

Company Overview and Product Guide for For Companies

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WHO OR WHAT IS FLIP? ...and possibly why!?!

Flip Connect was founded in 2001 with the aim of providing high quality telecoms backed up with first class customer support.

The company based in Hitchin, has gone from strength to strength during its 17 years of trading. Offering both traditional telecoms solutions as well as Hosted products Flip is well placed to meet the needs of any business.

Our Products

But Flip are only as good as their products and we select carefully the suppliers we partner with ensuring we offer market leading products at a competitive price but most importantly products that deliver on reliability. And its okay having the right product but you've got to know how to put it together and that's our strong point having installed thousands of systems in a range of scenarios over the last 17 years.

How we do business

Our consultative approach is about listening and then proposing the product that suits, our pricing is transparent, our delivery team are experts and diligent, we build relationships that last due to customer experience, we only do telecoms, allowing us to be experts in our field, and we become your telecoms division. This allows you to specialise in your area and us to focus on the telecoms – a perfect partnership.

As an Ofcom registered telecom provider, our in house billing team, expansive telecoms knowledge and comprehensive portfolio of tried and tested products means that we are the ideal partner.

-
- Inhouse
 - Sale
 - Support
 - Provisioning
 - Billing
 - Departments

98%
Customer
Retention Rate

Introduction

Cloud telephone system allows you to enjoy infinite flexibility and access to your phone system wherever you can get online via your desktop phone, laptop, mobile or PC.



cloud phone systems

Is a hosted phone system reliable?



The main difference between hosted and traditional phone systems involves the way data is transferred. Rather than relying on a dedicated copper wire to relay phone conversations, hosted systems digitise voice data before sending it down the same cables used for broadband. By relocating phone calls online, supremely reliable systems can be established, which are impervious to bad weather or broken phone lines. Faulty phone systems can result in poor customer service that may tarnish a company's reputation for years, so it's far better to adopt a system that won't fall over in a gale, or be severed by a misplaced road worker's drill.



Phones can be switched seamlessly from an office's Wi-Fi network to the cellular service of a mobile telecommunications partner, effectively turning one handset into both a desk phone and a smartphone.

From the MD
from the MD
Niki Mimoni, MD

What does a hosted phone system consist of ?

Combining fixed and mobile telephony into a user-controlled online interface, it requires a minimal capital outlay, yet round-the-clock support is provided for everything from number porting to handset training. While the handsets themselves resemble conventional office phones, their interfaces and features are more intuitive, ensuring users are comfortable using their new telecommunications devices.



Interested? To find out more information on our products call 0800 069 68 68



By getting your preparation right will ensure you:

-  Transition without disruption to your business
-  Grow without having to invest heavily in offices, hires, resources and equipment
-  Maximise opportunities to improve your working processes
-  Provide effective support for staff, suppliers, partners and customers

From the very start Flip were – and continue to be - really good people to work with; from sales to implementation team the service is professional, efficient and friendly.

Director of Mega Glass

Introduction

Features



3CX is a software-based, open standards IP PBX that offers complete Unified Communications, out of the box. 3CX makes installation, management and maintenance of your PBX so easy that you can effortlessly manage it yourself, whether on an appliance or server at your premise or in the cloud.

-  IVR / Auto Attendant – fully customizable
-  Call Queues / Contact Center features built in
-  Voice Mail, Fax to inbox, Presence
-  Integrated text messaging / Chat
-  Video / Web conferencing included



Horizon is a cloud-based phone service that provides an extensive range of fixed and mobile telephony capabilities via an easy-to-use web portal. It offers lots of clever business-focused features with an emphasis on control and administration through the web.

-  Mobile twinning
-  Hot desking
-  Corporate auto attendant
-  Customized music on hold
-  Voicemail with email forwarding



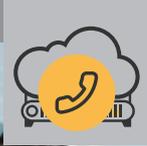
Mitel are recognised as a market leader in unified communications, so if you are seeking the most reliable, feature rich and adaptable cloud phone system look no further.

-  Ideal for home and flexible working
-  Easy to use interface
-  Administrator Interface
-  Record all business calls, even when mobile
-  Call reporting for all calls



SelectVoice, Splicecom's complete communications service, is a single platform voice solution that meets all your business voice requirements. Delivering an extensive range of fixed and mobile voice capabilities and controlled via an easy-to-use web portal, SelectVoice puts you firmly in control.

-  UK designed and Manufactured
-  Flexible call distribution
-  Comprehensive call forwarding
-  In-queue announcements
-  Support for legacy analogue phones



Hybrid / PBX Systems



What is a hybrid PBX system?

