

MLL Telecom Ltd

Voiceline+

Service Definition



Date: January 2026

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Voiceline+ - Service Definition

About MLL

MLL Telecom is a leading provider of managed Wide Area Networks and telecommunication services including LAN, Unified Communications (UC), Wi-Fi, and Security to the UK public sector. Our services are provided through our MLL's UK based support teams and engineering service and selected partners. Formed in 1991, MLL has established a reputation for customer-focused service delivery and agility.

Service Overview

MLL's Voiceline+ solution provides the following key services:

- Analogue (PSTN) telephony line replacement
- Provided over a secure internet or direct network connection
- Supports existing telephony device hardware or provided as software and IP based hardware devices.

Voiceline+ addresses the UK PSTN "switch-off" by providing the ideal replacement service with a quick and simple migration process. It delivers a competitive landline replacement, uniquely positioned in terms of both features and price point in the market.

This service can be delivered over the following:

- The internet through direct or indirect peering with MLL
- A wide area network (MPLS/ SD-WAN) service.

What is Voiceline+

- Voiceline+ is a competitively-priced, entry-level VOIP solution for businesses which require single telephone landlines.
- Voiceline+ supports all the features expected of a traditional telephone line delivered on the Buyer's choice of hardware (laptop, tablet, mobile or IP-phone).
- It enables users to manage how and where calls are received via an intuitive interface, ensuring those important telephone calls are never missed.
- Delivered and fully managed from the cloud, Voiceline+ is always available and maintained, as well as being simple to set up and easy to use.

Benefits

- No waiting to get started – Sign-up, create a password and download Voiceline+ to the Buyer's device(s) of choice. Start making and receiving calls and managing the end user experience.
- Saves time – make and receive calls from where the users are rather than where the phone is ringing; use the built-in reporting to check progress against your goals.
- Improves the end user experience – decide how you want an unanswered call to be managed; set your Out of Hours and choose to receive email notifications.

- Straight-forward pricing –fixed monthly charge.
- Keep the existing number or start over with a new non-geographic number.
- As a software-based solution, VoiceLine+ can be upgraded and maintained remotely by MLL, safeguarding your business as technology evolves.
- Intuitive to use – VoiceLine+ has been designed with a familiar-feeling user interface, using recognisable menu structures and icons throughout, and to save time, the most frequently used functions are on the home page
- Make changes instantly – stay on top of changes by altering your availability, your call handling preferences, and individuals listed on your account with a click of a mouse.

Key features

- Choice of how to take calls – Install VoiceLine+ on a traditional desk phone (VoIP enabled), a PC soft-client or on your mobile so that calls can be taken in the most convenient way.
- Comprehensive telephone features – VoiceLine+ offers all the telephone features you would expect, such as Voicemail, Contact Directory, Call forwarding and Number withholding.
- Set your call handling preferences and Out-of-Hours availability, and change at the click of button. Use the built-in Reporting capability to understand how your telephones are being used and how you measure up against your customer experience goals.
- Competitive and straightforward billing – One simple price includes all the available features and your selected call plan. The monthly invoice has never been so easy to understand.
- Simple provisioning – Provisioning and management of your account is via an online portal so your Service Provider can make changes and updates as required.

Service Description

VoiceLine+ is a new cloud-based, voice over IP (VoIP) service which replaces a single legacy landline (also known as wholesale line rental, or WLR).

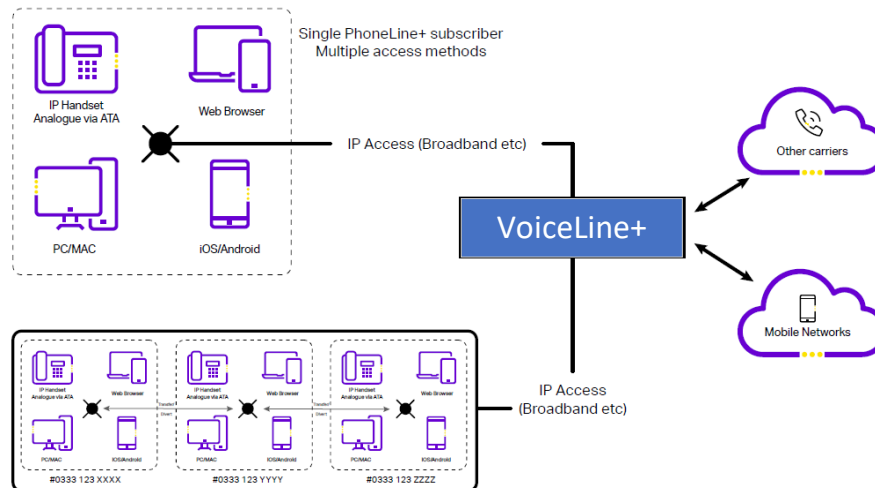
VoiceLine+ is a competitively priced, simple hosted VoIP solution for Public Sector organisations in the UK such as small schools and CCG's as an example who require an alternative to legacy single line PSTN landlines. The product supports all the basic telephony features expected of a traditional landline and can be accessed via traditional analogue handsets, IP Phones, desktop clients and mobile apps. It enables users to manage how and where calls are received via an intuitive interface, ensuring those important telephone calls are never missed. Delivered and fully managed from the cloud, customers who move to VoiceLine+ can be assured the service is highly available, simple to set up and easy to use.

