



### How does telephony work?

Calls are directed to a PBX that routes the call to the correct end user.

### What is a PBX?

A PBX (Private Branch Exchange) is a private telephone network that allows users to make and receive calls both internally and externally. In effect it routes your calls to their intended audience.

### Traditional Telephony vs. Hosted Telephony

Traditional telephony works by using a copper wire network (telephone lines), which is known as PSTN, connecting into a PBX on a customer's site. This is also referred to as CPE PBX (Customer Premises Equipment).

Hosted telephony is the Next Generation solution superseding traditional voice products. Here your PBX is hosted in the Cloud as opposed to the business premises. This may be referred to by many different terms; Hosted Voice, Cloud Telephony, Hosted PBX, VoIP (or Voice over IP (Internet Protocol)). It replaces the use of copper lines with internet connectivity such as Ethernet or EFM.

In essence the delivery method is different. However there are many benefits of Hosted Voice solutions over Traditional Telephony.

### Why Hosted Telephony

The Hosted Telephony market has been growing year on year, the UK hosted VoIP market is now the largest in Europe with over 3 million users, seeing almost 1 million of these users from December 2015 to June 2017.\*

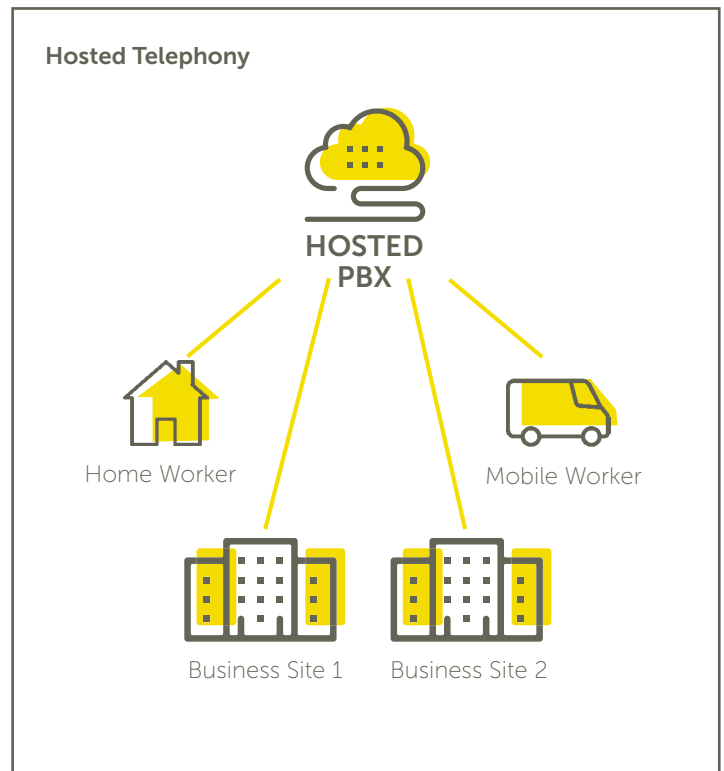
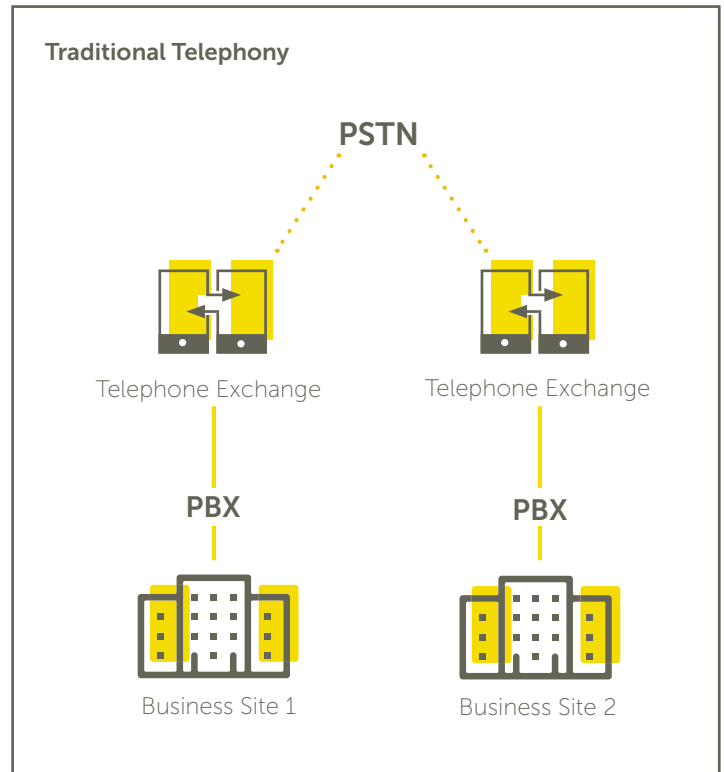
This unprecedented growth is in part driven by BT announcing the ISDN network switch off by 2025 so businesses are looking to future proof their communications platform.

