



**It looks like
an ordinary
telephone**



**But it does a lot more
and costs a lot less**
Albion IP Telephony

Albion IP Telephony it does more...

The challenges facing your organisation these days are daunting with the pressure to do more for less requiring continual increasing productivity.

Meeting this challenge requires rethinking many aspects of how your business operates and your communication tools including the humble telephone must help in this process.

The Albion IP telephone system takes voice communication to new levels, enabling your users to make and receive calls with maximum efficiency wherever they are located and on a wide variety of fixed and mobile devices to suit their needs.

The Albion IP telephone system brings together voice and data in a true integrated communications solution that is designed from the outset to:

Enable productivity gains dramatically reduce your costs

Albion IPT helps small and medium organisations do more for less. The normal telephony functions come as standard including advanced call handling for making

and receiving calls with full group and DDI functionality , multi-level auto attend, call queuing , music on hold and voicemail, all geared to help you and your customers communicate the way you want. Incoming calls can come in over the normal PSTN but you can make outgoing calls over the Internet dramatically reducing your phone bill.

Work from anywhere

Crucially with Albion IPT your users can be located wherever you want and still be fully connected as if they were on a local telephone extension.

Users are accessible on the central communications platform from any location with an internet connection.

All users have direct connectivity with each other , this being easily achieved regardless of their location within a building, city or country.

Users of the system can log in from the office, from home, while travelling or from a different office and still have access to all the full system features.

All calls between these users are free of charge.

It's easy to use with computer telephone integration

All users have full access to the computer telephone application which runs on the users computer. Your computer can be running Windows, Macintosh or Linux operating systems.

This CTI application has been developed with user ease of use in mind providing powerful functionality that people can easily use eliminating the need for costly and time consuming training .

It increases their ability to get more done in less time and includes a heads up display of all users indicating their presence and if they are on the phone or not. Features include address book, call log, call handling buttons, voice mail indication and call routing settings.

A fully featured Operator's Console is provided that also runs on Windows, Mac and Linux computers which can be used in conjunction with a touch sensitive screen making it very simple to use without a mouse or keyboard. Features include address book, multi group busy lamps, call queues, held calls, call duration indication, dial keypad and message and answer buttons.

It helps customer satisfaction and user productivity

Albion IP Telephony enables your users to stay connected and to communicate with other people in a more efficient way. People can now get hold of the right person right away which helps your customers and your users satisfaction with their communications as less time is spent playing telephone tag and more time spent talking.



Work anywhere and stay connected

A remote office can be connected via a public or private IP connection enabling multiple sites to be linked together via the Internet. This allows users to dial other remote users at another location by simply dialling their extension number. This means that all calls between the two offices are free.

Converging your voice and data

Communications infrastructure and operation is the driving force for IP Telephony. The Albion IP Telephony system is able to provide a converged solution. Being an IP SIP solution it is able to be installed on an existing LAN infrastructure, sharing the same wiring as the computer. 'One wire to the desk' is a term that is heard frequently and the Albion IPT makes it a reality. Being a convergence system also enables interfacing with a users PC to provide pop-up windows on incoming and outgoing calls. The IP phones are plug and play making moves admin free – unplug from the old location and plug into the new.

Providing remote working capability is becoming a must to businesses and using the Albion IPT is one of the simplest ways to achieve it. Using the Albion IPT will provide your remote, home or tele workers with fully featured voice communications over public or private IP connections using VoIP technologies and deliver operational use as though they were sitting in the office at their desk, with all calls between users free of charge.