A PBX stands for “Private Branch Exchange.” A private branch exchange is the internal network of phones, which connect as a group, not individually, to telephone trunks. Many businesses are making the switch to fully hosted PBX solutions, but there is also a way to combine your existing PBX infrastructure with cloud functionality. This is called a “Hybrid PBX,” or a “Hybrid-Hosted PBX.” A hybrid PBX can provide the best of both worlds.



“Over many years, the telecoms weren’t necessarily reviewed or updated but added to, we had several companies providing different aspects, we had bills for services and we didn’t know what these services related to. We knew we had to do something and approached our current providers, amongst others, we also spoke with Flip who were recommended.” With all these factors in mind Flip proposed a single hybrid system that can service all three sites.

Carolyn Buller, CEO, Citizens Advice Hertsmere

What services do we provide?

New Systems

Whether you're looking for your first small business phone system or a national rollout deploying the latest VoIP technology we have the expertise to make it simple, on time and on budget.

Hybrid / PBX Systems

Used Systems

Used phone systems are a smart choice for customers that don't need a lot of features and want to keep it simple and affordable. However, before you buy a used phone solution you really need to know if new technology can actually save you money.

Service & Support

With our own qualified fleet of experience technicians - we come to you. If you're just after friendly advice, or want to book an on site technician we're here to help. Just give us a call, or enter your post code below to see how we can service your suburb.



How does Flip ensure quality?

More than 99% of our customers have remained with us after the first year of service. This retention rate is one of the highest in the marketplace, thanks to our excellent customer service.

Satisfaction is our priority.

To maintain and enhance our standards, we have an ongoing programme to measure satisfaction:

- ▶ We interview a randomly-selected sub-set of around 100 customers every quarter. We ask them how we are solving their telecoms and data solutions challenges. This provides us with our NPS (Net Promoter Score) which is an independent survey based on how likely you would be to recommend us to other businesses.
- ▶ We use visual management tools to provide real-time account status for all our staff to make sure that we're always on track with your account.
- ▶ We carry out our own quality-of-service audits, checking key performance indicators (KPIs) for ordering, speed of service restoration/fault repair and billing accuracy.



As a global leader in delivering superior communications experiences, Avaya provides the most complete portfolio of software and services for multi-touch contact center and unified communications offered on premises



Cisco Unified Communications provides your employees with a more personal, timely way of communicating. It helps you streamline your important business processes.



Mitel is a global market leader in business communications, powering more than two billion business connections with our cloud, enterprise and next-gen collaboration applications.



The latest Samsung phone system OfficeServ range is popular because they're packed with the latest technology and yet they remain easy to use.



UK made, SelectVoice, Splicecom's complete communications service, is a single platform voice solution that meets all your business voice requirements

Interested? To find out more information on our products call **0800 069 68 68**



Fixed Lines & Calls

How can Flip help?

We have been supplying telephone line services to business for over 15 years – from when BT phone lines were first allowed to be sold through Independent Communications Providers. That gives us a unrivalled level of experience in managing the supply, installation and support of your business phone lines – and yet our line rental and call charges are some of the most competitive in the industry.

Analogue Lines

Multilines

ISDN2

ISDN30



I have been very impressed with the service I received from Flip Solutions; from my initial enquiry to full installation and beyond. Everything was explained to me in a way that I could understand. I would have no hesitation recommending you in the future.

Clare Peckham CeMAP
The Mortgage Broker Ltd



Can I keep my existing phone number?

Yes. Contact us and we'll switch you onto our network so your calls are routed automatically. No need to dial any prefix numbers or install special equipment.



How quick is the transfer process?

We can transfer your existing lines and calls to Flip within 10 working days. We'd love to do it quicker for you, but this is an industry standard timeframe that we can't change.



Are my calls protected from fraudulent activity?

CallGuard is our phone management tool that ensures you don't fall victim to the ever-growing threat of phone fraud and hacking. CallGuard can protect your business from criminals hacking into your phone system and making expensive international calls using your phone number. With CallGuard activated on your lines, our network detects unusual usage and automatically bars the line, meaning that you are only ever liable for the calls up until the bar is in place, giving you peace of mind that your service is being constantly monitored.



How much can I save on my phone bill?

Send us one of your current phone bills and we'll show you how much you can save with Flip. You could be saving as much as 35% on your phone charges – some businesses make even greater savings.



SIP Trunks

SIP trunking supports business continuity

SIP trunking offers a flexibility that is not available through traditional ISDN. A number of possibilities can affect how resilient your voice and data connections are.

