

# HOSTED PBX:

Introducing VOOM Cloud Voice  
from Virgin Media Business



**BUSINESS**



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Hosted Private Branch Exchange (HPBX) is one of the most valuable services available to businesses in Ireland, eradicating issues that are costly to your productivity and ultimately to your business. These problems may include poor call quality, dropped calls, outdated hardware and a lack of scalability.

Here's everything you need to know about how HPBX works and how it can benefit your business.

# 1. What is Hosted Private Branch Exchange?

A Private Branch Exchange is the name given to the internal telephone network within a business. It's often referred to as PBX.

This technology evolved from a traditional phone exchange that was once manned by an operator manually connecting internal and external calls, to a hardware terminal that sat in the corner of the office managing the process automatically.

Now, by utilising developments in cloud technology, Irish businesses can enjoy all the benefits of the latest technology: Hosted Private Branch Exchange (HPBX).

With HPBX, your service provider is 'the host' and they control the routing of your office calls remotely via an offsite server and then communicate all the voice calls to and from your business through a broadband Internet connection.



## 2. What are the Benefits of HPBX?

By switching to a Hosted Private Branch Exchange (HPBX), customers will experience flexibility and scalability of service and quickly benefit from new innovative features as they are introduced by the provider.

HPBX is designed with business customers' needs in mind and easily addresses a host of common concerns facing Irish companies including affordability and future proofing.



# CUTTING COST



HPBX, known as VOOM Cloud Voice from Virgin Media Business is offered as part of a monthly bundle offering, meaning that savings are realised straight away. This bundle includes Business Fibre Broadband, a business grade SLA and a dedicated support desk for business customers. The only start-up costs are the phones themselves.

With traditional PBX, there was often a clunky box of flashing lights and wires in the back of the office that routed all the office calls. Some providers required customers to lease this machine for the duration of the contract, but almost all of them required an installation fee followed by a costly maintenance contract.

# CUSTOMER CONTROL

With HPBX, customers have far more control over their business phone network than they would have with traditional PBX. Through a self-service portal, features like adding new subscribers to the service and assigning them to extension numbers, setting up call forwarding, mailboxes and setting up hold music can all be done without the presence of a technician.

If all else fails, there's always the dedicated support desk for business customers.





## SCALABILITY

As a cloud-based service, you can add and assign more subscribers as you need to, all thanks to the self-service portal with HPBX from Virgin Media Business. In the past, if new hires joined your organisation and all 10 or 12 lines in your traditional PBX were assigned, you would have had to contact your supplier to physically install new extensions at a cost to you. Not anymore. This scalability works the other way too, so if you need to remove redundant lines you can do so with ease.

Also, because HPBX is a voice over Internet protocol (VOIP) if you need more bandwidth as your business expands, you can choose to upgrade your package to the next bundle tier available so your business can continue smoothly.



## FUTURE PROOF



It's not just the reduced dependency on hardware that makes the cloud-based service so appealing to businesses; there is also the ability to easily install upgrades as they become available. This could include entirely new features or important software updates. While customers can straight away enjoy features such as call forwarding/queuing, voicemail and establishing hunt groups, they will soon be able to experience future enhancements such as call recording.

# 3. The Power of Fibre

Although HPBX is a telephony and voice solution for businesses, it's fundamentally a data service. With this in mind, to experience the full potential of HPBX, it's important to choose a carrier that can offer you the most reliable business grade broadband.

Some providers offer a broadband service that is based on Fibre to the cabinet/curb (FTTC). Providers offering FTTC rely on 'twisted pair' or 'multi-pair' cables made from copper wire for the last mile (the distance from a nearby junction box to your business). A drawback of twisted pair is that the broadband speed that the end user enjoys depends on their business's proximity to the cabinet on the street. This means the further your business is from the cabinet, the less likely it is that you will be able to enjoy the maximum speeds that your provider advertises.

The way Virgin Media Business provides its service is referred to as Fibre to the Node (FTTN).

With FTTN, the fibre connects or stops at a junction box and then uses a hybrid fibre coaxial (HFC) cable to win the race at the last mile, completing the journey to your home office or business.

Virgin Media Business's coaxial cable is more resilient to interference than a standard phone line so it is possible to run faster services over this connection. By utilising FTTN, Virgin Media Business is able to provide consistent bandwidth to its customers, regardless of distance from the junction box.

