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[COMPANY NAME]
NEXT-GENERATION COMMMUNICATIONS TECHNOLOGY COMBINED WITH MASSIVE COST SAVINGS

**[COMPANY NAME / PRODUCT NAME]**

**THE DAWN OF A NEW ERA OF COMMUNICATIONS**

The world of communications is changing, as more and more customers are moving over to IP-based solutions. [Company Name] is therefore offering [Product name] to bridge the gap between your existing call solutions and next-generation IP voice technology. It enables you to extend the life of your PBX whilst increasing its functionality.

[Product name] is a secure, cloud-based IP voice solution that helps you to migrate towards unified communications with minimal disruption to your business. No initial capital outlay is required, and the solution is available on a ‘pay as you go / grow’ basis.

**[PRODUCT NAME]**

(Product name] isn’t only a replacement of traditional ISDN services – it also offers you a wide range of additional features and benefits.

**A new market.** It provides you with risk-free entry into the SIPT market, with no set-up fees. Furthermore, you won’t have to replace your PBX or handsets.

**New openings.** [Product name] is suitable for any size of business, as it can handle anything from one to 10,000 channels per trunk group and supports high call rates to accommodate dialler environments. It’s also ideal for any type of business: for instance, corporates with large call centres or high call traffic profiles; large organisations with multiple sites; and small or medium-sized enterprises. Ultimately, it can provide you with a fully integrated service.

**New flexibility.** [Product name] is much more flexible than ISDN. For instance, there is dynamic channel support for occasions such as seasonal changes in demand, so you can expand your capacity if and when required. [Product name] also provides high throughput dialler support.

**Did you know?**

* In comparison with ISDN, [Product name] can typically bring huge cost savings
* Our services integrate seamlessly with BT’s next-generation connectivity products (e.g. fixed-to-mobile, fibre to the cabinet etc.) to deliver end-to-end solutions
* [Product name] eliminates geographical restrictions: you can have any number, anywhere
* It fully supports environments with high traffic volumes
* It provides a fully secure environment within BT’s next-generation network

KEY benefits for you

**Significant cost savings**

Compared with ISDN, our solution produces considerable cost savings. You can enjoy free on-net calls; calls to mobile and international numbers are much cheaper; and there are no upgrade costs for the PBX features.

**Easy deployment**

[Product name] is fully self-service and can be set up and deployed quickly and easily.

**Versatility**

Whatever the size of your organisation, we have a solution that will transform your communication capabilities whilst giving you a lower TCO.You can create the type of service that meets your needs. You can choose from three channel service types and also benefit from the geographical freedom that [Product name] provides. Our fully scalable, ‘pay as you grow’ service includes the ability to add or remove end-user licences with ease, as your business needs change.

**Greater productivity**

[Product name] can help to boost both productivity and profitability by providing more efficient and richer communications and the ability to deploy new applications and solutions rapidly.

**Consistent reliability**

Business continuity is built into our solution as standard, with all services and features held in the cloud, minimising disruption in the event of a disaster. Our service has the advantage of being backed by BT’s highly resilient voice network, giving you confidence that it will be totally dependable and well supported.

**Peace of mind**

Our offering brings peace of mind, as you can be confident of the underlying BT communications platform, which offers 99.9% availability, supported by strong SLAs.

**[Company name]: totally committed to our customers**

At [Company name], we’re committed to meeting and supporting the communications needs of all of our customers, whatever their size. This includes the continual development of the breadth and depth of your portfolio to ensure that you can maintain a competitive edge.

[Product name] is part of a clear roadmap, leading you and your customers towards unified communications.

**Prepare for the future. Today.**

For further information:

[email address]

[Tel. No.]

[Website address]