

# IP Extension

## Capabilities of a full Class 5 Switch

### What it is

Business hosted telephony services with no hidden costs. That means no setup fees, monthly connection charges or maintenance fees. You get a free soft phone for your PC and only pay for the calls you use at competitive call tariffs.

### The proposition

IP extensions offer a '**not to be missed**' opportunity to try out Hosted IP telephony without any outlay. Ideal if you have limited in-house telecom skills or offices with no traditional telecoms infrastructure.

This is a 'FREE' IP extension that provides dial tone and telephony functionality.

IP extensions are designed to allow the customer to focus on their business goals rather than worrying about the ownership and support of its telephone network.

### How it works

This service provides fully functional IP extensions on demand and is delivered from a robust hosted platform. In addition to the basic connectivity, IP extensions are also able to enhance the existing telephony service by delivering functionality from the extensive suite of hosted business applications.

The dial tone service is delivered from our high availability and fault-tolerant multi-tenancy platform and can be delivered to the customer's site over DSL or a carrier IP network.



**Frees the customer of upfront capital expenditure and the need to budget for ongoing administration, support and maintenance charges.** ✓

**Deployment of fully functional IP extensions on demand avoiding delays** ✓

**Delivered from a robust hosted platform with high resilience** ✓

**Known cost of ownership allowing you to react rapidly to changing business needs.** ✓

**Services and applications remain evergreen** ✓

**Access to a wide range of applications** ✓

**Available to any business regardless of size** ✓

**Fast and easy self-implementation** ✓

**Competitive call tariff** ✓

# Features and Benefits of IP Extension

Feature	Description	Benefit
<b>Existing installed hosted service platform</b>	Enables rapid deployment, instant capacity uplift and emergency/disaster recovery facilities.	Rapid response to changing business requirements.
<b>Fully scalable platform</b>	Deploy a solution that can expand or contract to match changing business needs.	Flexibility on demand. Pay for what you need when you need it.
<b>Provided as a service with no hardware switch requirement or on-premises equipment</b>	No investment in capital equipment.	Moves telephony service cost into known operating costs rather than requiring capital expenditure. Removes the disturbance, training issues and costs of hardware and software upgrades.
<b>Fully supported telephone and business applications provided as a service offering</b>	No need for specialist in-house skills.	No on-site engineering support needed. Allows customer to focus on core business.
<b>Known cost of ownership</b>	Predictable costs that grow as the business grows and reduce as the business contracts.	Ease of budgeting.
<b>Simplicity: one vendor, one solution, multiple applications, flexible offering</b>	All business communications services from one single source.	Application integration. Common interface - greater speed of adoption. Reduces issue of support, service levels and time spent on sourcing solutions. Reduced training costs.
<b>SIP standard based</b>	The extensions support a wide variety of industry standard SIP phones (see separate datasheet).	Avoids being locked into a specific hardware supplier.

## IP Extensions offer more than just IP connectivity:

**Hold / Transfer:** Like a PBX, you are able to hold and transfer calls to any extension that is on-net.

**Divert:** Send your calls to another extension.

**Hunt Group:** Groups of extensions can be assigned to a basic 'hunt group'. These can be 'ring all' or 'ring sequentially'.

**Music on Hold:** Music will be played to the caller when placed on hold.

**Find Me / Follow Me:** Allows the user to be reached at any of several phone numbers.

**Cascading Ring Groups:** Define groups for simultaneous ringing and cascade these to additional groups on no answer.

**Soft Phone:** Supports free and easily downloadable CounterPath soft phone - a simple handset application for your PC.



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