



Cloud Telephony

how does that work?

Ipera Hosted PBX and SIP Voice, leveraging your network investment

Why Ipera?

With over 10 years experience in providing reliable and effective networks and cloud solutions, Ipera is now moving telephony into the cloud as well.

The Ipera solution leverages our extensive network infrastructure, dual data centres and hosted server and storage to deliver class leading functionality and reliability.

We understand how important reliability is to business and have engineered our Cloud Telephony products to provide you with the certainty your business needs.

Who Is Cloud Telephony For?

Ipera has designed the solution to cater for small and medium sized business with staff numbers between 10 and 200.

It is ideal for single and multi-site businesses that have existing investment in a data network.

Whether you are start up or long established business the Ipera solutions make for a cost effective alternative to traditional ISDN services and on-premise PABX.

How does Cloud Telephony benefit my business?

The benefits vary from business to business and greatly depends upon usage patterns, locations, and availability of quality data services.

Some of the benefits for business include:

- Reduced need for capital investment
- Leverage existing data networks
- Enhanced flexibility for management and staff
- Supports rapid deployment of new services
- Improved functionality and features
- Utilises existing on premise cabling
- Compatible with many PBX systems
- Maintains existing phone numbers
- Reduced overall communications costs



How does Cloud Telephony work?

Cloud Telephony replaces traditional phone lines with SIP trunks leveraging IP data networks. This delivers excellent call quality while reducing overall communications costs.

Ipera offers the Cloud Telephony options to clients with an Ipera Managed Private Network or MPN.

There are two main elements to an Ipera Cloud Telephony solution.

SIP CTS Trunks

A technically superior replacement for traditional analogue and ISDN telephone services, an Ipera Call Termination Service (CTS) enables business to realise a reduction in both service and call costs while retaining the functionality of their existing PABX and keeping already advertised phone numbers.

Ipera CTS utilises SIP, a standard supported by many PABX systems, delivered over an existing private network or Ipera Internet service ensuring reliability and quality of service that often surpasses that of traditional telephony services.

Calls made over Ipera SIP trunks utilise the clients Ipera MPN. Ipera route calls through our voice gateways to the Public Telephone Network.

This removes the concept of STD and Local calls and replaces it with a much simpler National call model.

Ipera SIP CTS Trunks will work with a variety of digital phone systems or PABX's.

Hosted PBX

Ipera Hosted PBX is a great fit for businesses that are setting up new offices or are due to replace, or have out grown their existing phone system.

Our solution leverages industry standard technologies to deliver high quality and reliable PABX style functionality without the need for on-premise equipment.

Ipera have available a wide range of approved handsets from Cisco and Polycom along with headsets and softphones for your PC's.

Configuration and management of the Hosted PBX is via a web portal that puts control in your hands. You'll find all of the standard functionality that you expect from a PBX and some that may be new to you such as;

- FollowMe
- Interactive Voice Response
- Call queues and hunt groups

Where to from here?

Ipera provide a no cost evaluation of your business needs. This includes;

- Suitability evaluation of your business for Cloud Telephony
- Review of your existing telephony and data invoices, we identify areas where we can demonstrate savings and deliver functionality

Ipera will then create a proposal for you to consider in line with your business objectives.

