

# HOSTED BUSINESS COMMUNICATIONS ALIGNED TO YOUR – AND YOUR CLIENTS' NEEDS





**Inclarity is helping to transform the way businesses communicate. We enable organisations to put in place a single communications platform that meets the demands of every employee, regardless of their location or the device they use.**

This multi-tenanted platform, along with our portfolio of complementary services, are offered wholesale to our network of trusted reseller partners. The wide range of choice, our flexible terms, and our first class customer service give you the confidence to partner with one of the most reliable cloud telephony providers in the industry.

Our cloud-based solutions deliver a range of feature-rich telephony, video and unified communications services on a predictable, scalable basis.

This enables your client base to improve the way they communicate, collaborate and get maximum productivity from their employees.

## WHAT MAKES INCLARITY DIFFERENT?

**EXPERIENCE** - We have been providing Hosted Telephony for over a decade and understand how to provide a solution that delivers real value to our clients' businesses.

**PLATFORM** - Our Hosted Telephony service is delivered from our carrier-grade platform that is built on the industry's leading technology.

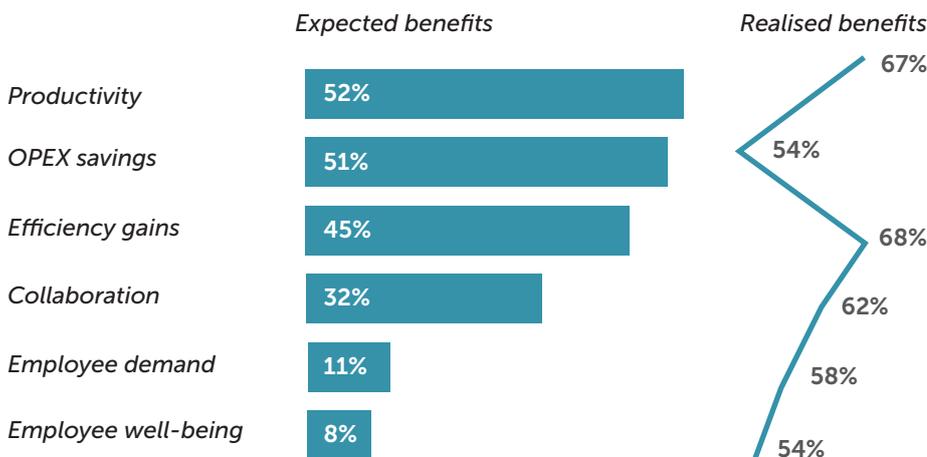
**FLEXIBILITY** - Flexibility is key to our customer relationships. Whether in terms of specific SLAs, scalable user numbers and functionality, or custom integrations, we are agile and responsive to the needs of our customers.

**CAPABILITY** - Our experience is matched by our commitment to research and development. We invest significantly to ensure we're always delivering the best possible solutions to our clients.

# HOSTED TELEPHONY – THE OPPORTUNITY

In 2015 British Telecom formally announced the retirement of the UK's ISDN telephone network, forecasting an end date of 2025. This means that over the next 9 years thousands of businesses in the UK will need to transition to some other form of communication technology. In the process of making this transition, these businesses will be re-evaluating their technology needs beyond simple voice telephony to include a full range of unified communications solutions.

## DRIVERS OF UC ADOPTION



Source: PwC SME Survey, February 2015

Inclarity is perfectly placed to help its Partners make the most of this market opportunity. Our flexibility, agility and our strong record of excellent customer support means we are able to offer easily scalable, low-risk platforms that meet all of the requirements – and exactly those requirements – of your clients. And we can do so with incredibly competitive, flexible terms.

If you are a technology reseller there are plenty of reasons to take an interest in Hosted Telephony:

### PBX Resellers

Hosted voice is a cost effective solution which is quick to deploy and may appeal to small businesses and startups who do not wish to invest in their own PBX. SIP trunks can be used for ISDN replacement even where on premises equipment is desired or required. Adoption of hosted services allows you to build up a significant source of reliable, recurring revenue.

### Internet Service Providers

Hosted voice services are dependent on access to a quality broadband Internet connection. If you already offer connectivity services to your customers then hosted voice can be delivered to this base as a value add. Alternatively, if the conversation with your customer starts with voice, this can be easily evolved to consider network connectivity – and redundancy - as well.

### IT Service/Managed Network Providers

Hosted voice services also rely upon the existence of a local network, which must be built and managed by a suitable IT professional. If you are that IT professional then you are well positioned to discuss your customer's telephony requirements, and you can easily become a single point of contact for all of their technology needs.

# PARTNERING WITH INCLARITY

Unlike some competitor partner programmes, becoming a partner with Inclarity is to embark on a two-way, supportive relationship which aims to enable you to add real value to your customers. That's why you won't be expected to pay a fee to become a partner and it's why we don't make unrealistic demands of you or your customers:



We don't charge you any fees to become an Inclarity Partner.



