

# Hobbs Parker Telecom Quick Guide to VoIP...

*(VoIP – Voice over Internet Protocol)*

## Why is VoIP such a great idea?

By sending and receiving phone calls and faxes over the Internet, you benefit immediately from its phenomenal flexibility and range. In essence, with the right setup, whenever you go online anywhere in the world, you can make and receive calls as if you were sitting at your desk.

Unlike a traditional switchboard, that uses a limited number of dedicated telephone lines and phone extensions, VoIP uses your "always on" broadband connection, your office network and some clever software to route your calls.

### How does this *really* help you?

Like the Internet, the potential applications are many, but let's create an example – A small company has two sales offices. Both offices pay for phone lines for calls *and* broadband for the Internet and e-mail. By using our VoIP system there are immediate savings, as the traditional phone lines are no longer required = **SAVINGS**.

Calls between offices are FREE, as they are part of the same network, and all staff now benefit from high end features like personal mailboxes, call logging and caller identification. As the company grows, key sales staff may prefer to work from home. Using home connections they can join the company network and use the phone system as if they were "in the office". Again, as they are all part of the same company network, all the calls between home workers and offices are free. As long as they are able to connect to a broadband, or other high speed data connection, staff who are out of the office can always communicate easily with colleagues = **FLEXIBILITY**.

Expanding the sales area, a number of "local" phone numbers are set up, thus giving the impression that the company is located close to the new market place. Even though they are based some distance away, this helps to attract new business and build customer loyalty = **NEW BUSINESS**.

By using conference calling and merging their customer database with their communications infrastructure, the company is able to be more efficient and manage its growth intelligently. All this is made possible by changing to VoIP = **EFFICIENCY**.

This simple example, along with the diagram inside, might spark some ideas on how you can develop your own communications system. We have listed some key benefits as well, but to explore the true potential and cost saving to you, we are happy to meet with you to discuss it further.

Alongside cost reduction, research shows that one of the main reasons for VoIP integration is its potential to mobilise the work force. Essentially VoIP allows businesses to be more flexible by benefiting from advanced communication features while, at the same time, **reducing the cost of calls and the cost of ownership**.

# The Benefits of our Voice over IP Service...

*It's a win, win situation.*

Our VoIP service offers a far more flexible and effective communications backbone for your business, WITH a greatly reduced cost of ownership and operation.

## "Big Company" Telecom Features

- Voice mail and e-mail integration
- Call transfer, forwarding/divert
- Personal "address books"
- Call logs
- Conference calls
- Caller ID plus "presence" (see who's available before calling)
- Instant Messaging and Instant File Transfer
- Much more efficient use of a communication system that includes extensive call management facilities.

## Untold Flexibility

- Retain existing telephone numbers
- Ease of linking remote offices, home workers and travelling staff (worldwide)
- Non-location specific – create a "presence" anywhere in the world whilst maintaining a single point of contact
- Extremely quick and easy to add, or remove, "phone extensions" wherever they are needed, irrespective of location
- Security and peace of mind in conjunction with a range of disaster recovery options – you can rest easy, you'll never be without your phone system!
- A wide range of "soft" and "hard" phone options combined with easy to use features and functionality

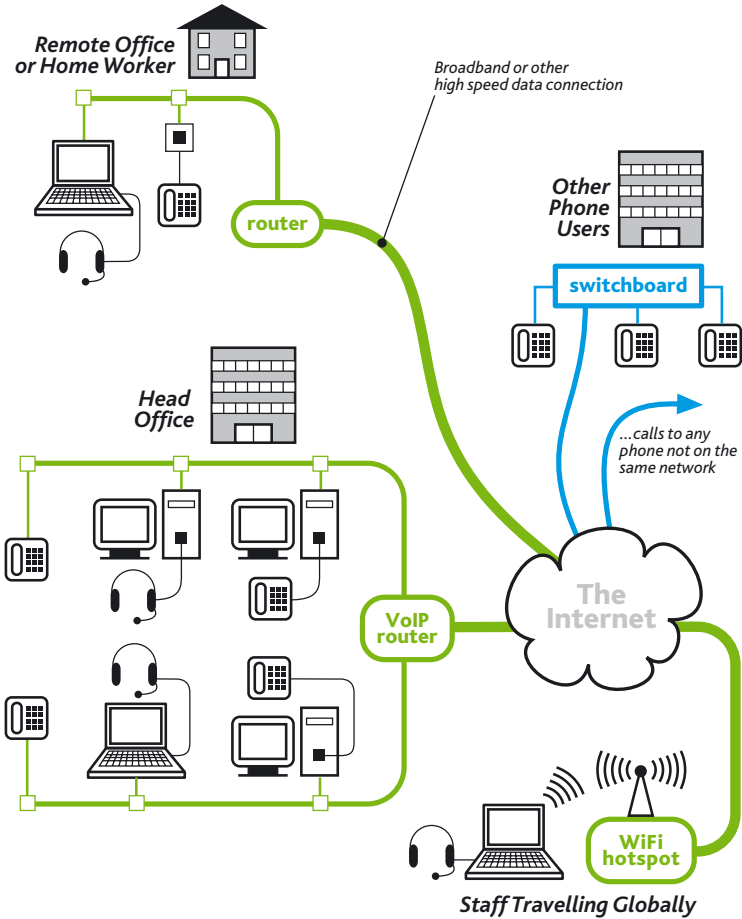
With new applications being developed all the time, VoIP integrates your telephone with e-mail, multimedia and data functionality creating many exciting opportunities...










