

Voice over IP has become synonymous in the consumer press with Internet Telephony, which allows cheap or free phone calls for consumers and small businesses over their Internet connection. The implications for business are however much more profound than lower cost, variable quality phone calls!

In the last few years, dramatic changes have taken place in both the capability and cost of business phone systems due to the use of VoIP on internal business networks. VoIP has become a truly disruptive technology in this environment, rendering traditional business PABX systems instantly obsolete.

VoIP business phone systems use the internal data network to distribute telephone calls around an organisation with much greater flexibility and often at a lower cost than the traditional PABX systems. Using the technology in the controlled environment of the internal network, they deliver massive cost and functionality advantages along with improved call quality.

no more expensive, proprietary phone systems

VoIP is a reliable **open** technology which, implemented properly, will both increase business flexibility and reduce the costs and technology risks associated with buying a traditional phone system from an existing closed proprietary vendor.

It's open technology because with a VoIP PABX you have the freedom to incrementally choose the right equipment for your needs as your phone system grows over time. Multiple technology vendors compete, reducing costs and increasing features with each interchangeable standards based generation of handsets. This is the very opposite of the vertical lock-in practiced in the traditional digital PABX world.

A useful analogy comes from the world of computing. It would be unthinkable today that a business was locked into buying replacement desktop computers from vendor X irrespective of the current price and specification just because it bought servers from them five years earlier. Similarly, properly implemented VoIP systems free companies from the tyranny of phone system lock-in.



As a further method to ensure compatibility, ipcortex have adopted the **VoIPcortex™ Approved System**. All of the system components with the approved logo have been tested extensively in our lab environment and

are certified to work well when used in a VoIPcortex system. This means you can be confident that all the components you select will perform as they should.



technology change without user change

The current generation of VoIP phones are remarkably similar to simple analogue phones, so they will be instantly familiar and usable. They do however differ from the additional functions a VoIP phone carries as standard. Calling number display on the phone's LCD screen; a built in, automatically updated internal phone book; call logs of missed, received and dialled numbers; voicemail notification via email and fax to the desktop are all basic built in features of all the VoIP systems we sell.

The systems plug into existing ISDN lines to deliver call quality and reliability which is consistently better than an ordinary telephone line or analogue PABX. They also have the ability to connect in parallel to voice service providers. This allows you to place or receive some or all of your calls over the Internet, completely transparently to either your staff or external callers.

In this way you can exploit the proven reliability and call quality of existing ISDN lines today, whilst being able to place calls over internal links or the Internet when this is appropriate.

"The VoIP system has allowed us to improve communications immensely and this improvement will continue into the future."

Mark Northern, Head of IT, Mill Hill School

"The VoIP solution provided by ipcortex supports us in delivering high levels of customer service, has introduced a more flexible and mobile working environment for our employees, as well as reducing costs and increasing general productivity."

Anthony Smith, Director, Rex Process

"I asked ipcortex to supply me with an IP based Office PABX. What they delivered thoroughly exceeded all my expectations of a phone system. Without doubt it is the best phone system I have ever used."

James Batchelor, Alertacall

one-stop shop

ipcortex VoIP solutions are suitable for companies with 2 to 2000 employees. From cost-effective fixed price bundles for smaller companies through to full bespoke call management configurations for large organisations with complex needs, you can guarantee that ipcortex systems can provide an appropriate solution for your business.

ipcortex can provide the best system hardware, the latest software and the individual SIP phones - everything you might need for your VoIP system in whole or in part. All our products are extensively evaluated and deployed in-house before we even consider providing them to our customers, so you can guarantee the high quality and usability of the products we provide.



Delivering reliable voice and data...

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