



# Smart communications for mid-size businesses: addressing network, connectivity and telecoms issues

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SOLUTION 

# Move forward with confidence, with this straightforward summary

Is your business gaining full benefit from the smart foundation technology available to it? Or are you at risk of being left behind? If you're familiar with issues like outdated or overly complex systems, poor service levels, missed calls, security threats, service interruptions or poor internet or network connectivity, this guide is a must.

# Snapshot: what should your new system look like?

Complex options and industry jargon can get in the way of your business's efforts to upgrade its communications systems. This guide provides straightforward and commonsense prompts to help you move things forward.

## 1. Identify real value of your communications infrastructure

- System performance issues and costs?
- Can technology address these?
- Do you have a trusted smart communications partner?

## 2. Establish the process

- Professionally managed, established process for issue resolution?
- Future proof?
- Flexible, unified communications solution?
- Partner services and support needed?

## 3. New systems and technology

- Internet connectivity and usage needs?
- Mobility?
- Business continuity?
- Phone handsets, consoles and technologies?
- Full-fibre connectivity delivered by CityFibre
- Phone fraud?
- Transition process?

Need help?  
**Book a free  
consultation**

# Identify where the real value lies

## You're best placed to identify performance issues and impacts

Is your business being held back by outdated systems, poor service levels, weak security, missed calls or poor internet or network connectivity?

You need to overcome these issues to build competitive services – and tech innovation can play a crucial part in that. There are so many new solutions: the trick is to work out which ones offer real improvements and value to your business.

**List and prioritise the performance issues you face: can you place a value on these in terms of performance loss?**

## Smart communications expertise is crucial, too

Even if you're an IT specialist, there's a lot to know about the worlds of network infrastructure, connectivity and telecoms solutions. Finding a trustworthy, expert communications solutions company to partner with is vital.

**When evaluating potential solutions partners, ask whether they can demonstrate real experience and understanding of businesses, and what makes your business tick, day to day.**

# Establish the process

**Delivering a high-performance communications engine for your business is more than just an informed purchase.**

Whatever the specific issue that has brought you to this point, to succeed you'll need experts that can lead you through a professionally run, end-to-end process.

Here's the model we follow at Solution IP

## Unify your communications

Future-proofing your solution means ensuring that it will successfully flex to meet the business's future needs – particularly around worker mobility. Work closely with your supplier to create a unified communications solution that works seamlessly for everyone.



### Discover

Technical audit  
Inbound and outbound performance metrics  
Integration needs  
Location analysis

### Design

Expert consultation to provide clarity and advice on options at every stage of the buying process.

### Build

Proposal review – transparency to ensure fit for purpose and value.

### Power up

Full end to end deployment – Engineers on-hand to assist with solution design.

### Runs 24/7

**99%** calls answered within 3 rings.  
**99%** service requests completed in 3 hours.

# New systems and technology

## Better internet connectivity and speed

Is your network delivering the fast and frictionless access your business needs? If your team experiences frustrations like slow-loading screens or video conference meetings that crash, it's time for change.

Evaluate high-speed broadband options like superfast optic broadband, leased lines with guaranteed speeds, and business grade wifi from our award-winning partners CityFibre and Entanet, to keep your IT engine running smoothly.

Remember that connectivity is about more than just speed. For instance, heavy data usage on shared phone and internet lines can cause issues, while security considerations will be central to the design of any new solution.

powered by

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## Access from multiple locations, with streamlined management

Your teams increasingly need to stay connected in multiple locations, not just the office. Work with your smart communications partner to identify your business's mobility needs, and build a bespoke package to suit. This might include superfast optic broadband, leased lines with guaranteed speeds, or business grade wifi.

**Think about future management and support arrangements, too. Working with a partner like Solution IP, you can have a single point of contact to run your entire communications infrastructure.**

## Business continuity: IT infrastructure and more

It's estimated that internet crashes cost UK businesses £11 billion a year. That's one statistic you don't want to be a part of. Your disaster recovery solution needs to include features that mitigate threats like power outages and security breaches.

**Look beyond IT infrastructure itself – find a supplier that offers ongoing network management, including monitoring and assessing performance, and introducing future improvements based on this data.**

# New systems and technology

## Phone systems, handsets and inbound calling

Phone handsets can make a real difference to employee comfort, productivity and collaboration, helping your business cope with challenges like variable call volumes, out of hours queries, and dispersed teams.

**There's an excellent choice of handsets available from reputable, market leading vendors. Ensure your communications partner works with multiple vendors (we do), so your teams are equipped with the very best handsets.**

## Phone consoles and technologies

You also have the choice of different types of call handling console, offering powerful call visibility and control. **Investigate the benefits of unified communications features: does your current hardware supports these?**

Solutions like SIP trunks (internet phone lines with dedicated bandwidth) and hosted telephony systems (IP based phones 'hosted' in a data centre), open up valuable business features like call rerouting, and support business continuity.

**Ask your communications partner to explain the benefits of the different technologies, systems and equipment available to you, and the pros and cons of each. Expert ITC suppliers like the SolutionIP team can negotiate discounts from hardware suppliers on your behalf.**

## Phone fraud

Phone fraud is a real problem in the UK, not least to businesses. This can damage business operations, service confidentiality and the business's reputation, as well incurring serious costs.

**It's vital that you procure and run robust systems and networks with security built-in.**

## Smooth transition

It's exciting to anticipate the benefits to your business of the innovative new smart communications solution you're about to sign-up to.

**Don't ignore the adoption process and ongoing management arrangements, though: the gloss of your upgrade could be lost, if you can't deliver a smooth transition that ensures business as usual.**

## What to do **next**

VoiP, SIP trunks, hosted services, leased lines... the terminology can be bamboozling, book a 'no strings' consultation with our experts. They will provide clarity and advice, talking to you about your current smart communications technology set up, and how it could be improved.

4.8/5 ★★★★★

Independent Service Rating

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Solution IP have been very fast, professional and responsive to our requests. They have been a pleasure to work with.”

**Kirby Sheppard**

Solution IP has been working with businesses as a preferred supplier for over 12 years, and brings extensive knowledge of the procurement and installation process.