



G-Cloud 15 Services

Service Definition Document



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1 INTRODUCTION

1.1 Document History

Version	Author	Pages	Amendment Summary	Revision Date
1.0	DM	All	Document production	26/01/26

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1.2 Point of Contact

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1.3 Introduction

Exchange Communications (Exchange) is delighted to be able to outline our Cloud Services for G-Cloud 15. The services are available under the terms and conditions of the Crown Commercial Services G-Cloud 15 Framework Agreement and Call Off contract. As the only company in the UK and Europe to be an Avaya Edge Diamond Enterprise Partner with Service Expert and Customer Excellence accreditations, as well as also being an accredited strategic partner of Zoom and Content Guru, we are perfectly positioned to offer a variety of UCaaS and CCaaS solutions that meet the relevant requirements of Public Sector clients.

We have extensive experience in the provision of various Cloud services and have a dedicated account management team to deal directly with GCloud clients without the need for third party suppliers. The appointed team engages at multiple levels and offers a methodology that will address stakeholder involvement in a way that is pragmatic without becoming overly bureaucratic. Exchange will build a positive relationship with all GCloud clients from the very start.

Typically, public sector clients can expect to enjoy the following:

- **Quarterly or Bi-Annual account meetings:** To establish that everything is running smoothly.
- **Seminars:** As technology continues to change, Exchange will arrange seminars to keep clients in the picture.
- **Single Point of Contact:** From communications and hardware to network and telephone lines, our relationships with our Business Partners means that we are a true one stop shop.

This proven methodology has allowed Exchange to engage with many Central Government, Local Government and other Public Sector clients throughout the UK from our rapidly expanding business base in Scotland.

1.4 Summary

As will be further illustrated within this Service Description document we offer clients;

- **Experience** - Seasoned and stable management team skilled in the design, implementation and support of Cloud Services and solutions to Public Sector organisations.
- **Partnership Approach** – Our reputation and that of our clients become inextricably linked, so Exchange enters into relationships to work with clients as a partner, not just a supplier. We help drive our clients' business forward, drawing on both their specific knowledge of their business and our own knowledge of industry best-practice processes.
- **Innovative Technical Solutions** – Exchange has built an enviable reputation for delivering innovative solutions over the last 36 years. We have never failed to deliver a bespoke communications solution to a client that meets their requirements.
- **Accreditations** - Exchange Communications is the only company in the UK and Europe to be accredited with the Avaya Edge Diamond Enterprise Partner with Service Expert and Customer Excellence accreditations. We are also an accredited strategic partner of Content Guru for the provision of **storm** CONTACT. We are also an accredited Zoom Communications Silver partner for the provision of the Zoom Phone platform.
- **First Class Service Management** – Our continued dedication to the delivery of a first-class customer care service has been recognised by our market leading client retention rate. Service support is supplied by our own internal service delivery team including Avaya, Zoom and Content Guru certified engineers.
- **Value for Money** – We constantly monitor market trends to ensure the Cloud systems and services on offer remain competitive and reflect excellent value for money.

We're confident that we have the expertise, experience and service ethics you require to deliver a Cloud system and/or service that meets your requirements.

2 CORPORATE BACKGROUND

2.1 Vision

“To continually exceed clients’ expectations by delivering tailored communications solutions to meet their individual business needs”.

As detailed within our above Mission statement, Exchange is focused on fully understanding the needs of our clients, delivering quality communications solutions and building long term partnerships. We were originally formed in 1990 and over the last thirty six years we have grown to become one of the largest and most successful independent telecommunications and connectivity specialist companies in the UK. With offices in Glasgow and Oxford we have grown substantially since our inception, satisfying a demand for innovative communication products, dependable maintenance and sustainable solutions that exceed client expectations time and time again. We are a family run business still owned by the original founder with staff based throughout the UK.

2.2 Financial Stability and Market Presence

Over the years our operating performance has improved steadily. With a corporate ethos of no debt, and a focus on excellent cash flow, Exchange continues to benefit from sound capital structure. Our promising forecast of continued financial stability and good prospects can bring comfort to all potential customers.

The following link contains our most recent annual accounts (Financial Year end April 2024 - <https://find-and-update.company-information.service.gov.uk/company/SC499057/filing-history>).

We are fully committed to continually delivering innovative and reliable solutions with the best in class service and support. This is why we have developed trusted, long-term and close working partnerships with global key partners including Avaya, Content Guru, Gamma and Zoom.

2.3 Portfolio

As experienced providers of telecommunications solutions and a global presence in over 100 countries, Exchange provide a range of solutions from single office telephone systems to complex hosted multi-site and call centre configurations and networked communications. We have provided solutions specific to different vertical markets including Education, Health and Housing and all are tailored and designed to meet each individual client’s requirements



Hosted Phone Systems

1CloudTalk powered by Avaya
Zoom Phone



On Premise Phone Systems

Avaya Enterprise/Aura
Avaya IP Office



Contact Centre Solutions

Zoom Contact Centre
Content Guru **storm** CONTACT



Connectivity

Managed Service,
Business Calls and Lines,
Business Mobile



Essential Add-Ons

IP, DECT and WiFi Handsets
Headsets



Business Broadband

FTTP, SoGEA

2.4 Professional Bodies

Exchange Communications are accredited to the following BSI/ISO registrations

- Quality Management System ISO 9001: 2015
Certificate Number – FS 30620
Original Registration Date – 03/02/1995
Expiry Date - 17/06/2027
- Environmental Management System ISO 14001: 2015
Certificate Number – EMS 596794
Original Registration Date – 11/09/2013
Expiry Date - 17/06/2027
- Occupational Health and Safety Management ISO 45001: 2018 (SSIP) (supersedes OHSAS 18001)
Certificate Number – OHS 596795
Original Registration Date – 18/12/2020
Expiry Date - 17/06/2027



Exchange currently holds Cyber Security Essentials Plus accreditation and has also adopted IT Security Policy and Standards to ensure the adequate protection of our IT network, computer equipment, software, and data from theft, loss, damage, corruption or unauthorised use. We are currently going through ISO27001 certification which should be completed in 2026

Exchange are both reputable and ethical employers who have been in business for more than three decades and have achieved the “Investors in People” award for the last 20 years. All Exchange employees are permanent staff and are paid well above the UK’s Minimum Wage.



INVESTORS IN PEOPLE

We are fully committed to fair work practices including a fair and equal pay policy as well as promoting equality of opportunity and stability of employment and hours of work. As a company we support family friendly working and the wider work life balance as well as fully endorsing support for learning and development. Over the last 36 years, we have built a technical team whose knowledge and expertise is respected throughout the telecommunications industry and we are proud to say we have never failed to provide a solution.

Exchange Communications are on a number of UK purchasing frameworks including Crown Commercial Service G-Cloud as well as JISC – Telephony Purchasing Service DPS, Scottish Government – Telephony Services DPS, University of Essex - The Provision of Communications Solutions and YPO - Network Connectivity and Telecommunications Solutions II



2.5 Exchange Client Testimonials

Key to our success is our client focused approach which lies at the very heart of our business. Our case studies and testimonials give insight into the long-term partnerships, and focus on our clients, their business and their challenges. We provide services to both public and private sector organisations within a wide range of markets including Education, Health, Housing, Local Government, Finance, Transport and Construction. Our clients trust us to deliver a range of communications and collaboration services that are critical to their productivity and competitiveness as detailed below;

- *Jacqui Steele (Ayrshire College) – “Exchange has provided us with exceptional service over the years and we have formed a long-standing partnership. The level of customer service and innovative solutions offered by Exchange has stayed at a consistently high standard. The staff are excellent and have a real understanding of the college’s requirements and we find are always a pleasure to deal with.”*
- *Karen Greaves (Orkney Islands Council) - “Being connected with a modern, robust and reliable phone system is vital to the day-to-day running of all our services to the people of Orkney. We are delighted that the new communications system has bedded in successfully. We look forward to it serving us well over many years to come.”*

- *Mark Beecham (Faculty of Advocates) - "The Faculty chose Exchange Communications over larger firms for our switch to a Cloud based VoIP system, and it has been like a breath of fresh air. The installation presented several challenges, but the engineers worked tirelessly, and we now have a modern system which perfectly suits our business. It was also refreshing to work closely with Exchange on a personal level – they completely understood our needs and were quick to respond and deal with issues."*
- *George Holmes, (Citizens Advice Scotland) "Upgrading our telephone system has also enabled agents to manage consumers' calls more efficiently and has helped us to deliver a much more rounded service on the customer service journey..." "The new softphone app provides better sound quality and as the management of agent groups is all web based, remote set up is so much easier and simpler."*
- *Tony Horobin (Experian UK) - "Exchange Communications have always been professional in their approach to any task that we raise with them, all faults are handled with professionalism, and the engineers are always courteous and polite. We have completed several large-scale projects with them, and they have always delivered what was expected of them on time and to budget. Overall, I would highly recommend Exchange Communications as a company to work with."*



3 1CLOUDTALK TELEPHONY POWERED BY AVAYA

3.1 Overview

In simple terms hosted telephony is an offsite system that sits in a data centre (known as the Cloud) rather than at your premises. Calls are made and received over an internet connection to the network. From there they are routed to the normal phone network and mobile devices. Companies manage the system through a web interface or mobile app.