Solution

The solution is based on replacing the existing legacy analogue but retaining existing Direct Dial Inbound (DDI) numbers. MLL will port the number/s as well as provide a broadband service for the customer. In addition, the customer can have a choice to retain the existing analogue handset which will require an ATA and/or use the UC client which is available on all laptops and smart devices of their

own choice or if they require a new handset MLL can provide an IP based device with supporting power supply.

How does it work?



The service is fully supported by MLL's UK based 24x7x365 NOC and field engineering services.

VoiceLine+ Licences

VoiceLine+ offers flexible licence options designed to match buyer requirements. Whether you need a simple, reliable phone line or a fully connected business communication tool, there's a licence to suit your needs.

	Hardware only	STANDARD	OFFICE	ANYWHERE
Supported devices/Clients				
Inclusive minutes bundle*	✓	✓	✓	✓
01, 02, 03 Numbers	✓	✓	✓	✓
Call barring & Blocking*	✓	✓	✓	✓
Call Transfer***	✓	✓	✓	✓
Call forwarding	✓	✓	✓	✓
Withhold number	✓	✓	✓	✓
Call Waiting & Call Hold	✓	✓	✓	✓
Personalised voicemail	✓	✓	✓	✓
Call Schedules***	✓	✓	✓	✓
Directories & Speed dials**		✓	✓	✓
Music on hold		✓	✓	✓
Activity feed & Call Notes		✓	✓	✓
Click to dial		✓	✓	✓
Voicemail to Email		✓	✓	✓
Voicemail Transcription		✓	✓	✓
Call Analytics		✓	✓	✓
Presence & DND		✓	✓	✓
Call Pull		✓	✓	✓
Hunt groups			✓	✓
IVR/Auto-attendant			✓	✓
Presentation Number			✓	✓
Alpha Tagging			✓	✓
N-Way Calling			✓	✓
Group paging			✓	✓
Virtual Mobile				✓
eSIM dialling				✓
2-Way SMS				✓
WhatsApp Integration				✓

*For more information on minutes bundles please check Service Description **Settings are only manageable within the Partner portal for Hardware only licenses ***Transfer functionality will vary dependent on the end user devices

Optional Products / services

Hardware Options Available		
Device type	Function	Optional information
Cisco ATA 192	Phoneline Plus - Handset - Cisco ATA 192	includes Power Supply
Cisco PA100 power supply	Phoneline Plus - Cisco PA100 Power Supply	
Grandstream HT801 ATA	Phoneline Plus - Handset - Grandstream HT801	
Headsets		
Plantronics Blackwire 5220 USB	Phoneline Plus - Headset - Plantronics Blackwire 5220 USB	

Poly Voyager 5200 Bluetooth Headset	Phoneline Plus - Headset - Poly Voyager 5200UC Bluetooth															
Sennheiser SC 165 USB	Phoneline Plus - Headset - Sennheiser SC 165 USB	Inclusive of a 2 year warranty - Warranty and RMA provided by directly Sennheiser														
Handsets																
Yealink T31W IP Handset	Phoneline Plus - Handset - Yealink T31W	IP desk phone / Entry level Yealink T31W <table><tr><td>Screen</td><td>2.3" graphical LCD with backlight</td></tr><tr><td>Line keys</td><td>2</td></tr><tr><td>Ethernet ports</td><td>2 x Gigabit</td></tr><tr><td>USB Ports</td><td>No</td></tr><tr><td>Wi-Fi</td><td>Built in</td></tr><tr><td>Bluetooth</td><td>No</td></tr><tr><td>Directory sync</td><td>Yes</td></tr></table>	Screen	2.3" graphical LCD with backlight	Line keys	2	Ethernet ports	2 x Gigabit	USB Ports	No	Wi-Fi	Built in	Bluetooth	No	Directory sync	Yes
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Yealink W71H DECT Handset Only	Phoneline Plus - Handset - Yealink W71H DECT	
Yealink W73P DECT Handset and Base Station	Phoneline Plus - Handset and Base Station - Yealink W73P DECT	
Yealink W73H DECT Handset Only	Phoneline Plus - Handset - Yealink W73H DECT	

