**[Company Name]**

**[Product Name]**

**One proposition. Two UC solutions.**

With ISDN on its way out, SIP Trunking is the ideal replacement. And Hosted Centrex replaces a traditional PBX. But what does that mean for you? It means that in today’s growing hosted market, you now have the opportunity to take on a proposition that encompass two Unified Communications (UC) solutions and meet your needs head on.

[Product Name] is more than just a voice telephony service. It allows you to utilise Hosted Centrex and SIP Trunking solutions or even create a Mixed Estate of both that work in harmony.

**The ideal combination**

Hosted Centrex – our IP based telephony solution removes the need for a physical PBX and enables IP cloud communication.

SIP Trunking – the perfect ISDN replacement, takes you on a journey from legacy to next-generation communications with ease.

With [Product Name] you can replace older, dying technology with a flexible, UC solution that can be tailored to meet the needs of your business, whatever the size.

**Items of interest**

**Opportunities abound.** The hosted market is worth a staggering £1.2bn and it’s continuing to grow. Fast. Which means there’s never been a better time to enter the UC market

**Easy management.** You can manage your solution with a simple online portal

**The shift to UC is now.** With more and more businesses no longer relying on traditional PBX estates and ISDN declining, there’s a huge uptake of UC solutions. And wouldn’t you know, we’ve got a solution perfect for you

**One number.** [Product Name] provides users with a single telephone number and service, used for making and taking calls, voice messages, IM messages, control and redirect, and many more features.

**It’s all in the detail**

* [Product Name] is built on BT’s highly resilient and secure next-generation network, ensuring the service is always available
* The complete proposition includes Centrex and SIP Trunking lines, call numbers, phones and connectivity
* Utilises Broadsoft’s market-leading Broadworks UC platform
* Flexible service that can be tailored to your customer’s needs
* Instant Messaging (IM) and web collaboration available with our Skype for Business plug-in, which is free with UC Office.

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**The Hosted market and you**

The Hosted Voice market is worth £570 million and is projected to grow to £1bn by 2021. And SIP Trunking, currently estimated at £695 million, looks to grow to £867 million by 2021. With the Hosted UC opportunity growing, it’s important that you take advantage now so you can start reaping the rewards, improve your business and ensure you don’t get left behind with old technology..

As well as being a fast, low-risk entry into the UC market, our [Product Name] solution can see you benefit from major cost savings, enhanced reliability and plenty of new opportunities. You’ll be able to enjoy cheaper calls and built-in business continuity, helping improve efficiency and productivity.

**A cloud technology**

*Include image*

Many businesses still rely on an onsite PBX which provides employees with their communications service. Multiple sites require a PBX on each site and different PBXs may be at different firmware levels, manufacturers or have different communication methods. With [Product Name], we use the cloud. That means the PBX can be removed from the site but still maintain its functionality to all users, over one centrally provided PBX. Users will benefit from new cloud features such as voicemail, analytics, voice recording and much more. Alternatively, where you wish to retain your PBX at a site, SIP Trunking can be used to create a hybrid solution and still provide a common user experience.

**Management made simple**

Once you’re up and running with [Product Name], you and your users will be able to use a feature management portal to control the individual features. This is an easy-to-use application that can be accessed form a variety of devices and makes managing the service a breeze.

**Fraud Management System**

As standard we provide our advanced Fraud Management System for free – it’s a sophisticated network-based fraud management tool that offers you peace of mind against call fraud.

Using pattern-based analysis and run through our secure next-generation network, our system looks for fraudulent activity in real time. Our fraud experts are on hand to look out for anything suspicious so you can stop fraud before it attacks.

**Key benefits for you**

**Easy-to-use portal.** Our web-based management portal gives you greater control over features

**Variety of line packs.** There are a number of line packs available, depending on the type of user and technology chosen (Centrex or SIP Trunking)

**Reduced call pricing.** With calls built in as standard and PAYG and Pay Monthly options available, calls are considerably cheaper

**Managed numbers.** We provide you with new geographic telephone numbers from our own Ofcom ranges

**Voice features.** Benefit from a long list of telephony enhancements, such as Video Calling, Instant Messaging, Audio Conferencing, Voice Recording, and Call Analytics.

**Why [Company Name]?**

[Insert three reasons as to why your customers should choose your services and solutions. It could be written as one paragraph or laid out in bullet points]

* [Reason 1]
* [Reason 2]
* [Reason 3]

**[Product Name]**

**Taking you on a UC journey**

Contact us now for more information

[Insert your contact details here – phone, email, website]