Exchange Communications are able to offer subscription services hosted in the cloud for high-performance IP telephony systems. With each of these easy-to-use services, you eliminate capital investment and gain the ability to scale the services to meet your changing needs. There are many reasons why clients choose a hosted telephony system.

- No capital outlay.
- No on-going maintenance costs or upgrades.
- Free upgrades and immediate implementation of new features.
- Make changes, moves and additions instantly
- Great voice quality.
- Cost savings.
- Business Continuity/Disaster Recovery



1CloudTalk Telephony powered by Avaya is one of the fastest growing UK hosted telephony solutions, with single or multi-site deployment. It is available as a versatile web interface, desktop and mobile application and operates in either one (Standard) or two (Business Continuity) highly secure external UK based Tier 3 data centres, reached by VoIP technology (Voice over Internet Protocol) via the Internet. Instead of an ISDN connection, the Avaya cloud system is accessed directly via the Internet. This eliminates the need to install any telephone systems on site.

3.2 1CloudTalk Telephony

3.2.1 Summary

The 1CloudTalk Telephony solution (up to 500 users) utilises an Avaya IP Office platform, while any solution over 500 users will utilise the enterprise level Avaya Aura CM platform. Both are delivered as hosted services through UK based tier 3 data centre infrastructure. Both solutions provide single instance, resilient, flexible and secure systems for organisations looking to transition to the Cloud. It provides the following benefits:

- A Cloud-based delivery service offering unified communications with MS Teams integration
- Powerful team engagement, enterprise-grade scalability and resiliency.

- A single system that improves how you communicate within your business and with your customers. It provides a complete suite of collaboration solutions to help clients gain the benefits of cloud communications — shifting capital expense (CapEx) to operating expense (OpEx), simplifying on-going management, and accelerating application deployment.

1CloudTalk Telephony powered by Avaya offers a service based on proven technology and designed to meet changing business needs. The versatile platforms help if you're interested in using cloud-enabled communications to support your growth and to enable you to remain competitive. It's a more cost-effective way of employing new technology than using Capex-based CPE. The solution offers clients;

- Predictable costs and no up-front costs: a price per user per month.
- Ability to instantly access new capabilities that can be rolled out rapidly, without forecasting or capital expenditure.
- Improved financial control, with expenditure aligned with business demand - and capital released for investment in the core business.

Comprehensive capabilities include:

- Simplicity. A single proven platform that enables you to access all business communications.
- Higher productivity. This is achieved through fully featured voice services for both fixed and mobile users.
- Integration. Avaya Cloud solutions will integrate with your third-party application environments, including MS Teams, Google, and Salesforce.
- Versatile communications. Avaya platforms support a rich unified communications experience that 'presence enables' a broad range of users and devices, enabling you to make faster and better decisions.
- Strong support. Supports you if you want to migrate to hosted services at your own pace
- Scalability. Our service enables you to add users and functionality whenever you need to, enabling your business to be more agile.

The 1CloudTalk Telephony solution is ideal if you already have Avaya Aura, Norstar, BCM, Merlin Legend, CS1000 or older platforms and want to add a highly featured contact centre. If you're a new user, or you want to migrate, it provides a feature-rich and highly cost-effective solution that maintains the user experience whilst minimising any disruption

3.2.2 1CloudTalk Telephony - up to 500 users

1CloudTalk Telephony provided by Avaya (up to 500 users) includes an IP Office UC Licence for each user which not only provides entry level capability for basic telephony users but also includes access to the softphone client as well as access to numerous advanced features such as mobile twinning and hot desking. It also includes unified communication capability including instant messaging and presence. The key features & benefits include:

- Office telephony - Make/Receive unlimited calls
- Auto Attendant/Call routing
- Extension number and Voicemail box
- Telephony features - Park & Page, Call Forwarding, Call Transfer, Incoming/Outgoing caller display, Do Not Disturb, Intercept User, Last Number Redial, Three-Way Calling, Selective Call Acceptance, Selective Call Rejection
- Softphone - Workplace client
- Hot Desking and Mobile Twinning (ring extension and mobile simultaneously)
- Video Calling
- Instant Messaging and Presence are based on the UC user licence to include the Softphone client allowing users to access the system from any endpoint;

Features	UC Licence
Broad Endpoint Selection (IP Digital, Analog, DECT/Wireless)	✓
Basic telephony features (make, receive, hold, transfer, park/page)	✓
Secure remote worker	✓
Call recordings library	✓
Ad-hoc meet me conferencing (up to 6)	✓
Meet Me Conference	✓
Advanced telephony features (UMS, video calling, IM and Presence)	✓
Mobile endpoints	✓
Scheduled audio conferencing	✓
Softphone - Workplace Client	✓
Web collaboration	✓
Web application integration (SFDC, Google, O365, web)	✓

Auto Attendant/Call Routing - The solution supports multiple Auto Attendants and can route voice calls to the most appropriate resource based on language, knowledge, past history and availability. Standard push button menus based on custom audio files will provide automated call distribution to either individual users, hunt groups or external numbers. A scheduling system will allow the call routes to be different at different times of the day/week/year. Calls can be distributed based on various factors, like longest agent idle and also skills based, which would send calls to a certain department or to groups with a certain skillset. The different types of hunt groups are:

- Collective – All available phones in the group ring simultaneously.
- Sequential – Each extension is rung in order, one after the other, starting from the first extension in the list each time.

- **Rotary** – Each extension is rung in order, one after the other. However, the last extension used is remembered. The next call received rings the next extension in the list.
- **Longest Waiting** – The extension that has been unused for the longest period rings first, then the extension that has been idle second longest rings, etc. For extensions with equal idle time, 'sequential' mode is used

Voicemail Pro - The solution is supplied with licences which automatically entitles each user to their own voicemail box. Each extension can therefore have their own individual voicemail box with the end user able to record their own greeting to personalise the message that callers will hear. The Voicemail Pro application will also allow for each hunt-group extension to have its own voicemail account so any member of the group can access messages. Each box can also be configured for remote access, so messages can be retrieved even when the staff member is not on site. Other features and benefits include;

- Up to fifteen hours of Voicemail capacity.
- Users with fixed and mobile telephony have a single voicemail.
- Allows users to save, delete, forward, repeat, rewind, fast forward and skip messages.
- Has the ability to time and date stamp messages.
- Allows callers to leave messages or 'break out' of voicemail and be directed to reception.
- Announcements can be made and then call is terminated.
- Record temporary messages for a defined period then deleted at the end of the relevant period.
- Allows users to record a greeting that is applied until midnight.
- Recognises extension number or CLI of caller (if available) so correct message and details can be passed to user.

Hunt Groups - The IPO Subscription solution fully supports hunt groups to ensure calls get through to the correct department to help manage the workload among staff. These are configured by the system administrator and can be fine-tuned if it is later discovered the groups/call sequence need to be adapted. Queuing allows calls to a hunt group to be held when all extensions in the group are busy. When an extension becomes free the queued call is then presented.

Overflow - Overflow can be used to expand the list of group members who can be used to answer a call. This is done by defining an overflow group or groups. The call is still targeted to the original group and subject to that group's settings but is now presented to available members in the overflow groups in addition to its own available members. Overflow calls still use the settings of the original target group. The only setting of the overflow group that is used is its Ring Mode. For example:

- Calls that overflow use the announcement settings of the group from which they are overflowing.
- Calls that overflow use the Voicemail Answer Time of the original group from which are overflowing.
- Calls that are overflowing are included in the overflowing group's Queue Length and Calls in Queue Threshold. They are not included in those values for the hunt group to which they overflow.

- The queuing and overflow settings of the overflow groups are not used, ie. calls cannot cascade through a series of multiple overflows.

HotDesking - The IPO Subscription solution fully supports the use of Hot Desking. Staff can login at any IP handset connected to the network and be prompted for their login ID and PIN. All calls for their extension will then be routed to the new handset where they are working. If users forget to logout prior to working from a new location the system will prompt them to force a logout on their previous handset prior to connecting all their calls to their new handset.

Twinning - The IPO Subscription solution provides twinning and allows an external phone to be twinned with the IP Office extension. The twinned device can be any external phone, such as your mobile or home phone. When a caller rings the relevant IPO extension, both the extension and the twinned device will ring, enabling the user to take the call from either device. If the call is not answered from either device, the call will follow the rules set up for the extension (such as being re-directed to voicemail).