Unforeseen circumstances - such as damage to lines, moving offices or being unable to redirect calls, can be damaging to your business. SIP trunking minimises these problems and ensures you can keep working through every eventuality.

5 Reasons to move to SIP

- 1 Number Flexibility
- 2 SIP trunking saves you money
- 3 SIP trunking offers greater flexibility
- 4 SIP trunking comes with a contingency plan
- 5 Compatible with other Flip products

What is SIP trunking and how will it benefit your business?

SIP trunking is a standards-based replacement for traditional ISDN. It connects your PBX to the PSTN via broadband, ethernet or private circuit into our national network.

Compared to ISDN our SIP trunking service is less costly per channel and more flexible in how and where geographic telephone numbers can be used. It's also quicker to install and provision and, as standard, it delivers extremely robust business continuity.

The service can support connections ranging from two channels for small PBX-equipped businesses to an unlimited number of channels for large enterprises and contact centres.

1 Number Flexibility

SIP trunking supports your business by allowing you to decide which number you want to display on a call-by-call basis. Even if you're making a significant move in location, or just wanting to grow your business without opening more offices, SIP trunking allows out-of-area geographic number ranges to be used - showing your business as local, despite being physically located elsewhere.

2 SIP trunking saves you money

Why have a separate voice and data connection when you can have both on one line? By discarding any unnecessary ISDN lines, you will be able to save a large amount of money. In addition, SIP trunking can typically save you a further 50% on line rentals and 25% on calls.

3 SIP trunking offers greater flexibility

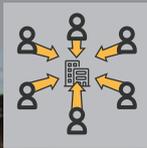
If you're still using ISDN, the chances are that you are spending money on lines that you may not actually need all year round. SIP trunking gives you complete control of your lines - you can add more when demand is high, reduce them when there is little demand and split calls to make handling more efficient. Being able to make these instant changes puts you in total control of your communications.

4 Comes with a contingency plan

Often, things will happen that you just can't control. Whether that's a problem in the office, busier peak times than usual or a lack of connection, Flip's SIP trunking business continuity feature is designed to handle emergencies with ease. It is able to automatically reroute any calls to back up sites in a number of seconds - so there is no disruption for your customers.

5 Compatible with other Flip products

Flip SIP Trunks can be combined with Inbound - Flip's call management product. With Flip's Broadband or Ethernet services, you can combine voice and data into a high-quality converged solution. With one supplier for all your communications needs, you will benefit from one point of contact with our friendly UK-based customer service team.



Inbound Call Management

An expense you don't want

The cost of such incidents goes way beyond the loss of productivity or sales, with many companies struggling to recover from the damage to their reputation. Loss of new business opportunities and media scrutiny can also take their toll. As a result, by some estimates, as many as four-fifths of businesses that suffer a major disaster go under within a year.

How can having an Inbound service help?

Inbound provides online access to a full range of call routing, monitoring and management tools to empower your business and drive customer service.

Inbound is packed with features to help you manage incoming calls, providing greater business efficiency, resilience, flexibility and better customer service. From simple call routing through to comprehensive call centre services, Inbound is everything your business needs.

Inbound puts you in control so you're not reliant on a network operator to make changes on your behalf. You can do that yourself, enabling you to securely make changes and get instant access to reports that meet your business timescales, not those of the network provider.

Using our online portal or mobile app you can set up call plans then see how many calls your business is receiving, how many are answered and how many are missed. You can improve customer service by better managing callers during busy hours, or when your office is closed.



Can I build my own call plans?

You can build call plans according to your business operating hours and modify instantly in accordance with your changing business needs. Schedule call routing in advance according to your business hours and call handling preferences and use call divert options to maximise your call handling potential and provide an improved service to your customers.



Can I see information about my callers?

Easily interpreted graphs of your inbound call statistics helps you track calls and enhance your marketing. Snapshot data provides you with results of call handling efficiencies enabling you to make informed decisions.



What happens when we are really busy on the phone?

You can queue incoming calls to a destination number in our network to assist with call handling during busy periods. Use live queue statistics to monitor customer service and make instant changes in terms of queue management and size with optional queue breakout and overflow preferences to an alternative destination, announcement or voicemail service. Project onto a wallboard to give immediate feedback to call handling agents and their supervisors.

Inbound and business continuity

Inbound also provides a ready-made business continuity solution. You can instantly direct calls to another location, either manually or automatically, should there be an outage or other issue.

You can use Inbound with any number, from anywhere and with any device. There's no capital outlay. Inbound services can be set up in minutes for maximum operational flexibility, and are incredibly easy to use.

