



# How to plan a smart communications infrastructure for your business

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**SOLUTION**

# Your guide to creating impactful, cost effective improvement plans

Smart communications technology will enhance your business's operations, promoting stronger client relationships and better collaboration, efficiency and security.

Based on many years experience enhancing businesss' telecoms, networks and connectivity, this straightforward guide will help you create a robust, transformative and cost effective business case.

## Summary: **simplifying the process**

Upgrading your communications technology can seem a daunting prospect. This guide shows how you can break it down to make the process a whole lot simpler.

### **1. Your business strategy**

- Define growth plan?
- Management information needs?
- Communications infrastructure priorities?

### **2. Your people and communications**

- Communications technology meets expectations?
- Communications needs/processes?
- Technical requirements (current and future)?
- Partner services and support needed?

### **3. Systems changes and integration**

- Costs of a data network or phone system failure?
- Disaster recovery solution in place?
- Internet connectivity and phone system options?
- Advantages of latest communications technology?

Need help?  
**Book a free  
consultation**

# Your business strategy

## Capture your business's growth strategy

How is your business planning to survive, adapt and thrive in 2020? Before your procurement review, define your goals across areas such as; growth, operational efficiency, cost savings, market share and working environment.

Having a clear vision is a positive first step towards better communications technology adoption.

## Assess your management information

Access to management information is key to better decision making. Whatever your current position, today's phone and data network systems offer valuable reporting functionality. Brainstorm the types of information that would be most helpful to your business.

## Forecasting and budget planning

What are your communications infrastructure priorities: cost reduction; operational efficiencies; greater customer satisfaction? Setting this out will help you procure the optimum solution.

If your business is still paying for phone calls, that's a good indicator that your telecoms systems are outdated.

Or if your people are experiencing voice and data connectivity speed or availability problems in the office or on the move, you need to change that.

Plan for the long term. Is your communications infrastructure treated as a capital or operational cost? Based on your preferred commercial approach, an experienced solutions partner will be able to advise on the best strategies for scaling workforce

# Your people and communications

## Assess flexibility and responsiveness

How effectively does your communications technology support your operations?

Does it allow services to flex with the expectations of your customers and team?

Focus on communications processes

As service expectations rise, so the importance of integrated communications systems at every stage of service delivery grows. Identify these service stages and map the customer journey, then track technical requirements through each step.

## Your team: better connected today... and tomorrow?

Changing competitive pressures and factors such as mobile and home working, are impacting the communications needs of modern business.

Is your communications infrastructure future proof?

- Assess your business's communications essentials

How has your team evolved, and will this continue to change? How do departments collaborate? Does everyone have clear visibility of their colleagues?

- Scope your requirements from your communications systems partners

In addition to supplying the best communications technology solutions, what further partner support do you need?

This could include project management, negotiating equipment pricing, formulating disaster recovery plans, and more.

What response times do you need if a problem comes up?

Do you have appropriate service cover?

Have you considered service convergence, with a single point of contact for ongoing management?



# Systems and technology adoption

## Disaster recovery

Make an assessment of the costs and consequences for your company if your data network or phone lines were to go down for a day. The many potential threats to your connectivity include power cuts, security breaches and severe weather.

**Do you have an effective disaster recovery solution to mitigate these risks?**

## Can't do without internet connectivity?

Consider leased lines, also known as dedicated internet access, or ethernet. Our specialists can explain what they are and how they work.

**Do you have an effective disaster recovery solution to mitigate these risks?**

## Can't do without phones?

SIP trunks and hosted phone systems will support call rerouting, and your business continuity plans.

## Handsets and inbound call handling

There's a broad range of flexible and capable handsets available from market leading vendors, that encourage comfort, productivity and collaboration. Ensure your communications partner works with multiple vendors, so you have the choice of the very best handsets for your business.

Different types of call handling consoles are available that offer exceptional call visibility and control: ask your supplier to explain these. Similarly, investigate the benefits of unified communications, and whether your current hardware is compatible.

## What to do **next**

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 provided us with outstanding service and support from day one. They really take the time to understand our business and deliver the solutions we need”

**Barcan + Kirby**

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.