Softphone Client (Workplace) for Home/remote worker - The UC licence includes the Avaya Workplace which is a softphone application that provides users with real-time collaboration capabilities and enables them to manage their day-to-day communications from a single interface. The client is delivered on the following operating systems:

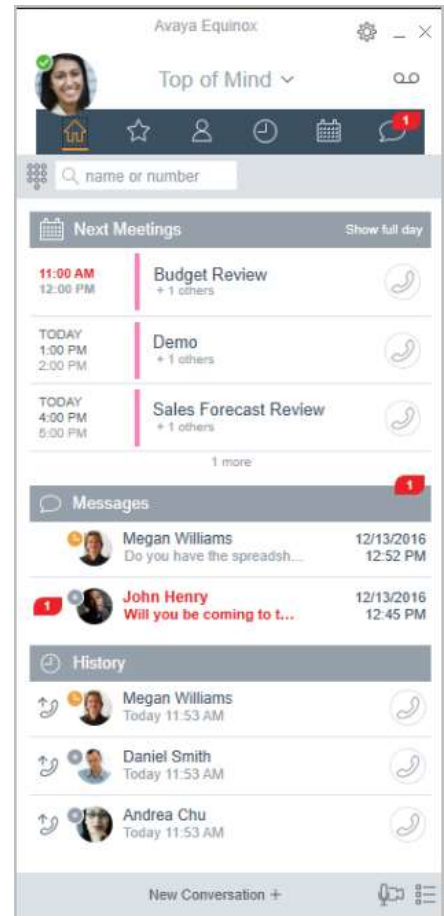
- Desktop;
 - Windows
 - macOS
- Mobile Phone
 - Android
 - iOS

Avaya Workplace Client registers as a SIP softphone for audio and video calling, and telephony features. The following features are supported:

- Top of Mind Home Screen
 - Next meetings showing local calendar schedule or Exchange Web Service/Office 365
 - Local Call History
 - Messages
 - Start Meetings/Launch Spaces dashboard
- Top of Mind Lite Option for Mobile phones
- IP Office directory and local contacts
- Messaging through Avaya Spaces
- Presence through IP Office server

- Centralized call log.
- Dialpad with Redial
- Desktop integration with Microsoft Outlook and Browsers
- Point to point audio and video calls (make, receive, and end)
- Multiple call handling (incoming and outgoing)
- Hold and retrieve (audio and video calls)
- Transfer (blind and consultative)
- Consult conferencing
- Escalate audio to video call
- Share control with supported desk phones in the Avaya IX Workplace Client desktop.
- CTI Control — Avaya Workplace Client for IP Office can be controlled through other applications. CTI is supported with Avaya Workplace Client for Windows only.

By providing a UC licence for all users, the solution provides remote working for all staff from day 1 of the contract. Additional or upgrade licences will not be needed to accommodate any current staff working from home using softphone or PC client.



Conferencing - The hosted IP Office system accommodates simple ad hoc conference calls. If another person is required to attend an existing two-way call the handset “conference” pre-programmed button or relevant mobile client icon can be pushed, and the number of the additional participant dialled to bring them into the call. The maximum number of participants is six for ad hoc conference calls. It also includes powerful in-built ‘meet-me’ conferencing which allows all users to host their own password-protected conference bridge to enhance collaboration, host a multitude of calls simultaneously or schedule them in advance and let IP Office notify participants automatically. Meet-Me conferencing is possible where a conference bridge number is dialled at a pre-arranged time and attendees (up-to 25) authenticate by dialling a PIN number to attend an open or moderator-controlled conference. The moderator, if active, can see who has joined the conference and selectively mute or drop attendees.

Single Sign On - The solution incorporates single sign on for all systems and applications across the system. This allows for the simultaneous logon to multiple devices as well as allowing the user to log off from the system remotely.

Teams Integration - To accommodate employees that use MS Teams to communicate, the UC licence included within the proposed solution incorporates Avaya Calling for Microsoft Teams, which is an application (available at no extra cost) that seamlessly integrates into Microsoft Teams by presenting the Avaya extension directly in the Teams desktop.

IPO Softconsole License

The Avaya IPO Subscription solution supports an optional Receptionist/Softconsole licence which is a powerful PC (Microsoft Windows) based switchboard application that enables a single operator (or group of operators) to manage calls for a single site or multiple locations. The application provides a visual display of incoming calls, which are routed with a simple mouse click. The interface also displays call status for all users—busy, on the phone, away—to improve effectiveness and responsiveness. IPO Softconsole provides the following benefits:

- Fast, accurate call handling – With its intuitive PC interface, it allows for convenient click-and-drag call handling that helps improve the efficiency and effectiveness of the operator, even with large call volumes. Calls can be transferred (blind or attended) as well as retrieved or diverted to voicemail.
- Visual call status – Call handlers can see the status and availability (presence) of all associates on the network – whether staff members are on the phone, away from their desks or do not want to be disturbed, which means calls can be routed more quickly and accurately.
- Centralised call management – A single operator can handle calls for multiple offices, transferring calls between locations, adding people to conferences, managing voicemail messages for associates.
- Streamlined operations – Handle large call volumes and call queues with just a single receptionist, in standalone or multi-site environments; use a single operator to manage calls for multiple locations
- Provide professional service to callers – The intuitive, easy to use interface, gives you the information you need to quickly route calls to the right people

The IPO Softconsole provides additional functionality including;

- Inbound & Outbound Call handling
- Ability to create script for incoming call handling
- Monitoring of up to 8 Queues & ability to answer calls in queue
- Phone Call Control including Conference Call Control & Conference Rooms; Transfer, Hold, and Park via drag & drop
- See user telephony presence
- Communicate with users via Instant Message
- Up to 16 Park Slots with customised labels
- Configuration of Phone Preferences
- Receive Caller ID & Name Display
- Speed Dial and Busy Lamp Field management of users
- Local Phone Directory
- Separate Call History logs – All, Incoming, Outgoing, Missed Calls, Messages
- Time on Call display
- Simple Outlook contact record creation

- Distinctive Ringing using WAV file
- Centralised receptionist across connected locations

Media Manager system licence

The IPO Subscription solution supports an optional Media Manager system licence for call recording and archiving. The solution allows users to record a call and save the recording to a voicemail mailbox, a group mailbox or the voice recording library via the optional Media Manager licence. Recordings can be triggered automatically for specific users, groups or incoming call routes or can be triggered manually by a user and any call on any phone type can be recorded. Media Manager is a native IP Office application to archive, store, search, playback, download, audit, and delete IP Office call recordings. Media Manager obtains the recordings from the IP Office Voicemail Pro application through a preconfigured hand-off directory. Access to the recordings will be available to authorised users through the system admin portal.

CTI system licence

The IPO Subscription solution supports an optional 3rd party CTI system licence which enables all CTI related licensed features such as DevLink 3 Recording, TAPI, TAPI WAV, OpenAPI CTI etc.

3.2.3 1CloudTalk Telephony – Over 500 users

1CloudTalk Telephony provided by Avaya (over 500 users) includes an Aura CM Core UC Licence for each user which offers a comprehensive suite of advanced communications applications. These applications benefit from multi-vendor, SIP interoperability and Avaya's industry leading position in implementing advanced collaboration features. In total the Aura platform delivers more than 700 services for unified communications, including support for mobility, customer contact, messaging, auto attendant and conferencing.

Elements	Core UC License
Multiple Device Access	10
Business Line Features	✓
Mobility	✓
Voicemail – IX Messaging	✓
6-party audio conferencing	✓
Softphone for Mobile / Laptop – Avaya Workplace	✓
Enterprise Single Sign On (Softphone)	✓
Presence / Multimedia Messaging	✓
Integration with MS Teams	✓
Avaya Spaces (Public Cloud personal meeting room for voice and video conference and collaboration)	Business

Multiple Device Access – The Core UC licence provides a single DDI per extension and licence per user that is fully transferable between any of up to 10 end devices including analogue, IP handset, desktop, mobile, softphone app etc.

Business Line Features - The Core UC licence supports a set of business line features that enable you to deal with most business communications requirements. The high quality enterprise level telephony features include;

- DDI numbers - The solution fully supports and is compatible with the use of DDI numbers.
- Direct Dialling Inward - The system has a direct dialling inward (DDI) feature which will allow for your existing DDI numbers to be retained and ported across to the new solution.
- Direct Outward Dialling (DOD) - Users are able to dial external numbers directly without using an operator or auto attendant.
- Linked Numbers and Flexible Numbering - Dialed digits can be manipulated seamlessly to add and delete digits, access codes etc in order to fit into any numbering scheme.
- Hunt Groups - A hunt group consists of a number of telephone extensions whose users perform a common task. A single telephone number would be directed at the group's main extension and calls are then distributed based on the routing algorithm chosen. You can choose from several methods to determine how the system distributes calls to members of the hunt group:
 - Direct Department Calling starts with the first extension in the hunt group, and hunts for an available extension (Sequential).
 - //Uniform Call Distribution (UCD) hunts for the extension that has been idle the longest. This helps to provide equitable distribution of calls.
 - Circular distribution calls are directed in the order in which participating extensions are administered.
 - Automatic Call Distribution and Expert Agent Selection distribute calls according to the workloads and the skill levels of the users in each hunt group
- Group Pick Up - The solution includes a Call Pickup feature which allows members of the same "pickup group" to answer calls for one another.
- Night Service – The solution provides Night Service capabilities that can be activated by a single key.
- Call Divert – Users are able to divert incoming calls. The forward-to number can be an internal extension or an outside number or mobile and calls can be diverted for different reasons including “All calls” and “Busy/Don't Answer”
- Caller ID - The Caller ID feature allows for calling party information to be displayed if required.
- Outgoing Calling Line ID (CLID) - Individual DDI extensions can be displayed to the recipients of external calls if required.
- Calling Line Identification Restriction (CLIR) - It is also possible for the CLID number to be withheld when making external calls. The recipient of a withheld number call usually sees a message such as “unknown” or “withheld number” in their phone display instead of a phone number.

