

PRESS RELEASE

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Hosting a Discussion on Choice

Conceptually, the idea of hosted telephony versus an on-premises telephone system is reasonably straightforward – do you physically locate your own system on your own premises, or do you utilise a system hosted externally and pay a rental fee. One of the most critical considerations in the decision lies in the strategy of the organisation itself - with key factors being flexibility, expansion, control, cost and ease of implementation.

Why hosted telephony?

For businesses operating from a single site with little likelihood of structural business change, the traditional route probably remains the most cost-effective option.

Alternatively, for businesses with multiple sites, leased premises, a strong likelihood of future expansion or consolidation, or the need for a greater level of flexibility, hosted telephony offers a genuinely viable option.

Potential benefits of hosted telephony

- the option of additional features, eg, voicemail, call queuing, etc, to be added or removed on a per site basis as the business requires
 - the addition of new sites with minimal effort
 - a common platform with a common interface throughout the business, facilitating ease of use across the organisation regardless of working location
 - minimal capital expenditure and predictable on-going costs, facilitating cash flow
 - system maintenance, support and software upgrades provided within the solution
 - the opportunity for the organisation to take advantage of benefits associated with SIP technology, including:
 - presentation of a consolidated corporate image by centrally managing existing and new numbers, including geographic numbers
 - automatic call re-routing enabling business continuity and disaster recovery planning
 - extension mobility allowing calls and messages to be routed to individuals irrespective of their location
- the ability for the entire communications platform of a multiple site organisation to be managed remotely and for changes to be made concurrently

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Making the right choice

With technology constantly presenting more variety and greater choice, it's important to be in possession of the facts before identifying the best way forward.

Suzie Osborn, Head of Business Development at Bistech, comments, "Hosted telephony is simply another option." She continues, "As always, we believe that a full awareness of options at the out-set places the customer in the best position to make the right choice for their business."



MD of Leaders, Paul Weller, and IT Director, Noel Cresswell, opts for the hosted route.

Leaders is one of the most successful letting agencies in the south of England. With a prolific growth strategy achieved largely by strategic acquisition, the firm now has 40 branches offering a range of services. Integral to their success is a clear and effective communications strategy.

Inheriting a range of ageing, disparate telephone systems presented Leaders with the potential challenge of managing multiple provider relationships across many sites. In addition, the pace of change within the organisation meant that flexibility was critical. Following a review of requirements and the consideration of various options to overcome these challenges, Leaders took the decision to move to a fully managed, hosted solution from Bistech.

Noel Cresswell, IT Director of Leaders, comments, "Centralising our voice and data services allowed us the flexibility we need to manage the pace of growth whilst also allowing us to maintain a local presence for our customers."

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Noel continues, “ Another benefit of Bistech’s hosted solution was that it enabled us to use geographic rather than 0845 numbers without losing the flexibility that non geographic numbers gave us. We can now answer any inbound call at any site we choose, whilst retaining a personal feel to operations. This was a key driver in the decision to move to a hosted platform.”

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