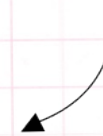# PACKNET - OUR BACKGROUND

- Launched in 2003 as a software development house for the Telecoms industry

- Worked with likes of **BT, Vodafone and Cable&Wireless** researching and developing bespoke next generation online communications systems

Our software development customers include

- Launched our own VoIP platform in 2008 and in 2013 handled over 10million phonecalls

- Main focus is working with and supporting SMEs in the NW

- To us superfast broadband is all about enhancing efficiency, productivity and contactability

- In brief - We're supporting this initiative because we believe that Superfast Broadband is critical to future business growth and profitability
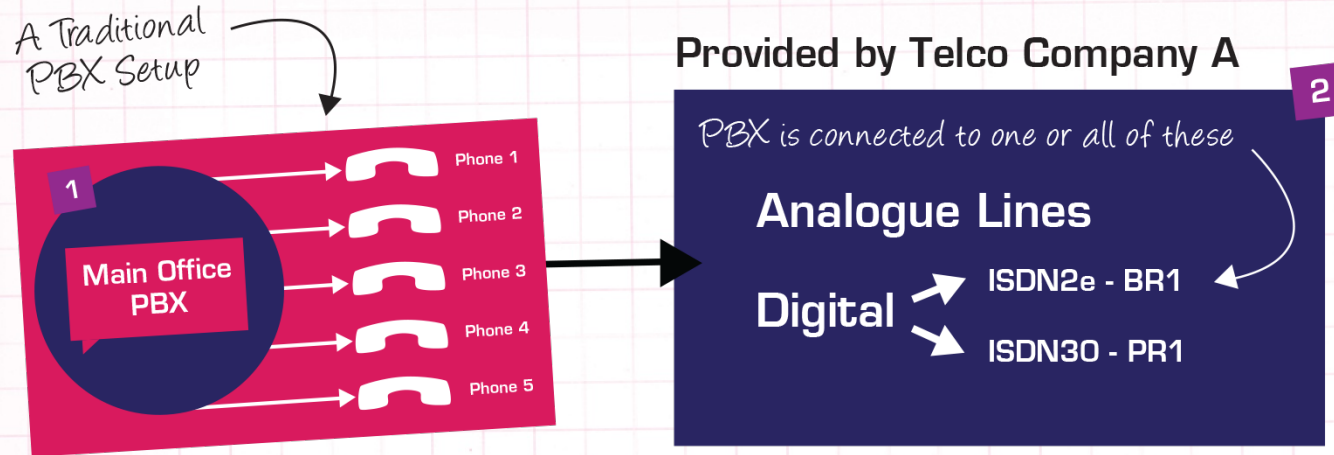
SUPERFAST BROADBAND - BENEFITS

- **Boost productivity** - real-time sales data, production control, management information

- **Grow your business** - No geographical boundaries, new audiences

- **Understand your customers** - max your marketing

- **Cut your costs** - Faster broadband = access to cheaper cloud based services, including VoIP

- **Increase efficiency** - Faster broadband = greater reliability and more users

- **Protect your business** - Protect customer, product & commercial data. Ensure everything is backed up properly

- **Get ahead of the competition** – A good digital strategy can put you miles ahead

- **Be flexible** - Be integrated and consistent.

SLOW FAST SUPER FAST
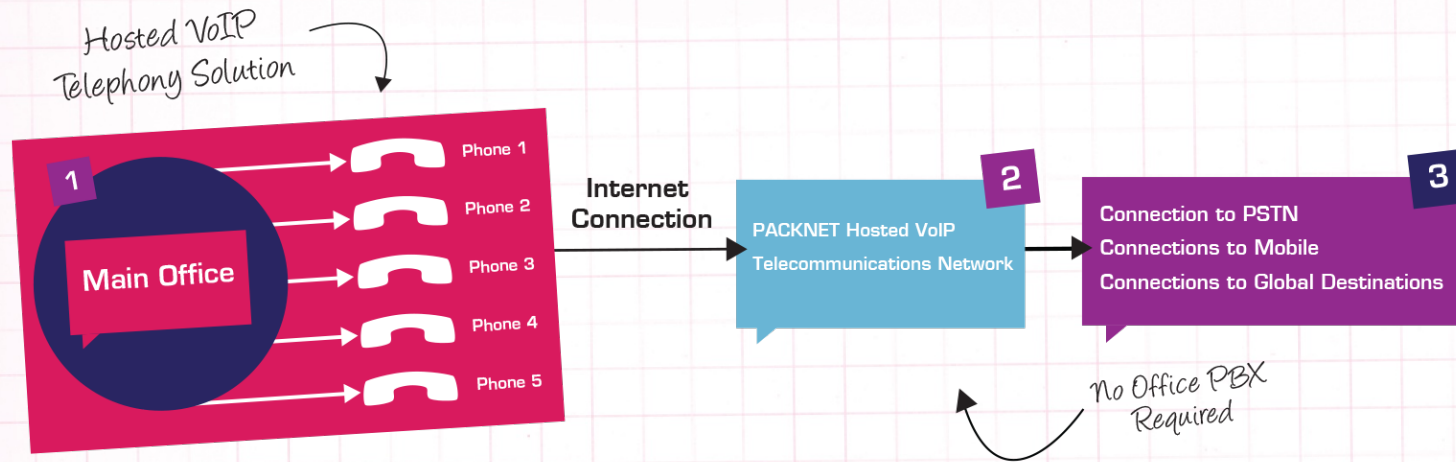
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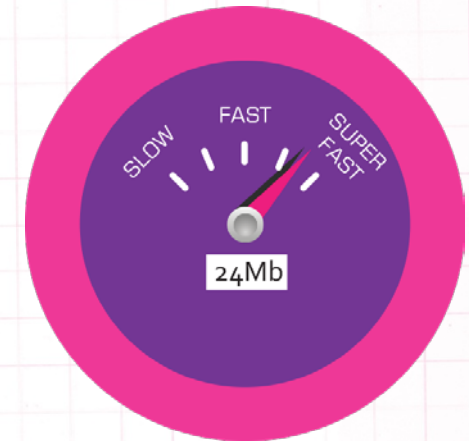
VOICE OVER IP - WHAT IT IS

