HOSTED.

CLOUDTALK.

NEW HEIGHTS IN CLOUD TELEPHONY

Spectrum

INTRODUCING CLOUDTALK.

NEW HEIGHTS IN CLOUD TELEPHONY

CloudTalk is a complete telephony service for business. It provides a comprehensive range of facilities and features that allow businesses to link their fixed and mobile telephony easily and efficiently, helping them to improve their productivity and corporate image.

A system that gives you premium features as standard

CloudTalk is packed with clever features to help businesses make the most of their communications:

- Easy access to contacts, voicemail and faxes, and clever features that make it easy to monitor and take calls - even when you're out and about.
- Call pick-up groups and easy ways to share and transfer calls, contacts and voicemails to support efficient team-working.
- Music on Hold and smart features that mean callers don't have to be left hanging on the line.
- And built-in security and fail-safe business continuity features.

A system that's easy for everyone

Using CloudTalk phones is just like using a traditional telephone, and you don't need any specialist knowledge or skills to make the most of all the features the system provides.

A system that makes the most of all your telecommunications

CloudTalk is ideal for small and medium-sized businesses, whether they operate from one location or multiple sites. It also allows businesses to link their office phones to mobiles, making it perfect for companies whose employees are regularly on the move.
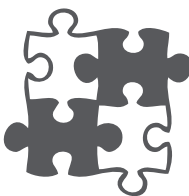
A system that can grow with your business

No matter how often your business may go through changes, CloudTalk can change with you. Changing or adding new users, adding extra phones to the network, updating any of your system preferences - you have complete control of the way your phone network is configured.

A system that is affordable, as well as efficient

CloudTalk comes as a fully featured system with administrative features that make it easy to manage your system, and monitor your usage, performance and costs.

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CLOUDTALK FEATURES.

CloudTalk is packed with clever features to help your customers make the most of their telephone communications. They can easily configure preferences both for individual phones and for their phone network through the web portal. They can also set many of the most common features direct from the handsets.

Headline	Description	Silver	Gold
Privacy	Call ID Blocking	Yes	Yes
	Block anonymous: Calls/Divert/Reject/Divert to voice mail	Yes	Yes
No Not Disturb	DND	Yes	Yes
	Place caller on hold	Yes	Yes
Call transfer	Attended/Unattended/Blind	Yes	Yes
Call Divert	Always/Busy/No Answer	Yes	Yes
Call Forwarding	Always/Busy/No Answer/Sequential/Parallel/Overflow PSTN, AA, CQ, VM.	Yes	Yes
Extension Dialling	Short code dialling	Yes	Yes
Last Caller	Last caller/Spoken call history	Yes	Yes
Click 2 Talk	Click 2 Talk/Clipboard dialling	Yes	Yes
Music on hold	Music on hold/Music on hold selective	Yes	Yes
Call Pickup	Call pickup/Group pickup/Call pickup directed	Yes	Yes
Call Park	Call Park/ Call Unpark Bay	Yes	Yes
Network Failure	Network failure user/company	Yes	Yes
Call Waiting	Call Waiting	Yes	Yes
Busy Lamp Field	Busy lamp field/Line monitoring	Yes	Yes
Mobile Twinning	Mobile to desk phone	Yes	Yes
Voice mail	User/Group/VM to email/Directed VM/VM to SMS	Yes	Yes
Fax	Fax to email	Yes	Yes
Call Group	HG Pickup/Forwarding/Reporting/Sequential/Simultaneous	Yes	Yes
Address Book	User/Shared/Company	Yes	Yes
LDAP	Company Directory	Yes	Yes
Event Diary	Diary to email	Yes	Yes
Reporting & KPI	User/Group/Company	Yes	Yes
Call History	Calls made/Received/Missed/Search	Yes	Yes
Time based routing	Time based routing/Multiple calendar/Call management planner	Yes	Yes
Call Barring policies	User/Company	Yes	Yes
CLI Presentation Option	CLI selection on outbound calls	Yes	Yes

