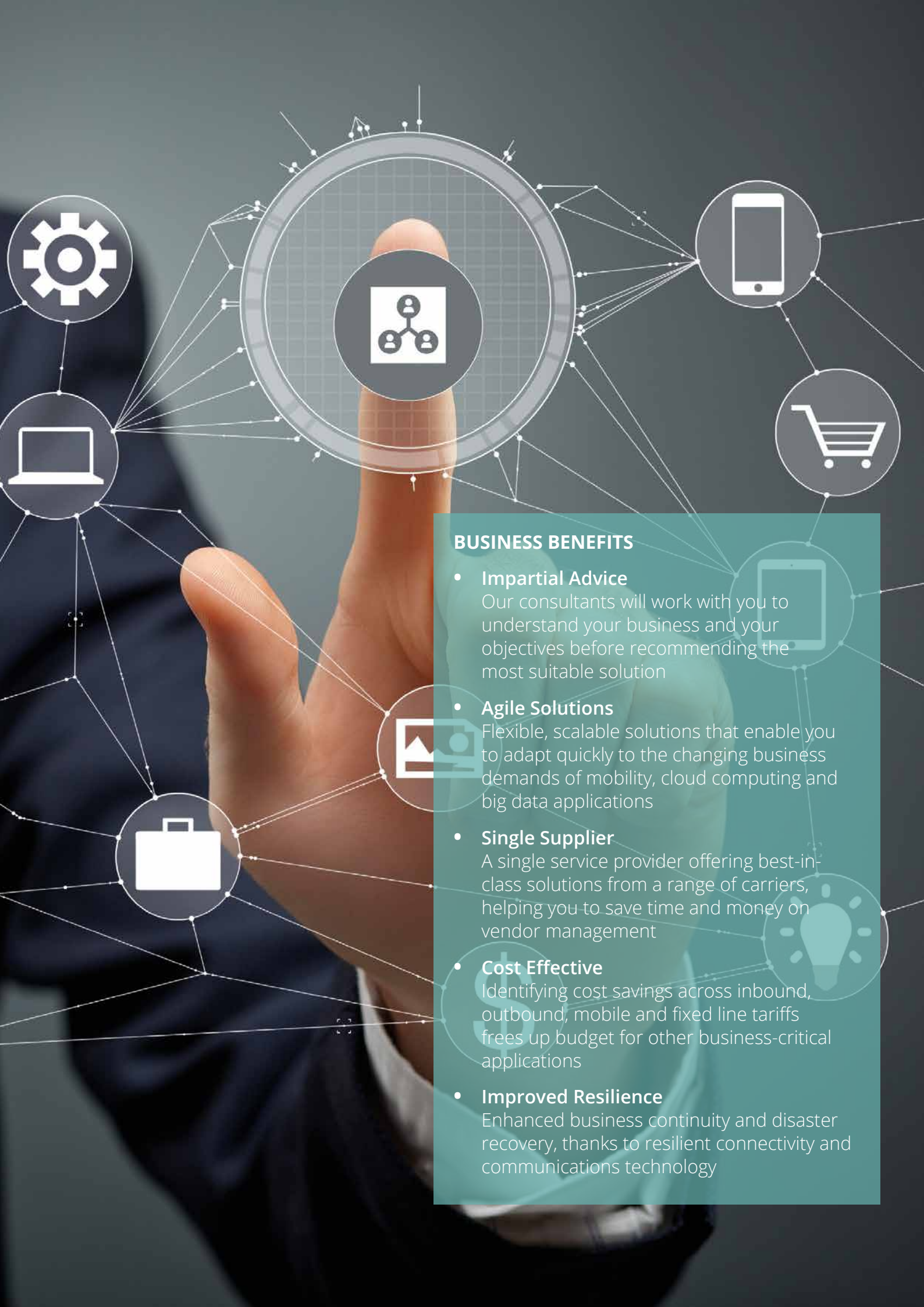




# CONNECTIVITY SERVICES





## BUSINESS BENEFITS

- **Impartial Advice**  
Our consultants will work with you to understand your business and your objectives before recommending the most suitable solution
- **Agile Solutions**  
Flexible, scalable solutions that enable you to adapt quickly to the changing business demands of mobility, cloud computing and big data applications
- **Single Supplier**  
A single service provider offering best-in-class solutions from a range of carriers, helping you to save time and money on vendor management
- **Cost Effective**  
Identifying cost savings across inbound, outbound, mobile and fixed line tariffs frees up budget for other business-critical applications
- **Improved Resilience**  
Enhanced business continuity and disaster recovery, thanks to resilient connectivity and communications technology



# INTELLIGENT CONNECTIVITY

The world of business communications is dynamic; with hardware, software, connectivity and networking technologies all evolving over time. Finding the right technology partner can be difficult, as the answer to your business challenges is rarely as simple as “more bandwidth”.

