

HOSTED VoIP: Why make the move?

MANY COMPANIES ARE CONFUSED ABOUT HOW TO MIGRATE TO IP COMMUNICATIONS COST-EFFECTIVELY AND PAINLESSLY, BUT HOSTED VOICE OVER INTERNET PROTOCOL (VOIP) OFFERS A WAY TO MAKE IT CHEAPER AND SIMPLER. DAVE MILLETT, OPERATIONS DIRECTOR OF INCLARITY TELLS YOU HOW.

What is Hosted VoIP and why should I care?

Hosted VoIP is the routing of voice conversations over the internet through any IP-based network. Unlike a traditional phone system which requires a PBX in your office, Hosted VoIP is a managed telephone solution whereby each line is connected to your provider's switch.

Why thousands of companies are moving to Hosted VoIP...

With Hosted VoIP you don't have to put in an investment up front as it's a fully managed service. You also don't have to worry about costly maintenance on "that box" in the cupboard, or have to pay for upgrades. If you want to add or move users on your telephone system it can all be done at the click of a button.

The systems have in-built redundancy and in an emergency your phones can be easily transferred to another office or to home phones to ensure your business is still able to run effectively. In fact, one

of Inclarity's customers, a London-based PR consultancy, was able to continue working during the city's power failures last year only because it was able to reroute calls.

Another advantage is that calls are much less expensive. The only equipment required for Hosted VoIP is a router and user handsets. Companies installing an IP PBX face large upfront costs. As there are minimal upfront costs with Hosted VoIP, it provides a more stabilized monthly spending. Voice calls are also significantly cheaper to make and most companies make savings of between 20-40% on their call costs.

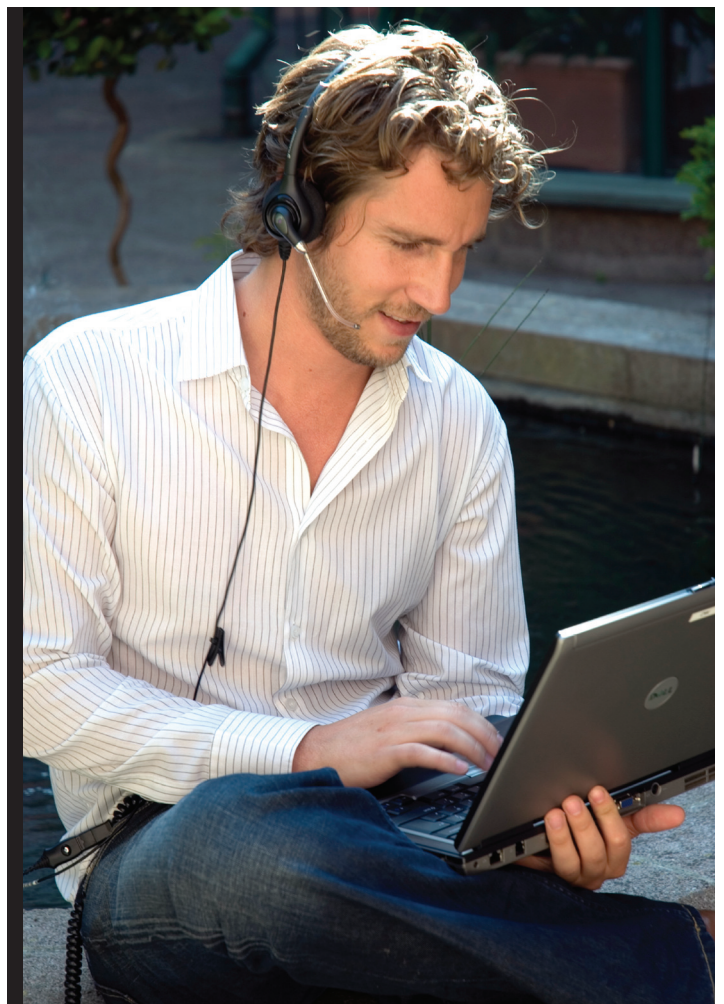
Hosted VoIP is also ideal for companies providing flexible working, as calls can be redirected to a home or mobile phone. So whilst you're offering your employees better work-life balance, you can ensure that your customers are getting seamless customer service. ■

For further information about Inclarity, please visit <http://www.inclarity.co.uk>. Or email Dave Millett at dave.millett@inclarity.co.uk

MAKING THE DECISION TO TAKE YOUR TELEPHONY SYSTEM INTO THE NEXT GENERATION IS NOT ALWAYS AN EASY CHOICE.

David Millett, Operations Director, Inclarity

Dave Millett joined Inclarity as Operations Director in May 2007 having previously led business development and marketing for telecommunications giant, Nortel. He has performed senior roles for providers including Avaya, Siemens and BT.



ALFRESCO WORKING

Chelsea-based digital marketing company Concept has taken flexible working to heart this summer. The company switched from a traditional BT phone system to a Hosted VoIP solution from Inclarity. The new phone system enables staff to work more flexibly around the office, from home, or simply outside on its terrace when the sun is shining.

Why you should speak to Inclarity about Hosted VoIP?

Inclarity has been developing its market-leading platform for Hosted VoIP since 2002. Last year alone, our business grew 750% and those figures have already doubled since the start of 2007. We have made financial efficiencies for thousands of companies in the UK and across five continents worldwide.

As industry leader, Inclarity is constantly investing in the development of new services. In fact, we will shortly be launching genuine fixed mobile convergence (FMC) allowing wireless connection to your mobile phone when you're within the office/home and transferring to GSM when out of range – thus offering even further cost savings.

Making the decision to take your telephony system into the next generation is not always an easy choice. But when you realise how limited and costly your current PBX is in comparison to Inclarity's effective Hosted VoIP, that choice becomes crystal clear.