

# Advanced Fibre networking at Westmead House

We can now offer 2 optional new services to our occupiers at Westmead House:

- High quality private internet
- Cloud based telecoms

We believe these advanced services will give our occupiers the capability to enhance their business activities through a major improvement in the performance and functionality of their data connections .

## High quality private internet

We have installed a fibre-optic connection to the building to deliver a high grade private internet service. This high bandwidth connection comes into the building in the ground floor comms room and is extended by internal fibre infrastructure to each floor, from where it is distributed to each suite as a Fast Ethernet service. Each occupier can choose the bandwidth they require; the minimum being 5Mbps up to a maximum of 50Mbps per tenant.

This is a high quality private service which does not share any components with normal Broadband. A good analogy is to think of Broadband as a normal road which you share with other road users, whereas this service is a motorway where you have your own dedicated lane!

The key points are:

- The service is delivered as Fast Ethernet on a dedicated Cat 5e cable to your office
- Enterprise –grade internet delivered into the building over a secure private circuit
- The service is 1:1 un-contended (unlike all Broadband)
- Uncapped: totally unlimited usage at your full bandwidth whilst still meeting all SLA's.
- Low latency suitable for interactive applications
- The external fibre (all the way into the comms room) is managed 24/7
- The service is symmetric al (upload speed = download speed) – ideal for applications like voice or video.
- Broadband providers can offer an upload speed similar to the download speed, but actually deliver upload at a fraction of the download , typically 40-60% lower – but can be up to 90% lower - all due to the shared nature of the service.
- Performance SLA's for key parameters such as latency, jitter and packet loss
- Fixed IP address: ideal for secure remote access
- QOS enabled to give priority to sensitive traffic such as voice or video
- Fibre-optic service delivered into the building by BT Openreach and the fibres extended to each floor to provide the most secure, reliable and consistent service.
- Connection to the service is entirely optional and not a condition of current or future occupation of the building.

## Performance SLA's

KPI	Target Service Level	Definition
Availability	99.9%	Successful transmission of an IP data packet from the on-premise demarcation point to the WAN.
Jitter	< 10ms	Measured jitter experienced during transmission of an IP data packet from the on-premise demarcation point to the WAN.
Packet Loss	0.1%	Measured loss experienced during transmission of an IP data packet from the on-premise demarcation point to the WAN.
Fix	6 hours	To provide support in resolution of an Error caused by or under the responsibility of the Supplier and where included in the Availability KPI
Response	4 hour equipment to site	Time taken to repair/replace managed equipment once identified as failed

## Costs and Contract

The service is brought to a patch panel on each floor from where wiring into the suite will run. There is a charge of £50 + VAT for connection and testing, which is again a one-off payment.

The monthly cost of a 5Mb service will be £30.00 + VAT

The monthly cost of a 10Mb service will be £40.00 + VAT

Higher capacity service in multiples of 5Mb or 10Mb is also available – POA

Occupiers will be required to enter into contracts to expire simultaneously with their Licence/Lease to occupy space within the building.

This compares with EFM (Ethernet First Mile) services at prices typically 'from' £32 + VAT per month for services which do not provide uncontended, symmetrical services with a fixed IP address.

## Cloud based telecoms with T4Com

Traditionally businesses have had very limited options for their telephone service: if they are a start-up or small office they may buy individual lines and phones with limited functionality from a supplier like BT while larger businesses have needed to buy their own phone system (colloquially known as a 'PBX'). One has the burden of limited functionality, the other the burden of cap-ex: both use expensive dedicated lines, have high call costs and are tied to a specific location.

*Westmead House, in conjunction with T4Com, can now offer a flexible, low cost and feature rich telecoms service which is Cloud-based and accessed through the advanced Westmead Private Internet Service*

Our hosted communications platform gives small businesses the functionality enjoyed by their larger corporate competitors and for larger customers it removes the need to purchase a PBX (and pay to have it maintained by third parties). Our Cloud based solution:

- uses the Westmead Private Internet Service
- is economical to set-up and run
- saves you money on call charges with T4Com's business rate.
- is location independent – you can have extensions anywhere in the world with a suitable internet service
- puts you in control of the service and all of the features through a simple web portal.

How does it work?

If you already have the Westmead Private Internet Service it is really easy...

1. Order the service
2. We allocate you phone numbers (optionally we can 'port-in' any existing numbers you have)
3. You get a welcome email with your Cloud login
4. Within 48 hours we deliver your new Cisco phones ... you plug them into your Ethernet switch or router and you are instantly live and able to make and receive calls!

This is what the phone looks like...



## Key Benefits

- You only buy the IP phones: no hardware to buy or accommodate other than an Ethernet switch which you will need to use our internet service
- No annual maintenance on PBX
- Phones can be anywhere - pick one up and take it home!
- Disaster recovery – based in the cloud, the system can't be stolen/broken/flooded/suffer from power break. If office on fire we can ship new phones ASAP to anywhere but meantime each user can divert calls to anywhere (mobile, home etc) and keep working.
- IVR/Auto Attendant also cloud based
- Relocation – move phones individually or move office all in one go with no service break
- Multi-site operation included. Work from home, potting shed, holiday villa, anywhere but still use common IVR and retain your number (e.g. call from Spain but call presents your UK number)
- Free calls between sites/company phones
- Each user has their own web interface to control call forwarding/divert/voicemail/fax etc no matter where they are in the world
- People travelling can use our recommended (free) softphone on their laptop to stay in touch anywhere in the world
- 15,000 users in the UK are already benefitting from this service

T4 Cloud is packed with clever features to help you make the most of your telephone communications.

## Call Handling

- Divert calls to another number or Voicemail when you're on the phone or away from your desk (this includes external and mobile numbers, as well as other phones on your network).
- Use Call Forwarding to set other numbers on your network to ring when your phone rings, or twin your phone with your mobile.
- Know when another caller is waiting to get through with Call Waiting, and use Call Park to put a caller on hold while you answer another call.
- Know when you have a message waiting with on-screen pop-ups, SMS text messages and email alerts.
- Respond immediately with Last Number Redial and Click-2-Talk.
- Easily manage all your contact lists with your personal and company Address Books.
- Never forget to make those important calls – use Events Diary to set reminders against your Address Book entries.

## Work more efficiently

- Forward your calls to any internal phone, your mobile or external phone.
- Access Voicemail from any internal phone, your mobile or external phone, or on-line.
- Access your contacts from anywhere with your on-line Address Book.
- Let the whole team know with messages on shared Voicemail.
- Have all your internal and external telephone numbers quickly to hand with Address Book – see who's calling and Click-2-Talk straight from your contacts.
- See when colleagues are free to take a call with Line Monitoring, and transfer calls to any internal or external number easily.
- Quick dial Short Codes for your everyday numbers.
- Protect your precious time with Do Not Disturb and Block Anonymous Calls.

- Bring a colleague in on a phone conversation with Three-way Call and forward important Voicemail messages easily to handsets or emails.
- Access your Fax messages on-line or by email.
- Set external or mobile Failover numbers to keep your communications open in the event of a power-cut, or local network failure.

**Promote your company image**

- Help your customers' calls get through with Call Groups.
- Let your callers know they're connected with Music on Hold.
- Route your callers to the right people with Auto Attendant/IVR (option).
- Perfect and review your telephone responses with Call Recording (option).