Headline	Description	Silver	Gold
3-way Call	3 Way Call	Yes	Yes
Call Queues	Call Queueing	No	Yes
Call Recording	Call recording	No	Yes
Auto Attendant	Auto Attendant	No	Yes
Extension Mobility	Hot Desking (Cisco 7800 & 8800 series only)	Yes	Yes
Phone Budding	Presence and Pop up screen	Yes	Yes
	Presence status and Away when Idle	Yes	Yes
	Directory with Company, private and external contacts	Yes	Yes
	IM service	Yes	Yes
	Calls and Presence status	Yes	Yes
	SMS	Yes	Yes
	Send alerts to your contacts	Yes	Yes
	Email	Yes	Yes
	Call Divert	Yes	Yes
	Call Forward	Yes	Yes
	Web portal access	Yes	Yes
	Call history	Yes	Yes
	VM retrieval and playback, Callback	Yes	Yes
	Faxes	Yes	Yes
	Call recording retrieval, download and storage	Yes	Yes
	Clipboard Dialling	Yes	Yes
	Click to dial	Yes	Yes
	Skype For Business	Yes	Yes
	CTI Integration: Salesforce, Sage Act, Outlook, Zoho	Yes	Yes
Phone Buddy Enhanced	Presence based integration across devices (Ringing, On a Call, DND)	Optional	Optional
	Call Control Telephony (Answer, On Hold, Transfer)	Optional	Optional
Diagnostic	Phone status/System Diagnostic	Yes	Yes
Miscellaneous	Pin Protected Outbound dialling	Yes	Yes
	Outbound calling using alias	Yes	Yes
	Broadcast call (Yealink & Cisco)	Yes	Yes
Web-Portal Access	User/Administrator	Yes	Yes
Wallboards	Call Overview/Inbound/Outbound/Agents Inbound/Queued calls	Optional	Optional
Softphone	PC, Mobile app (we recommend Bria)	Optional	Optional
Video Call	Polycom, Yealink, Panasonic (check for supported handsets)	No	Yes
Conference Bridge	Conferencing facility	Optional	Optional

CLOUDTALK FEATURES.

CloudTalk is a hosted, cloud telephony service that is easy to use and simple to configure - a virtual PBX. Calls are made and received over a voice-over-internet broadband connection, and you configure and monitor your phones through a very straightforward web portal.
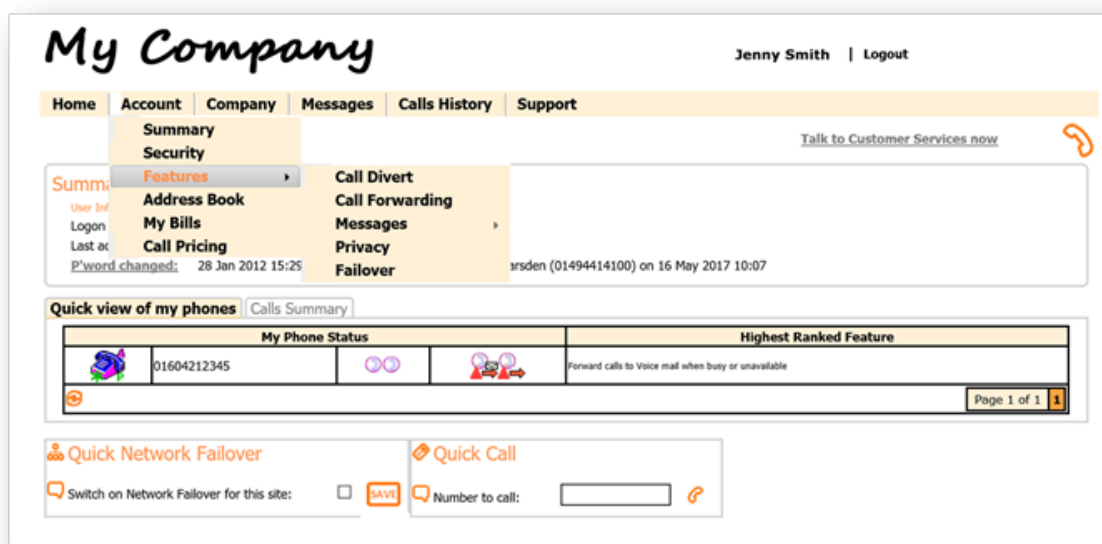
The Administrator Portal

The Administrator Portal enables you to manage your system. This is where you:

- Create user accounts and assign numbers to users
- Create corporate telephone directories
- Create Call Groups
- Upload music files for Music on Hold
- Activate Call Queuing (Gold subscription)
- Set up Call Recording (Gold subscription)
- Set up Auto Attendant (Gold subscription)
- Activate Time-based Routing
- Set any call barring policies
- Set different presentation numbers
- Monitor telephone usage and performance
- View and print performance reports

Company Address Book

Every user can create their own personal contacts directory. The Company Address Book feature allows administrators to create two additional telephone directories that are automatically available to all users on the system.