Stay mobile – freedom to communicate

Standard WiFi mobile phones

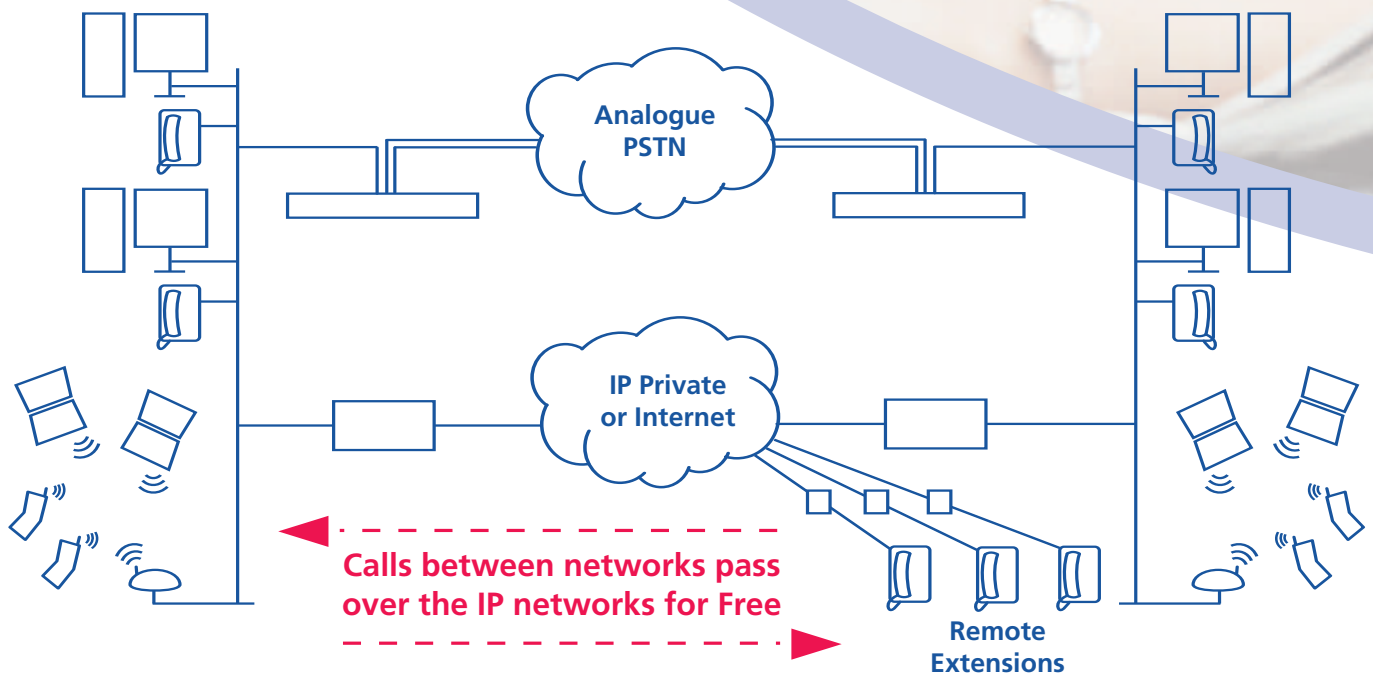
By using standards based 802.11b/g wireless IP LAN's the Albion IPT is able to provide SIP based wireless handsets with the range of approximately 50m in enclosed offices or 200m in open environments, although the range can be increased with the use of external antennas. With the SIP wireless handsets and standard 802.11b/g base stations (IP wireless Access Points) the Albion IPT can deliver unbeatable mobility solutions for your office or mobile site, ideal for users who do not spend much time at their desk.

Hybrid GSM/WiFi smart phones

Two mobile phones in one is now possible with the latest GSM WiFi enabled smart phones. When in range of the office standard 802.11b/g base stations (IP wireless Access Points) the smart phone using VoIP can connect to the Albion IP telephone system and register as an extension. When out of WiFi range calls can be made and received normally via the GSM network. When not present in the office calls can be automatically forwarded to the mobile via the GSM network.

Mobile remote extension

For users who travel with a portable computer, connection is enabled by the use of the CTI software used in conjunction with a softphone and USB headset. A mobile user with this set up can connect from any remote location via any internet connection to the Albion IPT and make and receive calls as if they were on a local extension in the office.



SoundPoint VoIP phones and conferencing

The right end points to meet your business communication needs.

The SoundPoint range of fully integrated VoIP phones provide a high quality, rich communication experience. There is a range of models and call management solutions to match the unique business communication requirements of your organisation. The SoundPoint portfolio includes the family of desktop phones and the IP 400 conference phone. They offer outstanding sound quality, advanced functionality, ease of use, simplified configuration and upgrades and protection of your investment over time.

Outstanding sound quality

The SoundPoint VoIP phones leverage the legendary Acoustic Clarity Technology – validated by 13 years of market leadership in voice conferencing – to deliver exceptional sound quality and full duplex (all models except on IP 300) interactive conversations that are as natural as being there. The SoundPoint phones also incorporate features to ensure superb voice quality on the network. They include IEEE 802.1 p/Q and layer 3 TOS QoS support, dynamic jitter buffer, and sophisticated packet loss concealment algorithms. They enhance the productivity of your calls because you spend less time trying to hear what other people are saying and more time communicating with them.

Ease of use

The SoundPoint phones offer an easy transition from traditional PBX systems to the world of IP Telephony. These endpoints boast an intuitive user interface, PBX-like function keys and context-sensitive soft keys.

The phones are designed for central configuration and upgrade as well as having dual Ethernet ports so as to reduce the disruption for end users during deployment and upgrades.

Investment protection

The SoundPoint range of VoIP phones are your future-proof choice for business IP communications. These standards-based phones can be upgraded to new software and firmware in the field as and when new standards and features emerge enabling the system to meet your evolving needs.



