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# 4net Technologies

Fixed Voice and Data Services



## Fixed Voice and Data Services

**Every business needs network services. However, they can be a considerable overhead, often poorly managed by providers who do not take new and innovative technologies into account and fail to listen to their customers' actual requirements, instead focusing on just selling greater amounts of bandwidth.**

4net Technologies' approach to delivering these services involves much more than just taking over the provision of your network services and reducing costs. It is best described as an 'optimised' approach, which delivers cost savings and efficiencies as well as improving existing service levels.

### How do we deliver this?

As a fixed network provider working with leading carriers and technology vendors, 4net Technologies provides its customers with real choice, based on the best technology fit and geographic capability. We overlay this by adding true value to your business through the provision of a first class customer experience.

Put simply we:

- put the customer at the centre of everything we do
- we listen
- we endeavour to answer calls more quickly and efficiently
- we understand your business;
- we are involved in provisioning

and billing your services. 4net Technologies is able to respond to all our customers' needs with just one phone call, comfortably outperforming other network carriers service provision. One example of this is our billing service. 4net's flexible platform can produce a bill in whatever medium is required, drilling down to individual cost centres. Our "optimised" approach extends beyond our extraordinary back-up services.

It deals with questions such as:

- How much capacity does my business really need?
- How much bandwidth am I using?
- Who, why and when are people using the services?
- What are my applications doing? How are they performing?
- Who are my heaviest users? And what are they doing?
- Can you differentiate the traffic on your networks, for example the low priority applications from the vitally important?

At 4net our optimised approach provides you with the tools to

answer these questions for both Wide Area Networks and PSTN voice services.

We are able to respond to all our customers' needs with just one phone call, comfortably outperforming other network carriers service provision.

## WAN Optimisation

Business-critical applications are becoming increasingly bandwidth and latency dependent. The provider's usual response to this problem is to merely increase the bandwidth. This is a costly and sometimes futile exercise as you need to know exactly what is on your network at any given time to allow you to make an informed decision.

4net Technologies WAN Optimisation solution allows full visibility of your network at a detailed level to enable you, in conjunction with our specialists, to make informed decisions about your network configuration. When deployed across your entire network, it provides a sophisticated alternative to normal vendor networks, enabling:

- Near real-time reporting
- Class of Service management
- Capacity management and application acceleration

Near Real-Time Reporting is a passive application that examines the traffic passing across the network at a granular level, enabling a deep understanding of individual applications or users usage. By applying this across all elements of the network, including Internet access, it can assist in:

- **Troubleshooting performance issues**

Rarely related to the network, they can frequently identify a rogue application or even a user who is bringing the entire service down.

- **De-risking project implementation**

When rolling out new projects, traffic generated from newly installed applications can be monitored discretely during early testing to give accurate information as to the impact in the live roll out; thus reducing the chance of catastrophic failure as the volumes ramp up.

- **Budget management**

With accurate usage at critical pinch points, the network expansion can be managed and budgeted for, reducing the risk of catastrophic network failure as a link overheats.

- **Class of Service Management**

Network level class of service is a compromise driven by the network's inability to understand the traffic being transmitted. By utilising WAN Optimisation, the network can be "taught" how to treat traffic down to individual application or user. In this way, all of the bandwidth is available all of the time, with traffic priority being handled by the platform. This means, irrespective of priority, if the bandwidth is available the traffic can make use of it up to the full pipe capacity. This is in contrast to networks, which place limitations on one part of the traffic. All data transmission is spiky, with requirement changing from one minute to the next from high to low priority. This is the only way to optimise the performance of all traffic, all of the time.

- **Capacity Management and Application Acceleration**

This is effectively a turbo boost for the network. By inspecting the traffic flowing across the network, the platform can determine patterns and decide whether the data is changing or repeating. Changed data will be sent, whereas data that is unchanged can be stored locally and represented as if sent. This is transparent to the applications and requires no special programming of the systems. The effect is to increase the capacity of the network and potentially significantly improve its longevity. Whilst, strictly speaking, data does not traverse the network more quickly, the end user experience will be one of improved response time when using their favourite application. If that application happens to be "YouTube" you will now have the capability of observing the amount of network being expended and promptly curtailing the activity altogether.

In summary, these services allow you to maximise and optimise your network usage today and in the future, whilst helping you to strictly control your expenditure.

## PSTN Estate Management

4net Technologies adopt Carrier Pre-Select (CPS) services to reduce call charges, along with Wholesale Line Rental services to reduce line rental charges.

CPS differs from any other type of Least Cost Routing (LCR). 4net Technologies instruct BT to make software changes at the exchange, rather than installing equipment on site or re-programming switches. Effectively nothing would change at your site other than the invoice for calls and line rentals.

The key business benefits of our calls and line service are summarised as follows:

- Cost savings now and in the future
- One complete managed package for all your communications, single point of contact.
- The 4net Technologies service is managed monthly for a client. Behind the scenes, we negotiate with the networks to obtain the best rates on your behalf, using the buying power of our whole customer base. Customers see this benefit through consistently low telephone bills.
- Ongoing reviews are regularly undertaken to ensure that you are on the best tariff based on your call patterns.
- Simplified line rental
- 4net Technologies line rental simplifies managing your telecoms requirements. You gain a single point of contact, one bill and reductions on both line rental and call charges.
- Historically line rental solutions have always come from BT. Since the introduction of Wholesale Line Rental, we have been able to provide customers with the same line rental solutions as BT but with more flexible pricing and service criteria.
- Central billing for simplicity
- 4net Technologies simplify your communications by routing all calls from all offices. Multi-office consolidation can offer centralised billing by cost centre and site, enabling you to reduce overall administration costs.
- We even enable home office staff to automatically charge their work calls to your business account and thus eliminate expense forms.
- Managed service reports for increased control
- You receive detailed, graphical reports each month. These reports give a complete analysis of your outgoing calls for all offices.
- You can find out when calls are made, which were the most expensive, the most dialled numbers and much more.
- This reporting structure is offered to our customers at no extra cost
- Responsive support
- We pride ourselves on our customer service. An experienced helpdesk is available to deal with all enquiries. Instead of waiting to get through to an automated phone line, our experienced staff will be waiting to receive your call. We aim to save you time and to give you a personal but professional service at all times.

## SIP Trunks:

We have been delivering advanced SIP trunk based voice solutions since the introduction of this technology. The benefits currently being enjoyed by our SIP Trunk customers include:

- Telephone numbers no longer tied to geographic locations
- Cheaper and free call rates than equivalent TDM based services
- Advanced, resilient routing capability to deliver calls in the event of system failures at costs far below the traditional routes of dual parenting or multiple resilient circuit provision.
- High speed delivery of additional capacity to deliver new voice connections in days instead of weeks
- Advanced call reporting
- Enhanced Call Routing options
- Business Continuity and Disaster



4net Technologies has a proven track record in delivering a comprehensive range of Fixed line Voice Services both traditional and at the cutting edge of technology. Our independence ensures that the solutions proposed are truly the most appropriate for your needs, delivering the maximum business benefit.

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4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our contact centre, unified communications, managed and cloud services are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Microsoft and Enghouse to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the UK and the Globe.