### Who would benefit from Hosted Telephony?

Business of any size making inbound and outbound calls can benefit from the flexibility of this service and fixed monthly costs without the need for CapEx investment.

It is ideal for growing businesses and businesses with multiple sites that need a solution that is quick to deploy, flexible, cost effective, manageable and will grow with their business requirements.

\* Cavell - The DACH Cloud Communications Report 2017



# Flexible Hosted Telephony

## M247 Flexible Hosted Telephony offers complete flexibility at cost effective prices

We understand all businesses are different and have different needs when it comes to telephony solutions. Even internal business functions can vary between departments and users don't all need the same level of feature service or call time.

So, we've taken the pain and complexity out of finding the right solution. Like your ever-changing business needs, our product is flexible.

Pick and mix options mean you can choose the right combination of call functions, handsets and call rates to suit you. You won't ever need to buy too much or too little when investing in your voice solution.

## Quick to deploy and easy to manage

M247 Hosted Telephony is quick to deploy and cost-effective. The whole service is easy to manage, with a fixed monthly cost and no requirement for costly CapEx investment.

We can also pool all your call minutes giving you a buffer in case one of your users exceed their call minutes at no extra cost to your business.

And, should you find yourself needing richer feature sets such as call recording and analysis tools, we can provide those too.

## Features and benefits of our service

- **Broadsoft PBX platform**

World renowned proven technology, reliable, function and feature rich

- **Team presence**

Know who is available to take calls even when working at separate locations

- **Customer configurable**

Add, subtract and amend users

- **Free site-to-site calls**

Costs savings

- **Number portability**

Customers can keep existing phone numbers

- **Softphone option**

Enables agile working, accessing your voice telephony from anywhere in the world

*\*Does not include number porting*

## Setting up is easy - just 3 simple steps



### Pick your user licenses

Variable features to meet each user's needs.



### Pick your handsets (if required)

One-off cost or pay monthly.  
Compatibility checks required for own equipment.



### Pick your user call minutes

Inclusive minutes call bundles or Pay as You Go pence per minute rates

## Benefits of Hosted Voice

- **One solution**  
No need for multiple PBXs, integrates all your business sites with a single telephony solution
- **OPEX model**  
No upfront costs, leasing model means the cost of the PBX and maintenance is included in your monthly bill
- **Maintenance-free**  
Hosted PBX is maintained by M247 specialists rather than an onsite PBX being maintained by you
- **Cost saving**  
Make free calls between your business sites with lower line rental and usage costs
- **Scalable & flexible**  
Add and subtract features, functions and users as you need them reflected in your next months billing
- **Future-proofing**  
Introduce new functionality as and when you require it - grow with your business
- **Multi-site & mobile workforce enablement**  
Make and receive calls from any location there are no geographic constraints
- **Agile working**  
No longer tied to desk phones - move staff easily with full visibility for call management
- **Disaster Recovery and Business Continuity**  
Re-route calls in emergency scenarios
- **Speed of deployment**  
Faster deployment compared to traditional telephony - a brand new deployment typically takes just five days\*