- Announcement – This feature allows pre-recorded messages to be played to callers.
- Music on hold – This provides music to a caller on hold. The music lets the caller know that the connection is still active.
- Emergency Calls - The solution is capable of supporting calls to internal emergency numbers such as 2222 as well as calls to the emergency services via 999 and 112
- Integration with Active Directory - The hosted platform fully supports integration into AD and other LDAP compliant applications and databases.
- Call Barring - Call barring stops unauthorised users from, for example, dialling premium rate (speaking clock, directory enquiries, etc) or international numbers. This can be set on a user by user basis or by group (CoS) via Class of Restriction (CoR) configurations or globally for every user on that system. The barring includes the ability to stop calls being forwarded to external numbers. Authorisation Codes for over-riding these restrictions are possible on a user by user basis by configuring a short code on the system to permit international dialling for example. The short codes are programmed into the system by the authorised administrator. If the restriction has to be re-enabled after the call is made, then the short code must be removed from the configuration for that user.
- Speed Dial - The solution allows for the use of speed dialling, also known as Abbreviated Dialling (AD), to reduce the number of digits that must be dialled to place a call. Instead of dialling the entire number, a short code is used to access the number. The system then dials the stored number automatically. Speed dialling can be assigned to buttons on handsets, so that only a single button needs to be pressed to dial frequently called numbers. It is possible to store telephone numbers in four different types of abbreviated dialling lists:
 - Personal
 - Group
 - System
 - Enhanced

The high quality enterprise level extension features include;

- Call Forward – Users are able to divert incoming calls. The forward-to number can be an internal extension or an outside number and calls can be diverted for different reasons including “All calls” and “Busy/Don’t Answer”
- Call Waiting - Notifies User that a second call is waiting. This is done using a distinctive tone or a light indication on the handset
- Do Not Disturb – Allows users to notify the system that they cannot be disturbed so their extension will not ring.
- Call Transfer - The solution has a Call Transfer feature which supports user consultative and blind call transfers from one extension to another.

- Call Park/Retrieve - The solution includes a Call Park feature to retrieve a call that is on hold, from any other telephone within the system.
- Call Pickup – This allows members of the same "pickup group" to answer calls for one another.
- Call Drop - End users can press the Drop button on a handset, to disconnect, or "drop" any call, or drop the last party to join a conference call. To drop a specific party from a conference, you can use the Conference Display feature to scroll to a particular conference participant, and then press the Drop button to drop that party from the call.

The solution provides for a wide range of Auto Attendant and Call Routing capabilities including;

- Automatic Call Distribution (ACD) allows for the processing of high-volume calls and then distributes them to groups of extensions (hunt groups)
- Route Optimisation allows channels to the auto attendant to be released once the external incoming call has been connected by Auto Attendant
- Least cost routing allows for a call to be routed based on a short code matching the number being dialled from the system rather than number originally dialled.
- Automatic Alternate Routing (AAR) routes calls over the company network.
- Automatic Route Selection (ARS) routes calls that go outside to public networks.
- Time of day routing redirects calls to coverage paths according to the time of the day and the day of the week.

Mobility - The 1CloudTalk Telephony solution supports extensive mobility features such as in-building or in/out building wireless choices and hot desking to extend functionality to users, no matter where they are working. Key mobility capabilities include;

- VoIP calls – Lower mobile service charges by making VoIP calls over Wi-Fi or mobile data networks
- Cellular Voice integration – Traditional cellular voice service can be used and calls will still be routed through the 1CloudTalk Telephony solution
- Call Mobility – VoIP roaming between Wi-Fi and 3/4G networks, and call handoff between cellular voice and VoIP
- Single Number Contact – Incoming office calls ring on designated iPhone or any other phone being used

Users will be able to log in at any relevant handset (Hot Desk) on the solution and treat it as their normal workspace. All calls for their extension will be routed to the new handset where they are working. If users forget to logout prior to working from a new location the system will prompt them to force a logout on their previous handset prior to connecting all their calls to their new handset.

The solution provides Twinning and allows an external phone to be twinned with a user's own extension. The twinned device can be any external phone, such as a work mobile or home phone. When a caller rings the relevant extension, both the extension and the twinned device will ring, enabling the user to take the call from either device.

VoiceMail – The solution incorporates IX Messaging within the Core UC licence. IX Messaging is an enterprise-class messaging solution that is flexible, scalable, and resilient, integrating voice and fax messages with email and social collaboration applications such as Google and Microsoft. It provides flexible, simplified access to messages and has a suite of capabilities including;

- Unified messaging inbox, integrated with all common email platforms, that makes voicemail and faxes easily accessible from the user's standard email inbox, streamlining message treatment to a single location.
- Fax messages can be sent from within an individual's email, from the desktop, or via an online fax portal. Incoming Fax messages are received into the email inbox providing ready access and simplified storage.
- Bi-directional synchronisation ensures that the act of reading/listening to a message is reflected both in the email platform and on the individual's phone (via the message waiting indicator), so users can move on quickly to their next task.
- Simplifying the user's experience with sophisticated capabilities
- Call Completion services enable missed call events to be synchronised to an individual's email, a helpful reminder of urgent calls that need to be returned.

The voicemail feature list includes:

- HA / GR of all VM System and Storage
- Aria / Audix / CallPilot / Serenade TUI
- Cisco TUI
- Multiple Language Prompts - G15 Language Set + Hebrew and Dutch minus India.
- User Preferences
- Messaging Web Access
- Personal Greeting
- Extended Absence Greeting
- Multiple Optional Greetings for Audix, Aria and CallPilot TUIs
- System Greeting Before Call Answer (optional)
- Auto Attendant
- Site-Level Broadcast Messages
- Personal / Enhanced Distribution List
- Notify Me (Call / MWI) - Phone Call and MWI Notification included
- Phone Call to a Telephone or Mobile Device – "Outcall"
- Pending Deletion of Messages

- Transfer to Messaging
- Consultative Transfer from Call Sender
- Disable Default Avaya Branding / Record Your Own Greeting
- Variable Length Mailboxes
- Block Caller-ID

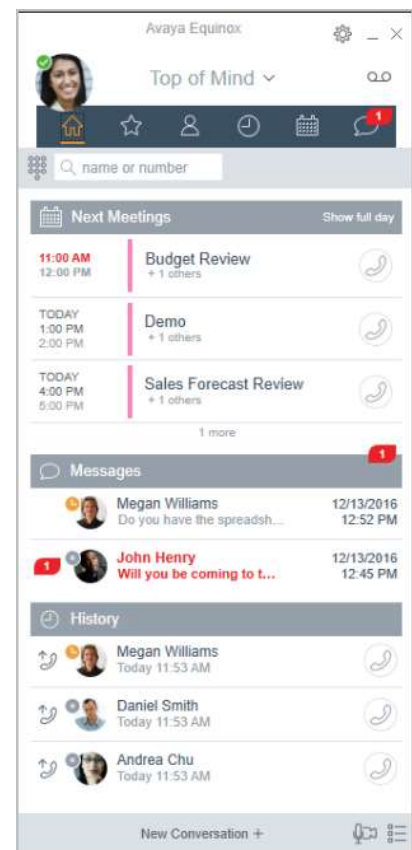
Conferencing - The default 6-Party Audio Conference feature enables an ad hoc conference from the phone for up to six parties without using a set of dedicated conferencing servers.

Softphone Client (Workplace) for Home/remote worker - Avaya Workplace is a downloadable, SIP based unified communications client that is included in the Core UC license. Avaya Workplace connects the entire workforce by bringing all methods of communication together in one environment with a user interface that adapts to each platform operating system and device type. This software solution extends the features and services of the Avaya Aura platform to desktop, mobile, and virtual users including support for iPhone, iPad, Android, Windows, and MacOS devices. The client is delivered on the following operating systems:

- Desktop.
 - Windows
 - macOS
- Mobile Phone
 - Android
 - iOS

The following key benefits are provided across all supported platforms.