Standards based delivery

MLL will use industry standards for project and service delivery as summarised in the table below:

Delivery and Service Management	Industry Standard
Service Management	ITIL
Project Management	PRINCE2
Quality Management	ISO 9001
Security Management	ISO 27001 and Cyber Essentials Plus
Environmental Management	ISO 14001
Health and Safety Management	ISO 45001

Delivery

MLL will provide an Implementation Coordinator to support the Buyer in the setup of Voiceline+ with MLL's voice provider, Gamma. They will complete the Customer Request Form (CRF) with the Buyer and manage the delivery process with Gamma for the Buyer.

Lead time to deliver the service will range from 3 to 10 working days from order acceptance.

Support

Voiceline+ is inclusive of MLL provided 24x7 managed services.

Monitoring and Reporting

- Services will be proactively monitored by MLL's voice provider, Gamma, based on pre-defined thresholds on a 24 x 7 basis.
- Any failure will be analysed and where appropriate raised as an Incident with MLL's Service Desk and the Buyer's Service Desk will be notified.
- Incidents will be managed using MLL's Incident Management Service through to resolution.
- MLL will provide access to the MyMLL service portal to raise and track Incidents and Service Requests.

Service Desk

MLL's Network Operations Centre is based in Marlow, Buckinghamshire, supporting customers on a 24 x7x365 basis.

The NOC and Service Desk undertakes the following functions:

- Receives Incident or Service Requests by agreed contact methods – telephone, email or via MyMLL portal.
- Records Incident or Service Requests on the Service Management System.
- Allocates a Call to Severity 1, 2, 3 or 4 and where relevant manage the Incident through to Resolution in accordance with the Service Levels.

Support Model

MLL's service support model is based on ITIL compliant processes with clearly defined roles and responsibilities, supported by industry recognised systems and tools.

Incidents will be raised either proactively by Gamma or reactively by MLL or the Buyer and logged in MLL's IT Service Management system.

MLL utilise the following Severity Definitions for Incident Management:

Category	Definition
Severity 1	The Services are Unavailable across the entire Buyer's estate
Severity 2	The Services are Unavailable at one of the Buyer's sites
Severity 3	The Services are Unavailable to an individual user
Severity 4	All other Incidents, including any Incidents raised initially at a higher Severity Level that were subsequently deemed to be attributable to the Buyer or in any other way not attributable to the Supplier.

MLL will ensure that Incidents are resolved within the Incident Resolution Time, based on the Severity Level of the Incident.

Service Hours

Monday – Sunday (including Bank Holidays) - 00:00-23:59, (24 hours per day, 7 days per week)

Service Levels

Incident Resolution

Category	VoiceLine+ Resolution Time
Severity 1	6 Hours
Severity 2	12 Hours
Severity 3	24 Hours
Severity 4	10 Working Days
Notes <i>MLL will agree the Severity of each Incident with the Buyer based on the above definitions and will manage all Incidents through to resolution based on the assigned Severity level.</i>	

Availability

Availability	
Service	Availability Target
VoiceLine+	99.90%

Social Value

MLL is committed to providing social value as part of its contractual deliverables which will be agreed with the Buyer and detailed in the call-off contract. Key social value themes for MLL include:

Fighting Climate Change - Underpinned by MLL's existing ISO 14001 environmental management system and published carbon reduction plan with a net zero target date of 2040.

Tackling Economic Inequality - We will deliver tailor-made offers to support the communities and citizens in the localities in which we serve our customers.

Equal Opportunity - This is a fundamental principle of our business and the basis of our customer relationships.

Company Information

Company Details

MLL Telecom Limited

Marlow International, Parkway, Marlow, England, SL7 1YL

Company No: 02657917

Date of incorporation: 28th October 1991

VAT No: 203558428

Switchboard: 01628 495400

Website: www.mlltelecom.com

Contacts

Name: Ellie Coome

Position: Bid Manager

Tel: 01628 495 400

Email: gcloud@mlltelecom.com

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