Download our free app to manage your inbound numbers anytime, anywhere on your smart phone. Get access to all the main Inbound call functions – great for making changes on the move and during contingencies. See your call history, weekly call trends and much more.

Advanced call statistics

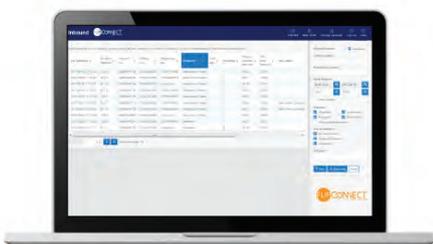
Inbound gives you access to optional advanced call statistics which show call handling efficiencies such as productivity, call patterns and caller behaviour and enables you to make informed business decisions.

Inbound reports can be scheduled so that your call statistics for daily, weekly or monthly time periods can be automatically sent to up to three dedicated email addresses.

Call Recording can be used for compliance, customer service or audit purposes.

Choose to retrieve voicemails online or by email with .wav attachments – a great way to maintain records and audit trails.

Use Call Whisper to record a brief message which is then played to the call centre operative just before the call is taken giving further information on how to answer the call, allowing a more tailored response.



Implementing a voice disaster recovery plan

The telephone is the lifeline for most small businesses; it pays to have a plan in place for when there are disruptions.

After the 2014 winter storms, thousands of homes and businesses were left without a working phone. In some areas service was down for weeks, leaving local firms substantially out of pocket.

Bad weather is increasingly causing problems for British businesses, according to figures from the Chartered Management Institute (CMI). In its survey from March 2013, almost half reported that it had caused problems of some sort last year, compared with just 15% a decade ago, **with incidents costing an average of £52,000**. This is certain to rise when statistics from the 2014 storms and floods have been compiled.

And there are plenty of other ways that telephone service can be disrupted, from accidents to technical failure. Criminals too, can do their bit: the rising price of copper has meant a sharp increase in cable theft. For example residents and business owners in Flich Green, Essex, who woke to find themselves **without phone or internet service** after thieves made away with a stretch of cabling.

Despite such risks, though, only 63% of UK businesses have a business continuity plan in place.*

*CMI 2013 Business Continuity Management Survey

Interested? To find out more information on our products
call 0800 069 68 68

Introduction

We understand that every one of our clients is unique, with requirements that are specific to their industry. We'll work in partnership with you to understand your desired company journey, devising and delivering transformative Telecoms strategies to drive user adoption across your business and help accomplish your wider objectives.



Data Circuits

The benefits of Business Broadband

Whether you are using Broadband for your office or for homeworking, the combination of our product choice and our highly-skilled UK-based support teams makes our Broadband services a compelling proposition.

Business grade Broadband

As a mid-sized business you often face enterprise-sized challenges. Reducing costs, increasing profitability, managing growth and uncertainty.

But you face IT challenges too. As businesses grow – organically and by acquisition – IT can get left behind. Sometimes it's a capacity problem. Sometimes it's an integration problem. Sometimes it's the inability of existing infrastructure to support flexible working, mobility and other new initiatives.

But with our service solutions you'll always be ready. Ready with enterprise class voice, data and converged infrastructure that grows with your business. That supports innovation, convergence, unified communications and new ways of working. That includes industry leading security, business continuity and disaster recovery.

All backed by outstanding service, support and resilience. All fully scalable, expertly managed and totally future proof, independent of incumbent legacy suppliers, newly built from the ground up. Designed and delivered to meet the exact needs of your business no matter how much it grows.

Dependable

If you're offline you can't work effectively. Out of touch means out of the picture, and worst case out of business. With 99.999% availability, our network keeps you working and your workforce productive. For contingencies, our business continuity and disaster recovery services help keep disruption to a minimum.

Business-exclusive

We provide services exclusively to businesses, which means the network isn't crowded with heavy consumer traffic and we're able to optimise the service provided to you.

Resilient network

Providing you with the peace of mind that our network has been built and maintained to deal with any circumstances, without you needing to worry.



BUSINESS GRADE BROADBAND

Our portfolio comprises of purely business products, including ADSL(2+), FTTC & FTTP



FIBRE ETHERNET FOR BUSINESS

As more services move into the cloud, so the need for fast, secure and reliable internet connectivity has become essential.



CONVERGED VOICE AND DATA SERVICES

For businesses that rely on IP-voice services for their communications, ensuring quality data connectivity is essential.



MPLS - PRIVATE DATA NETWORKS

We offer a complete MPLS Private Data Network solution delivering flexible, secure and centrally managed inter-site connectivity.



Focus on Leased Lines

As more services move into the cloud, so the need for fast, secure and reliable internet connectivity has become essential. Flip's Ethernet products provide highly reliable, secure and fast data connectivity.