- Enterprise grade UC and collaboration capabilities including multi-party audio, multi-stream video and web conferencing
- Avaya Multimedia Messaging – an advanced, multi-device messaging solution with text, audio, video and file attachments, providing persistent point-to-point and multiparty conversations
- Remote worker support with Avaya Session Border Controller for Enterprise (ASBCE) enables secure VPN-less access to services when working outside of the private network.
- Simplified provisioning – The client is designed to import administrator defined settings and removes virtually all end-user configuration tasks short of entering username and password.
- Solution resiliency with automated Avaya Aura Session Manager failover support including primary, secondary and branch registration.



- 1–click to join from Top-of-Mind view or Outlook notification
- Security – all communication channels are secured to protect end-user privacy.

By providing a UC licence for all users, the solution provides remote working for all staff from day 1 of the contract.

Enterprise Single Sign On (SSO) for Soft Client - This configuration is available to each Core UC user. When using Avaya Workplace soft client, the end user login credentials (handle/user ID and password) are required when launching the soft client. This feature automatically provides these credentials to the cloud core for a Single Sign On (SSO) experience during the launching of the application.

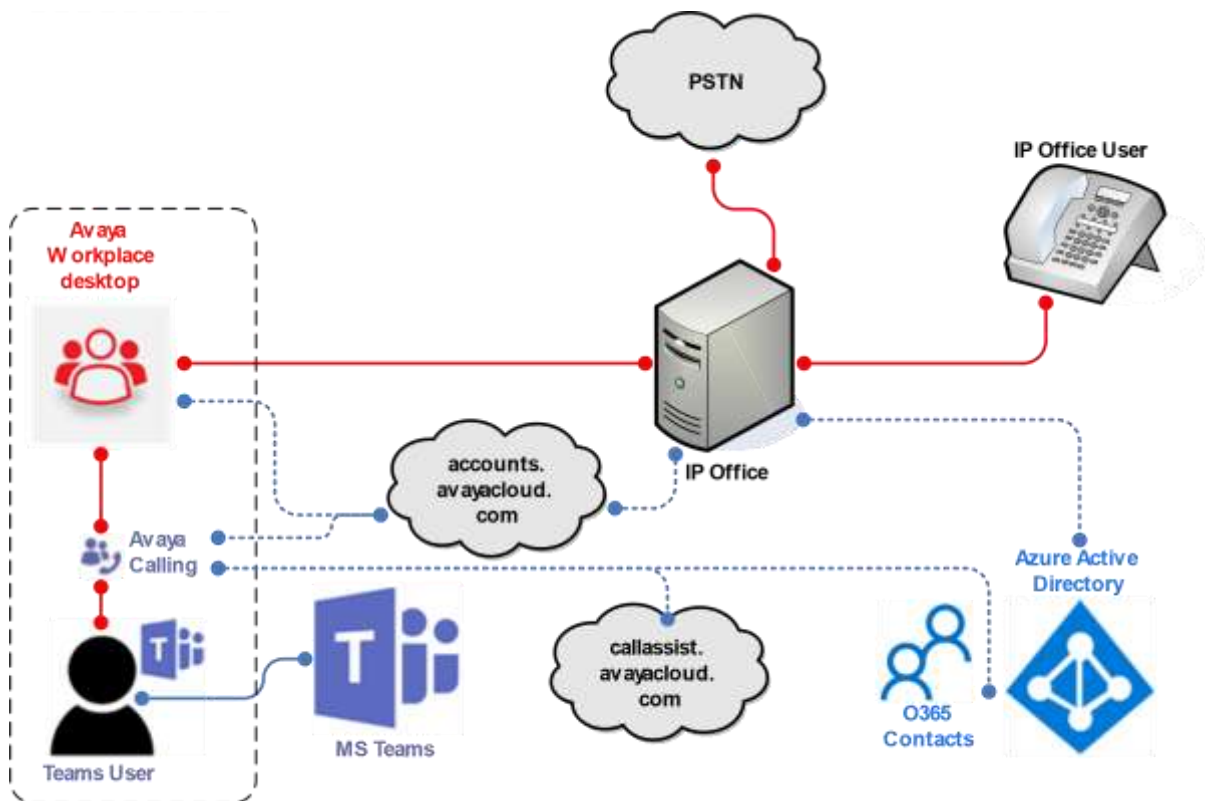
Presence / Multimedia Messaging – The Core UC licence includes a fully integrated presence service. Aura Presence collects, aggregates, and publishes presence from and to multiple sources and clients, serving as a common collection/distribution point. Its key features include;

- Robust, Aggregated Presence Information: Presence information from telephony, desktop, and other applications is aggregated to provide a comprehensive view of user and device availability.
- Multi-protocol and multi-interface support: Both SIP for Instant Messaging and Presence Leveraging Extensions are supported, which allows for aggregation across a broad array of presence sources to enable a more comprehensive representation of the individual.
- Rich Presence: Normalises and composes rich user presence such as location and device for applications

Avaya Multimedia Messaging provides users of the Workplace client with a powerful tool to interact with other users over IM and efficiently handle multiple IM conversations with individuals or groups. Detailed multimedia messaging end user capabilities include:

- Send & receive all message content types.
- Record & send Media messages in client.
- Desktop Client experience: users see the paperclip and can use any options:
 - Record audio.
 - Record video.
 - Take a photo.
 - Attach a file; and
 - Image from clipboard (when there is something in the clipboard).
- Mobile Client experience: users see the paperclip and can use any options:
 - Record audio.
 - Record video.
 - Take a photo; and
 - Attach a file.

Integration with Microsoft Teams - The UC licence included within the 1CloudTalk Telephony solution incorporates Avaya Calling for Microsoft Teams, which is an application (available at no extra costs) that seamlessly integrates into Microsoft Teams by presenting the Avaya extension directly in the Teams desktop. The application has been designed to provide a Teams based user experience with minimum learning curve for existing Teams users. It uses the Workplace Client for call control and call handling and supports Windows, iOS, Android and MacOS.



Avaya Calling for Teams Concept

The Avaya Calling plug-in links the user's Avaya Workplace Client to their MS Teams. This allows the user to:

- Make and receive calls (audio and video) from 1CloudTalk users.
- Make and received external PSTN calls (audio and video) routed by the 1CloudTalk platform.
- Instant message and email contacts in their Office 365 Contacts.
- Contact information and dial pad access
- Click to dial from Microsoft Teams

Avaya Calling for Microsoft Teams gives the user access to 1CloudTalk features and functionality thus creating a single, easy-to-use, secure workspace that provides all the tools needed to communicate with colleagues and customers. It can be used with all levels of licensing with MS Teams including Basic thus removing the need for additional and separate Teams Telephony licenses including costly Microsoft E5 licenses and associated calling plans.

3.3 Optional Features

3.3.1 Avaya Call Reporting (ACR) call logger

Avaya Call Reporting (ACR) is a robust all-purpose custom call logging, call reporting and real-time display software suite. It provides true cradle-to-grave call logging and shows the call journey from start to finish and across departments and extensions. It offers a revolutionary set of features designed to overcome the limitations of traditional call history and reporting software. It provides detailed and accurate information by connecting directly to the phone system and logging everything that happens on each call, from the moment it starts to the second it ends irrespective of the endpoints used. This includes;

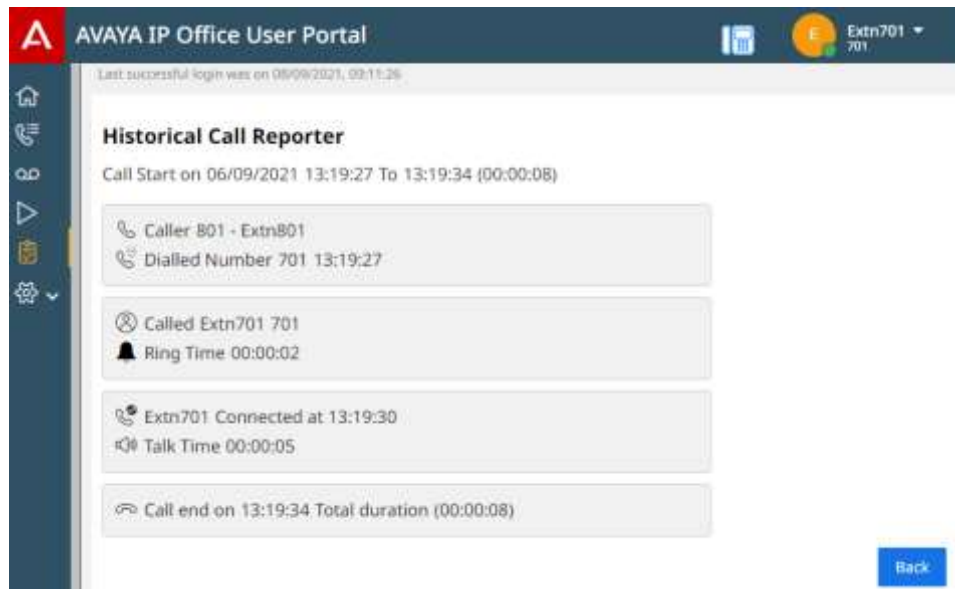
- Number of calls waiting/answered
- Call response times
- Call waiting times
- Idle times
- Statistics by individual switchboard operators

Cradle to Grave - ACR logs detailed information about every call that enters or leaves the phone network. Cradle to Grave is an intuitive and simple way to view this information. It will show exactly what happened to any call on the system from the moment the call arrived to the instant the call ended. True Cradle to Grave reporting means that it is possible to expand each and every call to view its ringing, talking, queue, hold, and transfer events; conference call information; and the agents, hunt groups, and external parties involved at each step along the way. The end user can sort, search, filter, and rearrange the tabular data or export it directly to a spreadsheet program for further analysis.