Big data applications, collaboration and the rise of the mobile workers have all encouraged businesses to embrace emerging voice and data technologies. However, with a range of options to choose from, how can you make sure you make the right decision for your business?

When it comes to choosing the right connectivity for a business, decision makers are faced with a range of options. Amongst the most fundamental are the choice between SIP and ISDN and whether to adopt VoIP. The right choice will strike a balance between the inbound and outbound needs of the business and will guarantee a quality of service. Ultimately, the decision will be based on what is best for the business; not just now but for years to come.

Different providers offer different services. It is rare that a single service provider will be able to offer the best combination of tariffs, connectivity, inbound and outbound services for your business. So it is important to talk to someone who can offer impartial advice and will recommend a solution that will deliver on your immediate business objectives whilst protecting your long-term investment in communications technology.



# CONNECTIVITY SOLUTIONS

ONI provide a wide range of data connectivity services, both within the UK and internationally; including MPLS, VPLS and point-to-point services. For us, connectivity means more than just providing access to Tier 1 carriers. Our comprehensive range of connectivity solutions encompasses ADSL, FTTC, EFM, Fibre and Optical connections. We also provide networks that conform to IL2 PSN and CAST(T) standards.

We further leverage our technical expertise to integrate services such as SIP, Internet and hosted services to deliver a cost-effective, quality service. We also provide a range of lines and minutes packages with advanced reporting options.

Our range of carrier-neutral connectivity solutions will be tailored to suit the specific needs of your business and is backed by expert project management, migration support and our 24x7 Technical Assistance Centre (TAC). We also offer technical design, integrated cloud services and fully managed options with round-the-clock, proactive monitoring.

Designed to meet the demands of modern business, ONI connectivity solutions provide secure, reliable access at bandwidths ranging from 2Mb to 10Gbps. We can provide networks that conform with IL2 PSN and CAS(T) - important for many organisations in the public sector and defence industries.

## **ETHERNET ACCESS**

Ethernet offers symmetric bandwidth at high speeds and is ideal for businesses requiring SLA guarantees and Quality of Service (QoS) for latency-sensitive applications. Ethernet is available at speeds of up to 10Gbps, with multiple access methods and resilience options are available.

## **FIBRE ETHERNET**

Fibre Ethernet is a high performance connection ideal for carrying voice, data and video traffic and offers enhanced SLA's for critical business connectivity. Fibre Ethernet is available from 2Mbps to 10Gbps and is supported by performance and uptime SLAs. Multiple bearer and port sizes allow you to increase your bandwidth, without the need to install new bearers, allowing your business to be flexible and agile.



### **ETHERNET FIRST MILE (EFM)**

EFM technology delivers up to 34Mb bandwidth over bonded copper pairs and is a good option should you need uncontended bandwidth with a shorter delivery requirement and lower costs. EFM is also an ideal solution for sites where fibre cannot be delivered in a cost effective way or as a resilient back up to fibre ethernet services

### **GENERIC ETHERNET ACCESS (GEA)**

A newer technology, GEA utilises the existing copper infrastructure between your premises and the cabinet and then fibre from the cabinet to the exchange. Unlike FTTC, traffic passes onto an Ethernet network rather than a contended broadband network. GEA provides a dedicated and uncontended Ethernet-based service with symmetrical speeds, lower installation costs and shorter lead times.

### **FTTC & ADSL**

Fibre to the Cabinet (FTTC) is becoming more widely available in the UK and offers up to 80Mb download speeds. FTTC enables consistently higher speeds than ADSL and shares the telephone line into your building, so deployment is easy and fast. ADSL up to 24Mb is also available and can be used for smaller sites where cost may be a consideration. Alternatively, it can be used as a back up to any of the Ethernet services to provide resilience.

## SESSION INITIATION PROTOCOL (SIP)

Session Initiation Protocol (SIP) trunking uses VoIP to connect a PBX to the Internet and is becoming the method of choice for managing converged voice and data networks. Its rise in popularity comes from its advantages over ISDN in terms of scalability, portability and cost.