We don't force your customers to use our own Internet connectivity. Inclarity hosted voice can be deployed over any Internet connection or network, as long as this infrastructure is configured appropriately.



We are flexible and don't require contractual commitment. You can sign your customers on short-term or long-term contracts as requirements dictate.



We offer a fully-featured service for a single monthly fee. All normal telephony features are included as standard, and there are no hidden charges.



We provide free sales support and marketing materials. Much of the collateral we provide can be co-branded or re-branded to suit your requirements.



We provide free training and product information. Our reseller on-boarding process ensures you are well prepared to serve the needs of your customers.



We offer two billing models: self-billed or Inclarity billed. Import monthly data into your own billing system, or Inclarity can handle your customer billing for you.



We provide you with a dedicated, named Inclarity account manager who is based in the UK and who will visit you to discuss your latest sales opportunities.



We give you the opportunity to join a nationwide community of channel partners, with regular social and professional networking opportunities.



We provide the online Order Management System (OMS) portal for the submission and tracking of new service orders.



We provide the online System Management Tool (SMT) portal which gives you total control, and the permission to self-manage your entire customer base.



We provide a Customer Service helpdesk, available by email and telephone 24 hours a day, 365 days a year, to support you in supporting your customers.

"We partner with Inclarity because they proactively help us to grow our business and they share our passion for exceptional service. Inclarity backs its ultra-reliable cloud telephony platform with outstanding pre-sales, provisioning and post-sales support. I would recommend Inclarity to any business thinking about reselling cloud telephony".

Graham Wignall, Redstar Telecom

## HOSTED TELEPHONY

### REDUCED COSTS

With Inclarity Hosted Telephony there is no up-front capital investment required. Simply subscribe to our "All Inclusive" minutes bundle or build your own "Pay-As-You-Use" service where you benefit from free calls between offices or employees working at home or significantly cheaper local, national and international call charges.

### ADVANCED FEATURES

Take advantage of enterprise level telephony features such as Auto Attendant, Receptionist Console, Call Centre and Call Recording. Improve the efficiency of your workforce through Presence, Click-to-Dial and Contact Database Integration. Take total control of your services using our sophisticated online management portal.

### INCREASED AGILITY

Flex your usage up and down in response to demand or any season fluctuations. Scale rapidly without committing to long contracts. Deploy satellite workers and seamlessly transition between different locations and offices. Take calls on the move, anywhere around the world.

### FUTURE PROOF TECHNOLOGY

At Inclarity we work with key technology partners such as Broadsoft, Cisco, Juniper and Oracle to ensure that our platform adheres to the latest versions and industry standards. A constantly evolving roadmap allows our customers to benefit automatically from the latest features and developments. Our customers are freed from the operational and financial burden of maintaining their own equipment and software.

### ASSURED RELIABILITY

Use your own, or take a business grade Inclarity broadband or fibre connection for an assured telephony experience which does not touch the public Internet. Set up cloud-based call divert rules in advance – or in real time - to capture all of your incoming calls in the event that your office experiences any local network problems. The Inclarity platform offers 99.999% availability, and in fact we achieved 100% availability across the 12 months of 2015.

### HOSTED VIDEO CAPABILITY

Cloud-hosted Pay-As-You-Use video conferencing capabilities mean that there is no need for expensive dedicated meeting room equipment, complex video bridges or changes to your network. Simply connect to a meeting using your desktop, tablet or smartphone and communicate with colleagues and clients wherever they are in the world with excellent sound and picture quality.

## UNIFIED COMMUNICATIONS

### CALL PREVIEW

Receive an alert on your desktop to notify you that you are making or receiving a call. If the called/calling number is on your Address Book, then you will also see your contact's name.

### OUTLOOK INTEGRATION

Automatically access your MS Outlook Contact Cards for Call Preview, and enable click-to-dial within the MS Outlook desktop application.

### OTHER APPLICATION INTEGRATION

Open up lists of contacts from other 3rd party applications for Call Preview, Click-to-Dial and Screen Pop. Supported applications include common CRM packages such as ACT, Salesforce, Sage and MS Dynamics.

### TELEPHONE PRESENCE DASHBOARD

Report your current telephone status to your fellow UC users, and access a dashboard showing the current telephone status of these users.

### SKYPE FOR BUSINESS INTEGRATION

Push your telephone status so that it is visible to your MS Skype for Business environment. Dial fellow Skype users on their listed telephone numbers from the Inclarity platform.

### BROWSER & CLIPBOARD CLICK-TO-DIAL

Enable your preferred desktop web browser so that any telephone numbers you see can be dialled with a single click. Copy any number from any screen or application to your clipboard, so that it can be dialled with a single click.

### IMPROVED CUSTOMER SERVICE

Automatically access customer details and present these along with the telephone call to enable a more professional service.