Call Type	Call Date & Time	Talk Time	Caller	Group	Duration	Connected	Details
Internal	2021-09-06 16:13:35	00:00:00	801 - Extn801		00:00:03	701 - Extn701	Call Detail
Internal	2021-09-06 16:13:29	00:00:00	801 - Extn801		00:00:07		Call Detail
Internal	2021-09-06 13:39:38	00:01:20	701 - Extn701		00:01:23	801 - Extn801	Call Detail
Internal	2021-09-06 13:37:54	00:03:03	710 - 9641		00:03:05	701 - Extn701	Call Detail

Viewing Call Details - The call details show details of the original caller, where the call was originally targeted, and then various events in the call's history.

- To display the details of a call, click the Call Detail button next to the call in the calls list.
- The calls details are displayed.



Standard Reports – There are over 40 different reports included as standard. These reports can be used as often as necessary utilising charts and graphs to show a wide range of information from the simplest criteria to the most detailed and specific statistics available. The reports are separated into filters to allow the user to find the one that best fits the requirement quickly. Report filters include:

- Extension Reports.
- Group Reports.
- External Number / Caller ID Reports.
- Call Type, duration.
- Call Direction and trends.
- Call Costing based on extension numbers.
- Time Interval.
- High Value Calls.
- Answer times

Each installation of ACR gives access to each of the powerful standard reports and the intuitive Report Scheduler, which tells ACR to run reports automatically every hour, day, week, or month and send them to an email address or save them to a file. Reports can be viewed or saved in many standard formats:

- Adobe Reader (pdf).
- Microsoft Excel (xls/csv).
- OpenOffice.org (odt).
- IE/Firefox/Chrome (html)

3.4 System Resilience and Reliability

1CloudTalk Telephony powered by Avaya can be deployed in two service plan options.

Standard

- Single Data Centre
- Resilience within the primary data centre only.

Business Continuity

- Dual Data Centre
- Application Resilience of the Avaya IP Office platform between Data centres.

The 1CloudTalk telephony solution is deployed on servers in an Avaya Virtualised platform within UK Tier3+ data centres. For solutions with up to 200 users the “Standard” plan provides 99.9% availability. For solutions with between 200 and 500 users, the “Business Continuity” plan provides application resilience between DC’s and a 99.99% reliability. The solution offered for over 500 users utilises dual DC’s providing both resilience and diversity to meet “5-nines” high availability (99.999%) on an N+1 design for all major components. This results in less than 5 minutes, 15 seconds unplanned downtime per annum. Failover is automatic from the primary DC to the secondary DC site without dropping a call.

1CloudTalk Telephony powered by Avaya	Service Plan	Availability
Up to 200 users	Standard - Single DC option	99.9%
Between 200 - 500 users	Business Continuity – Dual DC’s	99.99%
Over 500 users	Business Continuity – Dual DC’s	99.999%

The hosted solution can be resiliently delivered across the internet to provide access from disparate locations (ie: home or field). Within the Business Continuity plan the UK data centres are interconnected via a high-performance 1Gb fibre network and are carrier neutral. All DC’s are monitored 24/7 and backed by a 100% uptime power and network guarantee.

Security

- Onsite Manned Security – 24/7
- CCTV & Intruder Detection Systems – Full site
- Access Control – Security card access all areas
- IT Critical Areas – Dual factor authentication

Technical Operations

- iomart Technical Engineers on Site – 24/ 7
- iomart Group NOC – 24/7
- Critical Engineering Specialists – 15min response, 4 hr H/W fix SLA

Interconnectivity

- Dark Fibre Capability
- Carrier Neutral
- Diverse Network Entry Points
- Tier 1 Connections
- Direct Peering Connections – LINX, Telehouse, Equinix
- Private Network Ring Connecting all iomart DCs
- Private Network Ring – Resiliency N+2

Power

- Site Capacity – 1MW
- Rack Distribution – Dual feed single phase/ 3 phase delivery
- UPS Resiliency – N+1 c/w battery backup
- Generator Resiliency – N

Environmental

- Cooling Systems – N+1
- Temperature Controlled Rooms – 22°C +/-2°C
- Fire Detection Systems – Dual zone, double knock system
- Full Gas Suppression System – All critical areas
- Under Floor Leak Detection System

The DC's undergo various UKAS audits for numerous certifications including:

- ISO 27001 – Information Security
- ISO 22301 – Business Continuity
- ISO 50001 – Energy Management
- Cyber Essentials – Cyber Threats
- Data Protection Act 2018
- GDPR 2016/679

3.5 Web Portal Access

1CloudTalk Telephony is designed to be self-managed and provides a user-friendly interface and admin portal that can be accessed from any device. The portal supports the latest major web browser releases corresponding to the release date of the latest software. This includes;

- Microsoft Edge
- Firefox
- Google Chrome
- Safari

It has an intuitive easy to use GUI to allow admin staff to make configuration changes to accommodate staff moves, adds and changes (MACs) associated with extensions as well as to opening hours and emergency closure information. Routing tables are also accessible so that staff can be, for example, added or removed from hunt groups, set fixed destinations for call forwarding, manage exception lists for Do Not Disturb and a multitude of other methods for controlling call flows. Full programming of short codes and hot keys, specific call barring details, bridged appearances and voicemail allocation are also possible. If necessary, Exchange are able to offer a fully managed service where all moves, adds and changes are carried out by ourselves.

Any 1CloudTalk Telephony solution will be entirely private with all data securely separated and protected from unauthorised use. Administrative access will be available to clients via logons with a secure username and password. This administrative access will allow for role-based access levels to be created by allocating defined user rights to relevant users. Service Users and Rights Groups are stored in the systems security settings. These are stored separately from the system's configuration settings.

- **Security Administrators:** By default, the security administrator is the only user who can access the system's security settings using security mode.
- **Service Users:** Each service user has a name, a password and is a member of one or more Rights Groups.
- **Rights Groups:** The Rights Groups to which a service user belongs determine what actions they can perform. Actions available to Rights Groups include configuration actions, security actions and system status actions. Where a service user has been configured as a member of more than one Rights Group, they combine the functions available to the separate Rights Groups.

4 SIP TRUNKS POWERED BY GAMMA

4.1 Overview

SIP (Session Initiation Protocol) is a technology that allows you to make calls over an Internet connection (IP connection), rather than a traditional phone network. It facilitates the use of Unified Communications essential to modern business: voice, video, streaming, and web conferencing. This reduces costs and can help you maximise your network investment for your business.

If you've invested in, or are considering investing in, a network, or fast internet access, SIP can help that investment go further. You'll get more flexibility than with a traditional phone service and can take your number with you if you move, reducing any risk of losing customers and negating the need to re-advertise a new phone number or reprint stationery. Our SIP service is backed up by a dedicated 24/7 support available 365 days a year via our Customer Management Centre.

Other advantages of SIP are:

- Cost-effective and comprehensive disaster recovery options to help protect your business.
- The business migration to SIP.
- SIP voice, with obvious cost savings combined with the greater flexibility.

In short, SIP enables organisations to do more for less.

4.2 Benefits

- **Reduced call costs** - Make calls over your IP connection rather than a standard phone line.
- **Save on network costs** - Single network means simpler to manage
- **Always keep the same number** - Take your phone number with you no matter where you move to.
- **Look local** - Use numbers local to where your customers are, giving the impression of a local presence.
- **Quality** - Calls get priority over other data so they always get through
- **Business Continuity** - In-built options to make sure your customers can always get through to you.

Each SIP trunk will be provided with an inclusive call bundle covering calls to 01,02,03 and 07 UK mobiles with the following monthly usage limitations;

- 5000 Minutes per channel per month to UK landlines (01,02,03)
- 2000 Minutes per channel per month to Mobile (EE, O2, Three and Vodafone)

Additional charges for UK landline and mobile calls will only be applied if calls are in excess of the call allowance.