When it comes to HPBX, Virgin Media Business' HFC cable is integral to offering a top of the line suite of data and voice services to Irish businesses. Within each cable is a number of sub cables or channels, each of which can carry different services to the business. In the case of HPBX, the voice and data channels are partitioned in their own connections meaning no degradation of service.

# 4. Is HPBX for Me?

HPBX can be a great benefit to businesses of all sizes across all industries. Virgin Media Business offers two HPBX product bundles to businesses in Ireland.

## VOOM CLOUD VOICE 400

Typically, the entry point for this product is a business with 10 or more extensions. It's used by companies all the way up to 50 subscribers.

	VOOM CLOUD VOICE 400
PRICE	€99.00*
DOWNSTREAM	VOOM Fibre Broadband 400Mb
UPSTREAM	VOOM Fibre Broadband 40Mb
NUMBER OF USERS OR EXTENSIONS	>10
FIXED IE AND UK LAND LINE CALLS	1500 minutes
ADDITIONAL	Self-Service Portal
SERVICE LEVEL AGREEMENT	Business Grade SLA
SUPPORT	IE Based Support Desk

(\*Prices are Excl. VAT)



# Case 1: First Office, 5 employees

Jan and Ben have moved into their first premises now that their successful home business, a t-shirt company, has taken off.

As business is booming, the pair have taken on new sales and order fulfilment staff, having previously taken care of everything themselves. For internal communication, it's important for the owners that they can talk to the warehouse staff from the main office.

The company has a new focus on sales and brand partnerships, so it's important to Jan and Ben that they have a bundle that includes an allowance of free calls to the UK and Ireland each month and is billed at a favourable rate after that.

Voice services are important to the company, but 70% of their sales come from online, thus high speed broadband is key its success.

They are delighted that with VOOM Cloud Voice 400 they have support options from Virgin Media Business as well as the self-service portal to manage their HPBX system. They like to feel in control of every aspect of the business.

## Case 2: Replacing PBX, 30 employees

Sarah is the CTO of an accountancy firm and has been tasked with assessing and if necessary, replacing the legacy PBX system in the office.

The business will soon be taking on more staff and desk space has become a concern. Sarah is interested in any opportunities that allow her to remove any redundant equipment or hardware that could be replaced with cloud based technology.

She sends a mail to department heads and asks them each for a wish list of services that they would want in a new telephony service. Auto mailbox attendant, the ability to add new subscribers quickly and the ability to create 'hunt groups' so that a call that's come in to one number can be shared with a group of numbers is important.

There will be 30 staff subscribers on the proposed new HPBX system so Sarah has made it a priority to seek out a service that has experience handling that many users. The ability to upgrade to more bandwidth if necessary is also very important. She encourages the company to go with VOOM Cloud Voice 400.

# 5. Getting Started with HPBX: TOP FAQs

Here we answer the most common questions businesses have about getting set up with VOOM Cloud Voice from Virgin Media Business.

## **Do I need Internet as part of this service?**

To get started with VOOM Cloud Voice for your business, you'll need a reliable high-speed broadband connection that will come as part of a packaged bundle.

## **What hardware do I need installed?**

If you don't have one already, Virgin Media Business can install a switch in your business. This low-fuss device allows for the handsets in your office to be plugged into the provider-hosted network.

## **What phones can I use with the service?**

Not only can Virgin Media Business offer both an entry-level model and a more advanced model handset to customers, you can also browse a whitelist of approved compatible handsets from a number of popular manufacturers that you can purchase yourself.

## **What support is available to me?**

As well as a Dublin-based live support desk for customers, there is also an intuitive help function on the self-service portal that doesn't require customers to exit the portal.

## **Besides Cloud Voice, what other voice services can Virgin Media Business provide?**

Virgin Media Business provides a wide variety of voice solutions that are cost effective and can increase a company's efficiency. You can learn more about these services at <https://www.virginmedia.ie/business/products-solutions/voice-solutions/>.

**To get VOOM Cloud Voice up and running for your business, contact our business team at Virgin Media Business on 1800 940 990, or submit an online enquiry at <https://www.virginmedia.ie/business/enquiry/>.**

 1800 940 990

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