



SIMPLY SAID

Research and discussions with small businesses has revealed that:

1. Businesses are aware that real alternative market solutions exist to reduce their voice communications costs
2. Businesses are cost and risk sensitive when it comes to upgrading business systems and existing infrastructure
3. Businesses have limited in-house technical skills – being dependent on the expertise and advice of their technical IT outsourced help
4. Businesses understand that to succeed and grow in today's quick moving, competitive marketplace, they need to enhance and improve anywhere they can, including business processes.

"A survey of 500 SME execs found that only one in eight firms are using the net to make phone calls which helps them save money on telecoms and IT costs. At the same time, a whopping 76% of those quizzed said they have limited or no understanding at all of VoIP."

Network Instruments, April 2006 Survey



 **SIMPLY SAID**
Riskfree IP Telephony
for small businesses

 **SIMPLY SAID**

 **BroadBand Phone**
Managed Voice Services

Tel: 1300 789 018

www.broadbandphone.com.au



BroadBand Phone Managed Voice Services

VoIP (Voice over IP - IP telephony) is the hottest technology today in Australia. Yet, a lot of business owners are experiencing a good deal of confusion, misunderstanding and even suspicion about this highly publicised technology.

ABOUT BROADBAND PHONE

Broadband Phone (BBP) is an Australian-owned company which, for the last nine years, has invested, developed and implemented creative solutions in digital voice technology – VoIP.

The company forms part of the BBP Group incorporating its sister company, Empcom Pty Ltd., which provides affordable voice and data services.

BBP has its own POPs (Points of Presence) in all major capital city centres in Australia, New Zealand and a number of overseas cities. It operates over one million active customer accounts, switches in excess of 10 million minutes of voice traffic per month, and has wholesale interconnection agreements with multiple Australian and overseas carriers.

BBP offers wholesale, retail and managed service (Simply Said) solutions to meet any market or service provider needs.

SIMPLY SAID

is about freedom ...
... freedom and ease to
communicate in any way
and from anywhere

CUSTOMER ADVANTAGES

1. No risk – bridge between traditional and next generation
2. Inexpensive and progressive integration with existing infrastructure
3. Bundle solution includes user handsets and IP PBX with flexibility to add and remove handsets in line with business needs
4. Affordable – off balance sheet, one monthly bill

AND ...

- **Simplicity for business**
- **Simple to understand by everybody**
- **Simple installation**
- **Simple to use**

... AND

5. Solution approach includes services, software and hardware upgrades – no internal expertise needed
6. Additional features help business increase productivity, mobility and customer service and operational efficiency
7. Run an entire office on one IP phone line – while reducing existing landlines for incoming calls only
8. Seamless to implement, no headaches, no downtime with proven cost savings
9. Global, secure, business grade carrier network