## ISDN VS SIP

Recent years have seen a decline in ISDN usage and an upsurge in the use of SIP trunking. However, in many cases, ISDN still has a role to play – especially if you want to make the most of your legacy investment. ISDN is easy to maintain and delivers a reliable, high-quality voice experience.

If, like millions of other users in the UK, you are looking to upgrade your communications to make the most of VoIP and unified communications applications, then SIP Trunking is the way forward.

## SIP TRUNKING

One of SIP's major advantages is its ability to deliver significant cost savings. Network convergence and free 'on-network' calls can see an organisation reduce their telephony costs by up to 50%. Other benefits of SIP include:

- Scalability – add users, handsets and functionality quickly and easily
- Portability – phone numbers are not tied to a physical location so can move with your business
- Quality – high definition voice and video services delivered across Ethernet networks

- Resilience – built in failover and no single point of failure improves business continuity
- Line rationalisation – For businesses with multiple sites, SIP trunking provides the opportunity for line rationalisation and reduces the number of PBXs you need to maintain – while retaining full control of the numbers associated with your business .
- Save money – IP connectivity costs less than ISDN with lower call costs, free internal calls between extensions and offices and lower line rental costs for multi-sites. Also, no expensive call-forwarding costs are required should you relocate or need to divert calls in the event of a disaster.

## FRAUD DETECTION

Phone hacking and abuse of business telephony is becoming big business, with the financial costs of misuse falling to your business. Fraud Detection from ONI will protect your business against misuse and help avoid unwanted, expensive bills.

Fraud Detection can be added to all SIP endpoints and allows you to set your own bespoke thresholds.



# CHOOSING THE RIGHT RESILIENT BUILD

We offer three standard resilience build types which cater for the majority of customer deployments. If required, we also offer bespoke advice and solutions. Our three standard resilience build designs all feature automatic failover, geographical SBC separation and alternate routing:

## **ACTIVE STANDBY**

Active Standby offers SIP in Trunks mode, where they only become active in a DR situation. This is our most popular and cost-effective resilient design.

## **LOADSHARE**

Our Loadshare design allows multiple SIP endpoints to evenly share your business's traffic. In the event that a site or link becomes unavailable, the remaining site(s) will continue to receive the entire DDI range.

## **RESILIENCE+**

Our Resilience+ design allows dual SIP endpoints to act as the active sites and offer stand-by resilience to the other. It is similar to Active Standby except that both sites are active and provide a failover for the other.

An additional benefit is the ability to configure the channel allocation and DDI ranges at each site. In the event that a site or link becomes unavailable, the remaining site will continue to receive the entire DDI range providing that adequate channels have been allocated.

## **SIP TRUNKING - PBX ON YOUR PREMISES OR IN THE CLOUD?**

Using SIP Trunks, your PBX can be located either at your company site or housed within ONI's Tier 3+ Data Centre, where you don't need to be concerned about space, power or support engineers to look after your PBX. For added resilience and flexibility you may wish to use a combination of both support models.







# CALLS, LINES AND BUSINESS INTERNET

ONI provide a range of custom calls and line packages. Our consultants will analyse your current voice and data usage and devise a tariff that offers the best combination of scalability and value for money; ensuring long-term savings.

In addition to the latest in SIP trunking technologies, we also offer a choice of traditional PSTN, ISDN2 and ISDN30 services. Whilst these services can sometimes be overlooked when businesses seek to reduce costs, moving suppliers represents an opportunity to make significant savings.

ONI offers a full range of line options and flexible contracts, allowing our customers to move to new services when appropriate. In addition, we offer very competitive call rates for our customers with no minimum call charges or set up fees.

Unlike some major carriers, we value customer satisfaction above all else. Support is highly responsive and delivered by our award-winning customer service team and technical assistance centre.

## LINE RENTAL

Not all carriers are created equal and not all customers are treated equally by their carriers. Choosing ONI for your line rental delivers the resilience and reliability you would expect from a Tier 1 carrier such as BT, but with the attention to detail and quality of service you appreciate from a customer-oriented business.

## INBOUND TELEPHONY

Inbound telephony from ONI is a service for both geographic and non-geographic numbers that provides instant access to a full range of call routing, monitoring and management tools. Inbound services require no capital outlay and can be provisioned on a per-user, per-month basis. They are simple to use and instantly scalable, providing productivity, flexibility and customer service benefits.

The service is ideal for organisations that need to intelligently route and manage calls during peak call times or when the office is closed. Inbound services enhance business continuity by seamlessly routing calls to alternative sites in the event of a service-affecting incident. Call recording, archiving and retrieval provides valuable support for compliance, agent training and dispute resolution.