- **VOICE OVER INTERNET PROTOCOL (VoIP)**

  - In its simplest form, using the internet to make and receive phone calls. You can make and receive calls on your main business number from anywhere with an internet connection and connect up multiple remote sites cheaply and quickly

  - Voice is converted to data, pinged over the internet and then re-converted into data. All in the blink of an eye

- VoIP has been around since the late 90s, but it is only in the last five years that it has become a viable business tool. All phone calls made in the UK travel at least part of their journey as IP traffic

- VoIP unifies your communications for effective working, increased productivity and creating a solid foundation for future growth

TRADITIONAL - HOW IT WORKS

A Traditional PBX Setup

1

Main Office PBX

→ Phone 1
→ Phone 2
→ Phone 3
→ Phone 4
→ Phone 5

Provided by Telco Company A

2

PBX is connected to one or all of these

Analogue Lines

Digital → **ISDN2e - BR1**
→ **ISDN30 - PR1**

- Traditional phone systems require complex infrastructure at the office, incl. ISDN & PBX.

- Long delivery lead-time for digital lines, 60+ days

- Box required at each office if multi-site

- Systems are often expensive to buy, need to be maintained, require long contracts (3-5 years) and eventually have to be replaced

- Usually requires a dedicated internal resource to support

- Enhanced functionality can be added, but is usually expensive and hard to reconfigure

HOW IT WORKS - FULLY HOSTED
HIGH GRADE TELEPHONY FOR ALL

Hosted VoIP Telephony Solution

1

Main Office

Phone 1
Phone 2
Phone 3
Phone 4
Phone 5

Internet Connection

2

PACKNET Hosted VoIP Telecommunications Network

3

Connection to PSTN
Connections to Mobile
Connections to Global Destinations

No Office PBX Required

- Hosted VoIP is essentially Cloud Telephony

- Requirements;

    - Internet Connection

    - IP Phones

- Calls are sent to the ITSP data centre systems

- Customer has control via an online portal

- Customer saves money on calls, maintenance, lines, hardware

- Business Continuity protection by default

- Full range of current and future functionalities

HOSTED VOIP - BENEFITS TO BUSINESS

Cost - most businesses reduce their overall cost of telephony by between 30% and 50%

Advanced Features - businesses can access a wide range of value-added features, incl. voicemail2email, fax2email, IVR/auto-attendant, on hold music, call transfer

Advanced Functionality - Time of day routing, call transfer/pick up, hunt groups, call recording, call reporting, follow me

Scalability (plus and minus)

Flexibility (on site/multi and home working)

Disaster recovery

Customer control and future proof

WHAT THIS MEANS IN PRACTICE
- WIN BUSINESS, RETAIN BUSINESS

- **Enhanced features** and functionality actively help businesses win and retain customers through:

- **Greater control** of operations

- **Greater efficiency** of processes

- **Better** customer service

- **Better** response times

- **Better** staff training

CASE STUDY — COMPANY A
THE INITIAL SITUATION

- Company A develop software that helps companies work out tax relief on employee expenses

- Very seasonal. Peak activity in last quarter of financial year

- Needed to replace old phone system

- Wanted a scalable solution to handle peak times

- Wanted a system that could integrate with their CRM system

- Wanted to reduce and control telephony costs

- Needed a reporting suite to understand phone activity

CASE STUDY — COMPANY A
THE OUTCOME

- Reduced telephony costs by 55% & streamlined operations

- Made telephony budget predictable through simple monthly fee. No maintenance or upgrade costs

- Call reporting functionality allows customer to analyse and understand flow of call traffic within business

- A fully scalable system means that the client can add or remove users in minutes, giving complete flexibility and keeping costs under control

- Clean integration with their CRM system allowing call records to be stored at the customer level

- **Conclusion - Cheaper, more flexible system that provides greater control, responds to the needs of the business and helps improve customer service**

CASE STUDY — COMPANY B

- Manchester based software developers.

- Eastern European phone systems erratic and unreliable

- Cost of calls between offices very expensive

- Travel requirements mean key employees are often away from the phone

- Use an expensive bespoke call-conferencing solution to liaise with clients and project teams

- Project instructions/amendments often delivered on the phone. Requirement for a rock solid call recording solution

COMPANY B - THE SOLUTION

- A hosted solution allows all sites to be connected together as one unit, able to transfer calls between offices.

- Free internal phonecalls between different offices and to IP enabled handsets.

- Voicemail2email means messages picked up immediately

- Call conferencing solution implemented on platform, allowing multiple simultaneous conference calls

- Call recording of all inbound and outbound calls. Recordings available within seconds

- Easy for customer to change and amend through online platform

- **Conclusion - All offices brought together into one entity. Better communication, reduced costs, call recording and call conferencing included in one seamless package**

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