Feature	SoundPoint IP 300	SoundPoint IP500	SoundStation IP 4000
LCD Display	4 line x 20 character monochrome	160 x 80 pixel graphical grayscale	248 x 68 pixel backlit graphical
Audio Features			
Handset Operation	■	■	■
Headset Operation Through Independent Jack	■	■	
Full-Duplex Hands-Free Operation (Acoustic Clarity Technology)		■	
Voice Activity Detection	■	■	■
Packet Loss Concealment	■	■	■
Acoustic Echo Cancellation (Hands Free Only)		■	■
Background Noise Suppression		■	■
Comfort Noise Fill	■	■	■
Local 3-Way Conferencing	■	■	■
Codec Support: G.711 _/A And G.729A (Annex B)	■	■	■
Dynamic Jitter Buffers	■	■	■
Telephony Features			
Lines	2	3	1
Line/Speed Dial Keys	2	3	
Mute, Headset, and Hands Free Keys	Mute and headset	■	
Context Sensitive Soft Keys	3	4	3
Display/Menu Navigation Keys	2	6	3
Flexible Line Appearances	■	■	
Multiple Call Appearances	■	■	
Message Alert Indicator	■	■	
Networking/Connectivity			
Dual 10/100 Mbps Switched Ethernet Ports	■	■	Single 10/100 Mbps Ethernet Port
QoS Support – IEEE 802.1 P/Q, Layer 3 TOS	■	■	■
Software Upgradeability in the Field	■	■	■
Power Options			
AC Power	■	■	■
Power Over Ethernet (Cisco)	■	■	
Power Over Ethernet (IEEE 802.3af)	■	■	

It costs less

All Organisations today rely on networks, computers and telephones. In order to lower costs in this area it is necessary to reconsider the way you invest in these business tools. Albion provide truly integrated IP based solutions with a completely integrated service offering.

Connecting directly to Internet Telephony service provision saves on call charges

The Albion IP telephone system is designed to use the SIP protocol specifically to connect to the Internet Telephony service provided by Albion over our IP network which has provided Internet services to thousands of business users for more than a decade. By cutting out the local loop of the traditional PSTN it allows our customers to achieve large savings on their call rates often with savings of 60% or more on the current call spend. Please ask for our latest rate charts for a detailed comparison.

Save up to
60%
on call charges

Free calls between all users wherever they are

With Albion IP Telephony all the calls between users travel over the IP network. This enables users of the phone system to be located anywhere on the internet and all calls between them are free. This means that all calls between home workers and the office as well as between remote offices, are all free calls allowing a lot of money to be saved in long distance phone calls.

One converged network

By converging your voice and data networks into a single system, Albion save you the cost of implementing, operating and maintaining two separate networks. This allows you to streamline the operation across the business.

The phones have dual Ethernet connection which enables networks to be supported with a single cable to both your computer and your phone which halves the network cabling cost. When you have just one network you can consolidate and standardize equipment at your different locations which means reduced training and support costs and there is no more need for multi-vendor support contracts.

Lower cost of ownership

You can also save your organisation money using the Albion IPT in ways that are not at first quite so obvious. The intuitive user interface on our CTI application reduces staff training costs. When the system is used as part of a unified communication solution providing voice and data to remote workers, it reduces the cost of travel and office accommodation as well as the cost of calls made by the remote worker.

When you add up the cost savings you see that the Albion IPT solution provides a compelling and significant reduction in the costs when compared to a conventional telephone system.



The best of both worlds

Implementing the Albion IP telephony system allows for making inbound and outbound calls across the traditional PSTN network as well as the internet. This allows the optimum set up to be achieved for each customer so that the best combination of cost effective calls and line redundancy is achieved as well as allowing the full use of any existing main and DDI numbers. It is also possible to connect some legacy devices to the system such as fax machines and Dect or analogue phones thus allowing as smooth a transition as possible when introducing the Albion IPT.

The system comes complete with:

- Expandable level of IP trunks and extensions. Min 16 IP trunks + 25 extensions.
- IP Trunks from IP Voice Service Provider
- PBX functions
 - Make / Receive incoming and outgoing calls
 - DDI to users and/or Groups
 - Hold, Transfer, Divert, Do Not Disturb, Redial, Speed Dial
 - Trunk Groups, User Groups, Call Pickup, Group Pickup
 - Music On Hold – multiple interface
 - Message waiting
 - Call Barring
- Compatibility with standard SIP handsets
- Wireless/Mobile Handsets
- Standard analogue to SIP gateway unit
- Multi Level / Multi Tenant Auto Attendant
- Voicemail Centralized and for all users
- ACD working
- Call Queuing
- LCR / ARS
- CTI for all users providing BLF, Call Control Buttons, DDI information
- Instant Messaging
- Operator Console
- Long Line remote extensions using IP network
- IP Tie Trunks between systems
- LAN & WAN ports with QOS between ports
- VoIP using G.711 or G.729 codec
- Web Browser Configurable / Remote configuration

The intelligent choice

You need to make the correct decision in today's economically challenging climate in terms of improving your communications system and saving money.

Albion is the complete communications solution provider. Albion are specialists at supplying and supporting technology solutions for small and medium organisations. We provide enabling technologies like the IP telephone system that large organisations take for granted at a cost level that small and medium organisations can afford.

Albion have over 20 years of unmatched experience at supplying communication solutions and have been an internet service provider supplying thousands of business users for over 10 years.

This experience enables Albion to provide complete VoIP communication solutions that you can rely on to deliver the productivity benefits that today's organisations need. We are used to providing our expertise in internet based communications to help organisations benefit from advanced easy to use solutions that lower costs while improving productivity.

The Albion IP telephone system may look like an ordinary telephone system but it does a lot more and costs a lot less.