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# A Simple VoIP Setup...

This diagram shows how even a simple VoIP network is extremely flexible, linking different offices & remote workers



*the key to effective communications...*

 <b>FREE CALLS</b> within the same network	 Laptop	 LAN Connection
 Charged Calls outside the network	 "Hard" Phone	 Adapter for Non IP Phones
 Desktop PC	 "Soft" Phone Headset	 Wireless Internet Access Point

# Cost Savings with VoIP...

Not only is our VoIP service very powerful and flexible, it can also be extremely cost effective...

## Valuable Cost Reductions

- **FREE CALLS** within your "network", irrespective of the number of users or their location
- Competitive call costs to other numbers
- **Low setup** and installation costs
- No need to invest in expensive equipment – VoIP is much cheaper and easier to roll-out – choose from a wide range of "soft" and "hard" phones
- No need to keep, and pay for, traditional phone lines in addition to the broadband connection you are probably already paying for – an obvious and immediate saving!
- **Reduced maintenance** costs PLUS it's cheap and easy to add more "extensions" when required
- Unification of communication charges

Too good to be true? It's really very simple!

Allow us to do a cost analysis, specifically for you, to illustrate how much you are likely to save using our VoIP service over your current system.

**your business will benefit immediately...**

*with packages from as little as*

**£20 per phone\***

*per month, move to VoIP today!*

**Give Hobbs Parker Telecom a call now...**

**01233 506 206**

\*Costs are based upon eight people sharing a single broadband connection and includes eight basic IP handsets. Set up charges apply. Off network call charges will be charged at Hobbs Parker Telecom tariffs, available on request. Terms & conditions apply.

# Is VoIP right for you?

It may seem a little overwhelming? Perhaps you're thinking "do we really need it"? What plans are other companies making?

The reality is that VoIP is the way forward for the whole industry, so it's actually a question of when and not if. You've probably, unknowingly, already embraced the technology, even if only by using instant messaging (MSN, AOL, Yahoo, etc.) or phoning someone using Skype. Additionally, on a global level, many of the major phone networks already route calls via IP (the Internet).

If you agree with any, or all, of the points listed below, **it's safe to say you're ready** to benefit from our VoIP services...

## You're ready to benefit from VoIP if...

- **You do want** to develop a flexible, all inclusive phone system that easily caters for growth, remote locations, mobile users and hot desking
- **You do want** a phone system with high end features and functionality that allows for easy upgrades as required
- **You do want** to make significant cost savings – in terms of both cost of ownership (installation & maintenance) AND reduced call charges
- **You do want** a secure, robust, communications backbone with built-in disaster recovery
- **You don't want** to be tied up with managing and maintaining your own phone system

**Get in touch with Hobbs Parker Telecom.** We would be delighted to advise you on how our VoIP services can best fulfil your particular requirements and boost your business. Remember, it's not necessary to "rip & replace" your existing telephone system. We can help you to "migrate" to IP gradually.

get ahead of the game...

Come and see our VoIP system at work, with a live demonstration at Hobbs Parker

call us today

01233 506 206

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**a complete solution in telecommunications...**

Hobbs Parker Telecom is dedicated to providing more cost effective telephone and internet services – systems, lines & calls, broadband – to companies throughout the south east.

[www.hptelecom.co.uk](http://www.hptelecom.co.uk)