

Five reasons to buy hosted communications



The move to all IP

2025 seems a long way away but it will be here sooner than we know it. With legacy phone networks closing and the market moving to all IP, there's never been a better time to look at hosted voice. But we understand the dilemma for resellers. Go too early and migrate everything and you risk a revenue black-hole, and who wants to make less money than last year? On the flip-side, go too late and the market has become smaller as businesses have moved over to hosted voice with someone else.

There's no perfect answer

But one thing to consider would be to start selling hosted alongside your legacy voice services. For all your new opportunities you can go to market with a compelling proposition which will have you winning business – we're now talking about incremental revenue, not justifying earning less. Then your existing base can be migrated as their PBXs become end of life. All of a sudden, you've bridged (and exceeded) that revenue gap and future-proofed your business.

Read on for five reasons why your new customers will love their new hosted voice solution.



Reason 1 – Save money

In these times of uncertainty every penny is considered before investing. So if your businesses are thinking about a new phone system right now it might be difficult to justify such a large capital outlay. That's why we offer our hosted communications as a full OPEX model, so businesses don't have to invest in expensive hardware just to watch it depreciate. Instead, you scale up and down as you need to, offering true flexibility to meet the needs of any changing business.

And the savings start straight away as hosted communications are up to 50 per cent cheaper than a TDM/ISDN solution. With free on-net calls and cheaper mobile and international rates, costs will be falling in no time.

If a business has already invested heavily in a PBX system they may feel reluctant to change. Here at BT Wholesale we offer a seamless migration path to IP voice. Businesses can connect their PBX to the cloud with Hosted SIP Trunking and begin an easy transition to IP communications. Just closing down the ISDN lines will already save big money, but they'll also get tons of new features designed to make running their communications quicker, cheaper and easier.

We know that effective communications are a key part of any successful company, so when the time for full IP voice comes we want to minimise the disruption for everyone. That's why we provide SIP Trunking and full IP voice (Centrex) through one platform, meaning users can migrate seamlessly, receiving the same service with no downtime. For resellers this removes a key point of customer churn and keeps your base protected. And you only ever need one portal, one SLA, one bill and one supplier.



Reason 2 – Peace of mind

Think traditional phone systems are the most resilient? Think again. Hosted voice delivers greater business continuity and disaster recovery solutions.

Do you want immunity to fire, flooding, electrical or network outages? Do you want backup phone numbers for when things go wrong? – you won't get that on TDM.

Worried about security? Our Wholesale Hosted Communications (WHC), includes best-in-class security and high-quality fraud prevention that doesn't just cap the impact of fraud, it kills it.



Reason 3 – Boosting productivity

Nowadays, offices aren't just based in one location and people work from multiple places. To be efficient, a robust, reliable communications system needs to be in place. And that's where unified communications come into play.

By moving to hosted communications, you can help your customers evolve as the technological world does.

And with a constantly maintained, secure platform, they won't have to worry about a thing. In fact, neither will you – we'll do all that for you.



Reason 4 – Take control

With a traditional phone system, it's difficult to keep track of all incoming and outgoing calls. And when communication is key for a business, you need to be able to monitor calls and control how your business works.

Hosted communications provide insights from the very beginning. Whether it's monitoring call peaks and troughs, missed calls or number presentation that allows businesses to present local or national numbers – there's a solution for everything.

It doesn't matter the size of a company. From the smallest start-up to the biggest blue chip, hosted communications put the control in your hands. And it can be tailored to fit around how your customers work – scaling as they grow.



Reason 5 – Don't get left behind

Technology is always changing. That's just life. PSTN will be gone in just a few years, so the move to IP telephony will be inevitable.

Workers could be on the road, working at home – in fact, wherever they are, they'll be able to take the office with them.

Instant messaging, availability view and collaboration tools on mobiles ensures everyone can stay in touch and keep working from anywhere. And there'll be an increase in productivity and performance. In fact, the market for unified communications is growing at a CAGR 25 per cent year-on-year and productivity gains is the number one factor in the purchasing decision.

Want to make the move?

Whether you've got a hosted platform or not, we can help you get your customers onto IP voice and a range of other hosted solutions. Our Voice to Cloud Transformation service is a simple managed service where we do all the leg work to get your customers up and running. So you can sit back and welcome them to the cloud.

For more information, please contact your account or channel manager

Email clientreception@bt.com
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www.btwholesale.com/v2c