4.3 Number Porting

Exchange Communications are able to provide DDI number porting as part of the SIP services on offer. Our Managed Services department will work with clients to determine the precise porting requirements with our standard process includes the following;

- written and signed confirmation ("Letter of Authority") that the client wishes to take ownership of the services
- a full list of individual DDIs including area codes
- the name of your underlying Direct Supplier
- the account (or reference) number
- the billing address for all the services

We are fully experienced with porting numbers and are accustomed to extracting the necessary information from client's bills. We ensure the correct and complete notification is given to any proposed new carrier. We will discuss at length the porting date and apply for a date and time that offers limited disruption. If required, we will be able to apply for separate porting dates for individual sites. Number porting requests usually take around four weeks, but we always ensure a built-in recovery time is included within our implementation plans. Once the porting request is accepted the actual date of the port can be adjusted to suit the rollout plan so there should never be a delay to the go-live date. The managed services department is highly knowledgeable in resolving any issues that arise once the porting request has been sent including porting emergencies that may occur on the day of port, thus avoiding a reversal back to the current supplier.

4.4 Connectivity

Exchange Communications are able to offer a full range of broadband services including Ethernet, SoGEA and Fibre to the Premises (FTTP).

Ethernet Features

- Dedicated high capacity and flexible connectivity
- Dedicated, uncontended bandwidth
- Managed router
- Service Level Agreement
- Resilient failover
- Maximise productivity

SoGEA Broadband - SoGEA stands for Single Order Generic Ethernet Access and allows users to place one order for their broadband data service without the need for a traditional phone line installation. It delivers the same performance and data rates as FTTC broadband, uses the same infrastructure and has the same geographic availability and future proofing

connectivity as the UK moves to an all-IP network The benefits of SoGEA include

- Cut costs - Because you are only paying for a broadband data connection, your monthly costs will be lower as the landline rental cost is no longer included.
- Deal with only one provider - With SoGEA everything comes from us and you are no longer tied into a landline contract. SoGEA is using an established network without the addition of a phone line so the chance of interference or an unstable connection is lower.
- Quicker installation - You only place one order with us for SoGEA, making it quicker to install and minimising disruption to your business.
- Great for homeworking - Many UK businesses are shifting towards a hybrid workforce, because of the Covid-19 pandemic, so having good connectivity at home has become essential for many. SoGEA is quicker to install, easier to manage and works well with UCaaS and hosted telephony products.
- Future-proof connectivity - The PSTN network will be switched off by the end of 2026, many PSTN exchanges are already under notice of switch-off as the UK prepares for the move to full fibre. SoGEA enables you to have a broadband or ethernet connection agnostic of the PSTN network, futureproofing your business connectivity.

FTTP (Fibre to The Premises) Features

FTTP is fibre broadband, wired directly to the site instead of a cabinet that services the site. FTTP, unlike FTTC, uses all fibre optic cables, making it the fastest type of fibre you can get. With the combination of fibre optic cables and the fact that they go directly to your home, FTTP is certainly the preferred option for those who are serious about their broadband use.

5 CLOUD CONSULTANCY AND PROFESSIONAL SERVICES

5.1 Overview

From initial consultancy to implementation and beyond, Exchange Communications can provide businesses with the full spectrum of cloud services, all with comprehensive, ongoing support. Our relationships with our business partners mean that we are truly a one-stop shop for all your telecom needs.

These strategic partnership agreements with market leaders, such as Avaya, Zoom and Content Guru, mean our clients can access an extensive portfolio of leading-edge cloud telephony services. We also offer a wide range of products, from Analogue phone systems to the latest VOIP Integrated voice and data phone systems. We also supply a full suite of applications to complement your business telecom system, including audio conferencing, video conferencing, IP Security, Wi-Fi, voicemail, call recording, call logging, AI call centre applications and speech recognition. Exchange has everything to tailor your system to suit your business needs.

The backbone of any voice and data telephony solution is the quality of the network infrastructure. Exchange Communications have a team of highly trained and qualified engineers who can build simple but effective 5 user Cat5e/Cat6 networks up to 5,000 or more user systems based on layer 3 switching products with redundancy, Gigabyte back bone and full CTI (Computer Telephony Integration). We are able to consult, advise, design, build, install and support your entire ICT operation, providing a complete turnkey solution.

From initial consultancy to implementation and beyond, Exchange Communications can provide businesses with the full spectrum of cloud services, all with comprehensive, ongoing support. And our relationships with our business partners mean that we are truly a one-stop shop for all your telecom needs.

5.2 Communication

We believe communication is the foundation of a solid relationship and we make sure we are there for our clients throughout a project - from clear project management and in-depth staff training to responsive maintenance support and ongoing account management.

Project management - your dedicated contact

We offer clients a dedicated Project Manager to guide the installation, ensuring the system that goes live on completion day meets all your requirements. Dealing with one person who is fully involved in your implementation is vital for simplifying lines of communication and assures a swift, smooth delivery.

A typical implementation will include these key steps:

- Initial project orientation meeting: We meet with you to identify the site, the configuration of the system, feature plans, feasibility and conduct a thorough inspection. Our site surveys are always carried out by the Project Manager or the Senior Engineer in charge of the project. As part of our ongoing commitment to our clients, all site surveys are free of charge.
- Demonstration: We give a presentation of the equipment and project plan to all involved.
- Business needs examination: We work with you to identify how you see the system working, and the customer service model you wish to provide. This is a key discussion, ensuring that we set up the system to best meet your needs.
- Training schedules: We agree a training and development schedule for your staff. Training will help maximise your investment and ensure staff are confident in using the new systems.
- 'Go live' day: We are on-site with you when the system goes live. The Project Manager, Engineers and Trainers are there to support you closely as you start to use the new technology.
- Evaluation and evolution: We hold a debrief meeting to make sure you are happy with the project work and also discuss the potential growth and development of the system and services.

5.3 Managed Services

With our Managed Services option, you have a single source of support for all your communication system needs, combining all your data and voice products in one fixed contract cost. This is ideal for growing companies spread over multiple sites, managing business costs, improving efficiencies and allowing a better return on investment. With Exchange's reliable, responsive support in place, you are freed up to focus on core, key business activities. We provide a full range of managed services, including:

- SIP Direct (IP Direct Connect, free calls between sites, lower cost calls, DDI, CLI as standard - all over existing IP network)
- Bespoke call rates to save money over your existing provider
- Voice and data circuits
- Private circuits
- Virtual numbers (geographical independence)
- High speed broadband (High speed fibre broadband (SOGEA/FTTP))

Our Managed Services bring many benefits to busy businesses, including:

- Reduced system 'down time' due to proactive monitoring and improved service levels
- Immediate savings on communication costs
- Consolidation of all data and voice products into one fixed monthly bill.
- Seamless changeover from BT - staying on the same Tier 1 network, but at a reduced cost

- One escalation procedure
- Reduced capital and overhead costs
- Reduced training and HR overheads
- Rapid deployment of new technologies
- Secure data and systems
- Availability of 24/7, 365 days a year direct access to technical expertise
- Shared risks and responsibility
- Improved capacity planning through constant proactive analysis

5.4 Training

Exchange Communications has successfully supported the implementation of cloud-based systems and as part of our portfolio we are able to provide a wide range of client training including IT Admin, Super User/Train the Trainer courses, as well as Contact Centre Agent/Supervisor training. A dedicated training contact will be allocated, who will be responsible for co-coordinating any relevant Training Plan required. Further details regarding some of our most popular courses are;

Course ***IT Administration Course***

Length: ½ day

Class Size: 5 people

Audience: Client personnel with system programming administration responsibilities

Description: The course provides skills and knowledge to perform front end administrative tasks including Moves Adds and Changes on the hosted system

Objectives: Upon successful completion of the Course, the student will be able to:

- Login/Logout procedure and changing passwords
- Use of keyboard and help feature
- Simple diagnostics
- Mobile twinning features
- Assigning Voicemail
- Altering auto attendant menus
- Modifying names and extensions
- Adjusting out of hours settings
- Automated alerts for sites and types of users

Course ***Train the Trainer (Super User)***

Length: ½ day

Class Size: up to 10 people

Audience:	Designated people to become internal training contacts
Description:	Each session is designed to fully train students with the functionality of IP handsets and to train them to impart information learnt to others within their organisation.
Objectives:	Upon successful completion of the course, the student will be able to: • making outgoing internal and external voice calls • receiving incoming internal and external voice calls • placing an incoming/outgoing voice call 'on hold' • transferring an incoming/outgoing voice call to an internal extension • transferring an incoming/outgoing voice call to an external number • Conferencing in colleagues • Diverting calls to alternate numbers • Retrieving Voicemail • Voicemail box administration • Impart knowledge gained to others in the form of formal or informal training

We have successfully completed full skills transfer and are happy to engage in a range of knowledge transfer activities to share learning with end user staff including;

- Online knowledge databases
- Collaborative service portals to share documentation
- Access to how-to videos for the hosted solutions
- Project team meetings

6 CLOUD SUPPORT SERVICES

6.1 Overview

Selecting Exchange Communications as your cloud-based communications systems provider is the start of a long-term partnership. The primary objective of this partnership is to maintain your communications systems to their optimal performance level to help your business provide first class service to your customers and staff. To achieve this, Exchange Communications aim is to clearly understand your business goals, the needs of your staff, and the special demands of your markets. By investing this time, it enables Exchange Communications to design a support maintenance contract that best reflects the needs of your business.