### MORE EFFECTIVE COLLABORATION

Provide a real time view to each user showing who is available and so enabling them to reach the right expert first time.

### IMPROVED USER EXPERIENCE

Make business telephony much easier to use and provide each user with the ability to work the way they want to work.

# ADVANCED VOICE SERVICES

## CALL CENTRE

Call Centre is an advanced telephony feature that allows a business to better manage its incoming calls, and to ensure that these calls are answered by the correct personnel.

- Allow agents to control how they advertise their availability for receiving calls
- Give each agent a specialised dashboard to better manage their calls
- Queue inbound calls and play announcements/estimated waiting times to the callers
- Define busy, out of hours, holiday and emergency failover responses
- Review the availability and productivity of agents using Inclarity Reporting
- Define the skill levels of your agents for skills based routing (Premium only)

## CALL RECORDING

With Inclarity Hosted Telephony there is no need for expensive on-premise call recording, this capability is embedded within our cloud and can be switched on for particular lines or particular users.

- User-defined recording for inbound or outbound, external and internal calls
- Recordings are retained for 6 months as standard (with the option to extend)
- Simple storage, search, download and playback of calls
- Fully FSA compliant

## CALL REPORTING

Inclarity Call Reporting enables you to obtain a full picture of your inbound and outbound call history so you can manage your business communications.

- Powerful GUI enables you to define and run reports
- Comprehensive range of standard reports
- Ability to tailor reports for your specific needs
- Leverage account codes to enable customer billing
- Schedule reports to be sent to automatically to you by email
- Select from a wide range of chart and graph options to show your report data in a graphical format

## AUTO-ATTENDANT

Providing the ability to automate the management of inbound calls using voice prompts to identify which services are required and directing the call appropriately.

- Direct calls to specific extensions
- Look up individuals in the corporate directory
- Route calls based on department or service required



## At Inclarity, we are proud of our track record of unrivalled customer support and service.

Based on industry leading Broadsoft cloud architecture, the Inclarity hosted telephony platform is recognised by our clients as one of the most reliable cloud services available. As the first provider of VoIP telephony to the UK as far back as 2002, we've built up outstanding vendor relationships and technical knowledge that directly benefit our clients.



### 99.999% service uptime

The Inclarity platform offers 100% availability across 12 months of 2015 and into 2016 to-date. Thanks to our resilient structure and key relationships with Broadsoft and other technology partners, our clients enjoy service continuity that is second to none.

### Support calls answered within 5 seconds

We like to practice what we preach, and as a telephony company, that means being at the end of the line when our customers call. Our London-based customer support team are available 24/7/365 to help you with any issues you have.

### Speedy resolution of issues

We've been at the forefront of unified comms and telephony for over 12 years and our engineers and support staff have intimate knowledge and experience across our platform and the partner vendors we work with. This means issues are identified and rectified quickly and efficiently.

### But it's not just about the SLA

We constantly monitor both the availability and the quality of service of our hosted platform and ensure that we resolve all issues against clearly defined SLAs, but we strongly believe that there's more to customer support than complying with Service Level Agreements. We really care about offering the right service to our customers to suit their specific needs.

That means from the very outset, we take the time to understand each and every client's unique business and communication needs. We then work with them and our network of technology partners to produce high-quality, hosted solutions that deliver genuine business value for the short-term and support business growth in the longer-term.

### Advanced management tools

#### **System Management Tool (SMT)**

A web based, real-time management interface which enables your IT administrator to easily and rapidly manage account settings and resources on-line. Dependent upon the provided system access level, you can use SMT to add new accounts and resources, edit existing account settings, allocate resources, produce reports and perform other administrative tasks. Administration can be specific to an individual user or terminal (e.g. IP phone), and general for multiple users, sites, and companies.

#### **Phone Manager**

A simple, web-based interface which allows each end user to manage his or her own telephone number and associated service features. This interface is available and works the same way, regardless of what terminal (telephone) is deployed for the user to make and receive telephone calls.

## ADVICE

Years of experience in deploying hosted telephony for hundreds of clients, across many industry sectors, enables us to add value to the relationship by advising on best practice. We provide guidance as to what works best for businesses like yours and how you can maximise the returns on your investment in cloud-based communications.

## DEPLOYMENT

We focus on providing end-to-end solutions; from your connection to the public telephone network right the way through to the telephones on your employees' desks. Our experience and expertise in VoIP is unrivalled, which enables us to seamlessly transition you to Inclarity Hosted Telephony and deliver the capabilities that you need to each and every user.

## FLEXIBILITY

Where we differ from other players in the Unified Communications space is our ability and willingness to work to our customers needs. Our agility enables us to adapt our contract terms, our technical implementations and our SLAs to ensure they support clients businesses' specific needs, rather than imposing standard terms and standard functionality on them. While we can always provide advice on best practice, we're always open to different ways of doing things if it's of benefit to our customers.

## OUR SOLUTIONS PARTNERS



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