

Voice Continuity Solution

Protect your revenue and reputation by adopting Freedom Communications' cost effective and flexible business continuity solution for your telephony system.

24% of organisations suffered a loss of telecoms links in the last year. (CMI)

The ability to communicate with your customers, partners, suppliers and co-workers is a critical aspect for any successful business. Voice continuity is the most fundamental aspect of any business continuity solution. It is also one of the cheapest and easiest to implement. Protecting your business is critical and disruptions can be due to a diverse range of situations:

PBX failure, cable damage, power outage, fire, flood or other adverse weather conditions, human error, building evacuation e.g. fire alarm, premises or surrounding area inaccessible due to security alerts, transport strikes or disease.

Many companies do not have a voice continuity plan or the one that they do have is expensive, untested and inflexible: only dealing with long term interruptions not short term. The

perception is that major events are unlikely but the reality is that many interruptions are mundane (everyday) events within the UK – floods, transport and travel restrictions, systems failure. If the telephony system or area is inaccessible then onsite repairs cannot be made.

The Freedom Communications Voice Continuity Solution addresses all of these eventualities. It provides a Business As Usual interim call routing solution that does not just address disaster recovery but ensures that service continues in the first place.

Key Benefits:

- Provides a high level of business functionality protecting revenue and reputation
- Covers all eventualities – short and long term
- Solution fits on top of the existing infrastructure
- Easy to deploy - no impact on existing business – can retain existing telephone numbers
- Minimal capital outlay
- Full control of call flows in business continuity scenario
- Web-based tools that can be used by the IT Manager or end user
- Ability to set-up temporary or emergency features including hunt groups, voicemail boxes and greetings
- Fully scalable solution
- Additional lines or handsets available in event of equipment damage



A Long Hot Summer.....

For the London-based public relations company, Rainier PR, managing reputation and confidence is fundamental to business. So, when the technology PR specialist suffered a two day power outage, maintaining that confidence and reputation with it's clients, journalists, analysts and prospects was paramount. In London's prestigious West End the summer heat left restaurants, shops and offices with disruptions to their power supplies. Rainier PR employees were able to work remotely and route all incoming calls to either their mobile phones, soft phones or home telephones. A common occurrence such as power disruption due to extremes in weather placing a strain on the electricity grid could have impacted Rainier PR, but the solution provided voice continuity that ensured it was business as usual.

'The solution ensured that this incident had minimal impact on our business and on a day-to-day basis the system supports our dynamic working practices. Rather than a communication meltdown, the power failure had no more impact on operations than picking up a laptop and moving locations.'

Steve Earl, Managing Director, Rainier PR

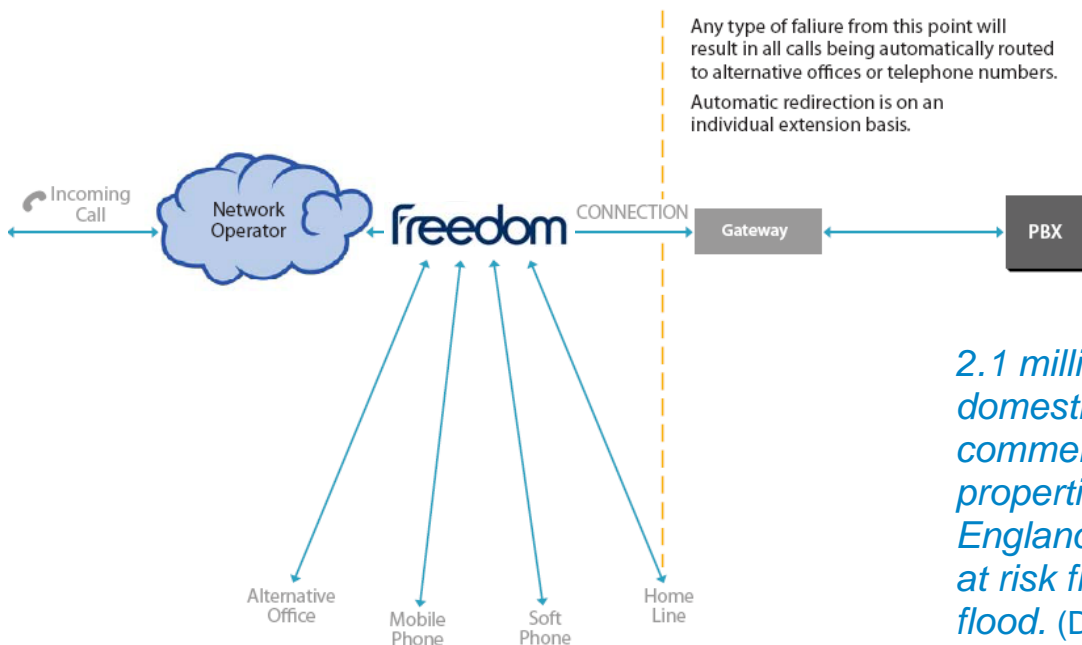
Some business continuity alternatives include fallback sites or call divers. Where these are controlled through a 3rd party they can be expensive solutions and the company has no direct control. Fall back sites that include a temporary premises and switches that are on permanent stand-by are costly. If staff need to be sent home to work then delays in diverting inbound calls, the inability to access contact centre systems, hunt groups and voicemail will result in a reduction in productivity and a loss of revenue.

Typically 80% of all commercial transactions come through the phone.
(The Times)

Voice Continuity solution

The PBX is connected to a gateway router using an ISDN trunk card. The gateway router converts ISDN to VoIP and routes it over the IP connection to the Freedom Communications platform. The site numbers are ported to Freedom Communications and all calls to the site are routed via the IP connection. If the PBX

or any network element fails, calls for this site are automatically redirected to up to 4 preconfigured destinations using the System Management Tool. The System Management Tool provides extensive flexibility for configuring call routing - at any time the destination can be changed for any extension number. Temporary or emergency hunt groups, voicemail boxes and voicemail greetings can be set-up. Parameters can be established so that if an individual extension number rings for a certain number of seconds the call can be redirected to an alternative number: this feature can be utilised for emergency and non-emergency scenarios



2.1 million domestic and commercial properties in England are at risk from flood. (DEFRA)