Whether you are using our Ethernet service to connect home or office workers to the internet or our voice platforms, we provide you with high quality, scalable, managed services. The combination of our network, our IP telephony products and our UK-based support team puts you in control of the connectivity needs of your business.

Ethernet services can help reduce the cost of private networking while improving the quality of service and support. We offer scalability and flexibility unavailable from legacy services. And we deliver dedicated, secure, uncontended business-class connections for all your voice and data traffic.

Flip Fibre Ethernet is ideal for organisations that wish to converge voice and data on a single connection. And by using Flip you'll benefit from significant cost savings while enjoying the ease of dealing with a single, accountable supplier.

Connect to our extensive next generation network and receive dedicated, low latency and high availability services, with full resilience, supported by robust, end-to-end SLAs that include 24/7 UK-based support.

Benefits of Leased Lines

- 1 Dedicated, uncontended bandwidth**
 The high availability and low latency afforded by our next-generation network makes this the ideal connectivity for cloud-based services.
- 2 24/7 monitoring and helpdesk**
 Our services are monitored and supported 24/7 to ensure consistency of performance and immediate response to issues.
- 3 Service Level Agreement**
 Our comprehensive SLAs cover delivery, performance, availability and time to fix, giving you peace of mind and leaving you free to concentrate on your business.
- 4 Voice and data convergence**
 Reap cost savings by consolidating voice and data. Get the confidence of dealing with the market leader in IP telephony.
- 5 Resilient failover**
 Local resilience using failover at your premises and resilient network links for peace of mind.

Interested? To find out more information on our products call 0800 069 68 68



Mobile for Business

Introduction

Flip Mobile is a mobile service built exclusively for the UK business market, designed to deliver improved coverage for voice and data. With Flip Mobile your device will empower, not hinder your ability to conduct business. We have travel bolt-ons that are as flexible as your schedule.

Business-class mobile with a focus on customer service

Traditionally the business market has had very limited access to good value, reliable data. At Flip we understand that the future is all about data – so we provide our business customers with access to the biggest and most reliable mobile data service in the UK, for a better overall mobile experience. As well as the best data service we offer a great range of standard and optional features including 4G as standard and business traveller options. Our voicemail has been built with the business user in mind, with a range of great features such as extended message storage, flexible greeting options customised to individual numbers, tailored greetings based on business hours and extended greetings.

Coverage

Being contactable and able to work as normal when you are mobile is key to doing business well, so having the best business mobile network possible is paramount.

With access to the biggest data network available for business in the UK, working on the move won't be a problem. Flip Mobile's MultiNet bolt-on gives you access to more than one network from a single SIM so you can make and receive calls in more places than is possible with a single mobile network. You won't need multiple provider contracts and while your competitors are out of signal and their calls are going through to voicemail.



Flexible working

Flip Mobile lets you access everything you need to keep working no matter where you are. Our services support access to email, calendar and tasks on the move as well as the internet and your company LAN.



Business continuity

Unexpected events such as snow, floods, strike or roadworks needn't disrupt business. Flip Mobile can easily integrate with your fixed-line infrastructure to become the key form of communication in such an event.



Business Travel

Flip Mobile can help you control your expenditure when travelling overseas. We have a range of Business Traveller bolt-ons to suit your schedule, reducing the risk of bill shock and unexpected data charges.



Professional voicemail service

Our reliable, flexible business voicemail platform is a cut above the standard residential voicemail that comes with other networks. Features include extended messages and storage, and flexible and tailored greeting options.



What makes us different?

Flip is committed to excellence in customer service and support - it's what makes us stand out from our competitors. So with Flip Mobile you get the same first class service we already deliver for our other telecom services. Our UK support teams are co-located so you can always get through to the right person to handle your query, and our teams are experts in both fault resolution and provisioning.

▶ We own the core systems within the mobile network:

- we have all the control so you have all the flexibility
- easier to manage your mobiles
- make adds/changes more quickly

▶ Coverage:

- access to the biggest data network in the UK
- access to more than one network from a single SIM

▶ Built for business:

- 4G as standard
- business-centric voicemail
- great range of features designed specifically for business

▶ A focus on customer service:

- the same service excellence we already deliver for our other telecom services



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The contents of this brochure are not intended to be contractually binding and shall not vary the terms and conditions under which this service is provided by Flip which shall continue to apply in full.

become greener and conform to new Government environmental policies. We're a certified Carbon Neutral[®] Company. This means you can demonstrate green credentials yourself. By working with us you have a solution that not only helps the environment but also enables you to