We pride ourselves on having first-class customer care with a dedicated and fully experienced Service Desk team. Our team takes ownership of any support issues from beginning to end and have easy access to our technical support and field engineers. They also have a close relationship with our partner companies to ensure all problems are resolved as quickly and efficiently as possible.

Customer Satisfaction Score



Customer Excellence Score



6.2 Cloud Support Plans

The Cloud Support Packages offered by Exchange Communications scope the operational hours within which the response will be delivered. There are three Service Support Plans:

- 1 Silver
- 2 Gold
- 3 Platinum

Exchange Communications handles all client communication requirements, from complex multi-site and call centre configurations and networked communication solutions to installation, commissioning and training. All this is backed up by Exchange Communications being a BS EN ISO 9001: 2000 approved maintainer ensuring that in the important area of after sales, the system is supported at every level. Client requirements will include network suppliers, business resilience, disaster recovery and cost models for any technology refresh or networks supplier agreements.

The Cloud Support Plans offered by Exchange Communications are therefore made up of a number of service elements. Below are outlined the component elements that are used to build a Support Plan. The flexibility provided by this building block approach ensures that our clients benefit from selecting a Support Plan that is tailored to meet their business needs.

Service	Silver (level 1)	Silver (level 2)	Gold	Platinum
Service Period	Mon-Fri*	Mon-Fri*	365*	365
	09:00-17:00	08:00-20:00	24 hours	24 hours
*Excluding public holidays				
Response Times	Minor – 16H Major – 4H	Minor – 16H Major – 4H	Minor – 8H Major – 4H	Customer Defined
<i>Proactive monitoring</i>	✓	✓	✓	✓
<i>Access to service desk</i>	✓	✓	✓	✓
<i>Customisable notification</i>	✓	✓	✓	✓
<i>Remote diagnostics</i>	✓	✓	✓	✓
<i>Troubleshooting</i>	✓	✓	✓	✓
<i>Portal access for SW</i>	✓	✓	✓	✓
<i>Portal access for health check</i>	✓	✓	✓	✓
<i>Maintenance permissions</i>	✓	✓	✓	✓
<i>Clear and concise billing</i>	✓	✓	✓	✓
<i>Remote systems back-up</i>	✓	✓	✓	✓
<i>Tier III and IV supported</i>	✓	✓	✓	✓
<i>Annual preventative maintenance</i>	✓	✓	✓	✓
<i>Network assurance/assessment</i>	Available	Available	Available	✓
<i>Software release management</i>	Available	Available	Available	✓

Silver Support Plan – SSP

The Silver Support Plan is Exchange Communications entry-level offering for clients who require an all-encompassing support plan, without the need for bespoke elements or cover outside of standard working hours. Like both the Gold and Platinum plans, the Exchange Silver level support provides clients with annual preventative maintenance.

Gold Support Plan - GSP

The Gold Support Plan is Exchange Communications comprehensive offering based on 365 days cover, for those clients who require more than the standard working week cover. The Gold package gives you the same service as the Silver plan.

Platinum Support Plan – PSP

The Platinum Support Plan is established for Exchange Communications and the Client to design a fully bespoke Support Plan. The Platinum Support Plan as a basis includes all the facilities offered within the Gold Support Plan, but in addition

may include other services such as network assurance and software release management. The Platinum plan gives you true 24/7 – 365 cover; including public holidays. Due to the bespoke nature of the Platinum Maintenance Support Plan, it would normally be supported by a separate Service Level Agreement (SLA).

As an accredited Avaya Edge Diamond partner as well as an accredited strategic partner with Zoom and Content Guru, Exchange Communications has a vast amount of documented information to provide a library specific to our hosted services and solutions. This documentation can be supplied and used in conjunction with any of our support packages.

6.3 Preventative Maintenance

At Exchange Communications we believe in pro-active, and wherever possible, preventative maintenance. Our experience has shown that the vast majority (>95%) of faults can be responded to by monitoring alarms and resolving issues prior to any noticeable impact on the end user.

- Remote Access - Our support service is provided on the understanding that remote access for support, diagnostics and monitoring is available. The assigned engineers will perform routine platform maintenance and administration.
- Software Updates - Exchange will be responsible for all software support for the cloud solution including necessary remote upgrades, patches, hotfixes, etc. When new features/patches become available these are fully tested by our engineers prior to installation to ensure they are efficient and beneficial and that the upgrade is completed seamlessly. Exchange will ensure that any system downtime required to carry out system upgrades is undertaken at a time convenient to all parties.
- Preventative maintenance – This is of huge importance to many clients and is something that we build into our service offerings. Our qualified engineers will be able to constantly monitor the solution to head off potential issues before they arise.
- Monthly Service Calls – These “courtesy” phone calls provide the opportunity to raise any issues with us.
- System Health Checks – This will consist of an in-depth review of the relevant system. Site documentation and our own service desk database will be updated to reflect the current status of the solution
- Management Information – Management reports on solution and contract performance will be supplied on a quarterly basis. These MI reports will reflect any pre-agreed SLA’s and will be configured to precise requirements.

6.4 Service Desk

All our support plans provide access to our award-winning in-house service desk, which is available 24/7, 365 days a year. We are able to allocate unique service desk telephone numbers to all our contracted clients so that when a call is answered we are immediately aware of who is calling. Exchange provide each client with full contact details for a primary

and secondary engineers as well as the Service Desk Manager. This Points of Contact document will be maintained by Exchange Communications and will include the main client contact where necessary.

In order to ensure the best quality of support and that SLA targets are met in all circumstances all contacts, no matter how informal, asking for technical engineering advice will be handled via our Service Desk in the first instance. This enables us to track requests and have a history log regarding queries. The Service Desk can be used to raise faults, arrange moves, adds and changes or for advice and information regarding the supported system and deals with all reported faults as well as providing assistance on resolving operational issues, which are not classified as faults. Service tickets can be raised with our award-winning service desk via;

- Freephone number.
- Terrestrial number of our Network Operating Centre (NOC).
- Designated Service Desk number.
- Email address of service support.

For major system faults we recommend using the telephone to make contact as it will always be answered without delay. It is our corporate policy to not queue incoming client calls on our support desk lines. If a particular department is busy, then calls automatically extend out to a larger hunt group of our staff so that the person calling will always get a human response from an individual within Exchange Communications. Upon reporting a fault, full details are entered onto our Salesforce CRM. These details include;

- Client Name.
- Contact Name.
- Type of Fault (Critical, Major, minor, other).
- Fault details.
- Time fault reported.
- Contact details.

A unique fault reference number will be issued by which subsequent enquiries pertaining to the fault can be tracked. The fault reference number is created automatically upon insert and remains for the lifetime of that record. A complete and thorough record is kept of all correspondence received regarding each and every fault whether received via phone, email or web portal. Salesforce CRM is designed to allow for similar types of faults to be monitored so that if a fix is found it can be forwarded on to the client's support staff and easily applied to other relevant tickets.

The Service Desk are responsible for identifying the appropriate resource to resolve the issue and the following details are required for accurate fault resolution;

- Time responded to.
- Date and time started.

- Date and time completed.
- Cause code.
- Action code.
- Action taken: This is to be completed in as much detail as possible.

6.5 Escalation Procedure

Our Service Desk Manager will be able to track the progress of all support calls within our Salesforce CRM. Salesforce monitors all open faults and automatically highlights via the “Traffic Light” system if 75% (Amber) and 100% (Red) of the response time has elapsed. The response time is formatted depending on the terms of the contract logged on the system at commencement date. This enables any critical issues to be highlighted immediately upon receipt so that all necessary parties are fully aware at the earliest possible moment. The Service Desk Manager proactively carries out the following with regards checking on the status of all outstanding faults.

- Updates system with changes in:
 - Allocation/re-allocation of Engineer.
 - Telephone response detailing how response was made.
 - Extension of fault detailing reason for extension.
 - Contact from client.
 - Investigating and recording reasons for missing response times.
 - Any other relevant information relating to that fault.
- Faults that reach 75% and 100% of response times are notified to the Account Manager and progressed immediately.
- Relevant notes are made of any actions taken in such an event.
- Root Cause analysis - Any findings discussed with Primary Engineer and Account Management team as appropriate

Our Escalation process has a documented series of escalation steps to resolve problems satisfactorily. It commences with the Service Desk Manager and then progresses through the Account Manager, Sales Manager and ultimately the Managing Director. Contact details for each step in this process are provided at the start of all maintenance contracts.

We monitor our performance automatically against targeted SLAs as part of our internal Quality Management system and the results are reported to management every quarter. Any slippage in performance is analysed and corrective actions implemented to ensure we meet our stringent quality standards.