

The IP Extension Service provides the ability to deploy IP based telephone extensions as a hosted service to businesses.

What it is

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

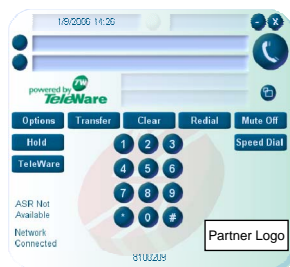
The proposition

The TeleWare Hosted Service is designed to allow the customer to focus on their business goals rather than worrying about the ownership and support of its telephone network. The dial tone service is delivered from a high availability and fault tolerant multi-tenancy platform and can be delivered to the customer's site over the carrier IP network.

How it works

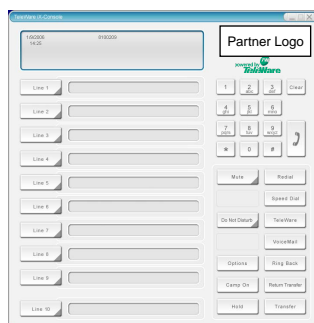
Web Fone

Web Fone, a feature rich softphone application, is provided as a natural companion to the IP Extension Service. This enables the customer to deploy a very cost effective, feature rich, telephone extension on every PC or laptop, avoiding the relatively high costs of IP Handsets.



Optional Upgrade: Operator Console

Operator control of the customer's extensions can be achieved via the Operator Console. As an optional fully featured, PC-based operator console, it offers full interoperability with third party open standard SIP products.



Desktop Handsets

A wide choice of third party SIP phones to suit the customer's needs and budget are available. IP Extension supports traditional PBX features often not found in competitive IP Telephony products, including: message waiting, caller ID, call transfer, call waiting, call divert and call hold.

Key Benefits

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 resilience and competitive pricing

The Hosted Service provides a **known cost of ownership** whilst allowing the customer to **react rapidly** to changing business needs.

Services and applications remain **evergreen** being provisioned with new features as they arise

Access to a **wide range of applications** to support the business

Delivery / Upgrade

All applications are scalable and can be integrated into the customer's existing infrastructure or provided as a hosted service on a pay-as-you-go basis.

Features and Benefits of the IP Extension

Feature	Description	Benefit
Existing installed hosted service platform	Enables rapid deployment, instant capacity uplift and emergency/disaster recovery facilities.	<ul style="list-style-type: none"> • Rapid response to changing business requirements.
Fully scalable platform	Deploy a solution that can expand or contract to match changing business needs.	<ul style="list-style-type: none"> • Flexibility on demand. • Pay for what you need when you need it.
Provided as a service with no hardware switch requirement or on-premises equipment	No investment in capital equipment.	<ul style="list-style-type: none"> • 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.
Fully supported telephone and business applications provided as a service offering	No need for specialist in-house skills.	<ul style="list-style-type: none"> • No onsite engineering support needed. • Allows customer to focus on core business.
Known cost of ownership	Predictable costs that grow as the business grows and reduce as the business contracts.	<ul style="list-style-type: none"> • Ease of budgeting.
Simplicity: one vendor, one solution, multiple applications, flexible offering	All business communications services from one single source.	<ul style="list-style-type: none"> • Application integration. • Common interface - greater speed of adoption. • Reduces issue of support, service levels and time spent on sourcing solutions. • Reduced training costs.
SIP standard based	The extensions support a wide variety of industry standard SIP phones (see separate datasheet).	<ul style="list-style-type: none"> • Avoids being locked into a specific hardware supplier.
IP Extension Service Telephony Features		
Hunt Groups	Multi location working, basic team working — round robin calls to specified devices.	<ul style="list-style-type: none"> • Shares call answering responsibility.
Forking	Team working — simultaneous ringing of multiple phones.	<ul style="list-style-type: none"> • Avoid delay in answering calls. • Faster time to answer.
Message Wait	Visual indication of new messages.	<ul style="list-style-type: none"> • Increased response to incoming messages.
Calling Line Identity (CLI)	Name/Number presentation that identifies nature of calling party.	<ul style="list-style-type: none"> • Enables selective response.

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