## BUSINESS BROADBAND

ONI offers a range of Business Broadband services, tailored to suit any business in any location. Our broadband services can be deployed to support remote workers and branch offices or to provide vital back-up services.

Moving your broadband service to ONI is simple. Switching providers is quick and easy with experienced technicians on hand to complete any installation work required. Choose from ADSL2, ADSL2+ or FTTC, with managed routers, SIP integration and a range of advanced support options available 24x7.

## INTERNET ACCESS

Internet connectivity is a critical component of business communications. As we move further into the world of online collaboration, cloud computing and big data applications, the Internet has become the conduit for the majority of our business workflows.

Availability and resilience are essential if a business is to remain connected. That's why we provide a fully managed internet connectivity service with up to 100% SLA. Choose from broadband, EFM and Ethernet connectivity at speeds of up to 1Gb, capable of delivering high-quality, low-latency connectivity for the most demanding of businesses. We can also provide firewalls/security.



# WHY ONI?

Established in 1992, ONI plc is a leading provider of IT solutions and services to both public sector and commercial markets. Privately owned, we offer a comprehensive range of on-site, cloud and hybrid technology solutions.

We have worked hard to establish ourselves as a centre of excellence for digital transformation, but we're not resting on our laurels. We have ambitious plans for even further growth over the coming years, which will see us increasing both our capacity and range of services. Keen adopters of new technologies, we are proud of our reputation as innovators.

Our expertise already spans core network infrastructure, unified communications and collaboration, contact centre solutions, data centre services, connectivity and cybersecurity.

ONI cloud services are delivered from our own Tier 3+ Data Centre, located in the South East of England, and include infrastructure, disaster recovery, UC, collaboration and contact centre solutions as-a-service.

ONI is committed to providing our customers with the availability, performance and agility required to transform their business. It's what we call Business Assured and comprises three core pledges.

## **100% UPTIME GUARANTEED**

Most service providers promise four 9's or even five 9's in terms of availability, but 99.99% uptime still means you are without service for 52min 35s every year. When dealing with business-critical applications, we don't think you should compromise on availability. If you pay 100% of your fees, you should get 100% availability.

Our commitment to 100% uptime underpins our data centre and managed service portfolio; providing our customers with peace of mind that they will always have access to their data and applications.

## **ON-PREMISES OR CLOUD AGNOSTIC**

For many organisations, the future of IT lies in a hybrid converged infrastructure that features elements of on-premises, colocation and cloud-based products and services. But getting agnostic advice on the best place to deploy each application can be difficult.

Cloud service providers naturally will only ever promote as-a-service propositions. Likewise, legacy systems integrators will have experience of on-premises hardware but not the skills necessary to transition services successfully to the cloud. In contrast, ONI offers the best of both worlds.

By combining legacy on-premises solutions with our Data Centre services, our customers benefit from transformative digital solutions, deployed where they add most value. Our agnostic approach to deployment helps organisations to gain a competitive advantage by reducing costs and delivering leaner, less complex IT solutions.

## **PREDICTABLE AND TRANSPARENT COSTS**

Cloud services from ONI are provided from a single orchestration platform; one that offers a simplified product range and an all-inclusive price, based on customer usage. There is no need for specialist procurement knowledge to understand a complex product offering or EA pricing structure, let alone fluctuating exchange rates, making it easy to stay in control and avoid unexpected spiralling costs.

ONI Assure Managed Services provide unmatched details about the status of IT infrastructure devices; enabling IT professionals to make better informed investment decisions about life-cycle management and avoid unnecessary costs. Improved visibility of contract renewals, or when devices reach end-of-life and end-of-support, makes budgeting more accurate and more predictable.





## AVAILABLE FROM ONI:

- Managed Services & Support
- Hosting & Colocation
- Networking & Connectivity
- Back-Up & Disaster Recovery
- Cybersecurity Solutions
- Contact Centre Solutions
- Mobility & Collaboration
- Unified Communications



01582 429 999

[www.oni.co.uk](http://www.oni.co.uk)

[marketing@oni.co.uk](mailto:marketing@oni.co.uk)

16-24 Crawley Green Road, Luton, Bedfordshire LU2 0QX



Established in 1992, ONI plc is a leading provider of IT services and solutions. We deliver a unique blend of on-site, hybrid and Cloud computing systems, from our Tier 3+ UK data centres. Our workforce holds over 400 accreditations from vendors such as Cisco, VMware, NetApp, Veeam, Gamma, BT and Microsoft.