The Internal Directory provides contact details for all the users on your telephone network. The Shared Contacts List is an optional directory that can be used for other telephone numbers or contacts that users might find useful.

Call Groups

Call Groups can be used to create either a group of users that can pick up each other's calls (Call Pickup) or a group of users that have calls to a specific number distributed between them (Call Forwarding). Up to 250 Call Groups can be specified.

Music on Hold

This feature allows you to provide Music on Hold for all or just specified phones. You can choose from a list of music files available from the portal or upload your own approved tracks.

Time-based Routing

Time-based Routing enables companies to configure individual phones and voicemail messages for different times of the day or week. The schedule automatically routes inbound calls in specific ways for particular days or periods, eg lunchtimes, out-of-hours, weekends, holidays etc.

Administrators can use the feature to route calls to specific internal or external phones, call groups or voicemail boxes for each designated period in the schedule, and to create a library of voicemail messages to suit those occasions.

Call barring

Administrators can set Call Barring criteria for individual phones or for all phones on the company network. Options include: barring all calls from being received or made; barring calls to international or premium rate numbers, and barring calls to 118, 0844 or 0871 numbers.

Presentation numbers

This feature allows administrators to set an alternative (ie corporate) telephone number that members of the public will see when they receive a call from a phone on the company network.

Performance reports

The system's automatic call metric reports help administrators to monitor their call management policies.

The reports cover outcomes (calls answered, missed or forwarded to voicemail); performance (time to answer) and volume of calls across days or weeks.

As well as reporting across all the phones on your network, you can also create call reporting groups to monitor performance on specific groups of phones. Reports can be printed or saved as pdf files.

CLOUDTALK PHONEBUDDY.

The CloudTalk PhoneBuddy puts the power of the CloudTalk phone system at your fingertips. PhoneBuddy is a powerful app for Windows PCs and laptops. It runs in the background to provide easy access to the CloudTalk user features without having to log on. It also delivers screen popups when new calls, voicemails or faxes come in, and a range of additional communication. methods.

Additional ways to communicate
- By Text message and Alerts - with popups when they arrive.
- Through Instant Message chat sessions with colleagues.
- Via the Presence feature which shows colleagues if you are currently on-line or off-line.
- With easy access to internal and shared Address Books – and with the option to Email instead of calling or texting.
- Using your contact directories on Salesforce, Zoho, Base, Dynamics and other external CRM systems, as well as from Windows Outlook.
- Call Number and Clipboard dialing - type a number or simply highlight and copy it to the clipboard from web pages and on-screen documents.

Quick, easy, convenient
The floating dashboard means that you can keep CloudTalk PhoneBuddy on your screen, positioned where you want it.
The dashboard shows your phone activity for the day, so you can always see what calls you need to return, what voicemails you need to listen, and what texts and alerts you need to read.
You can use the dashboard to update your presence, add contacts to your address books, add speed dial numbers, and make, answer, transfer, hold and hang up calls.
It even lets you divert your phone to another number or voicemail when you're on the run.

CloudTalk PhoneBuddy comes with Skype for Business integration as standard, allowing you to synchronise your status across the two applications.
CloudTalk PhoneBuddy is available as standard for all subscription holders.

GOLD SUBSCRIPTION.

Auto Attendant, Call Recording and Call Queuing features are all included in the CloudTalk Gold subscription.
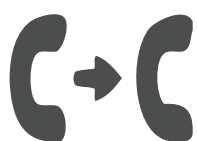
Auto Attendant

Auto Attendant allows callers to be automatically transferred to an extension without the intervention of an operator or receptionist. You can create a library of recorded greetings and / instructions, and up to 125 individual menus and sub-menus which can be applied to Gold subscription telephones.

Greetings can be recorded separately and uploaded to CloudTalk; they can be recorded from a network telephone, or through CloudTalk's state of the art text-to-speech module, which generates a female Scottish voice.

The Auto Attendant Menu Wizard guides new users through the process of creating new menu templates.

Call Recording

Call Recording allows companies to record external and/or internal calls on all or specific company phones that have a Gold subscription.

For each phone number, you may choose to record all calls or a specified percentage of calls, and whether you want to record just external or both internal and external calls. A search facility allows the Administrator to retrieve any calls that need to be reviewed or downloaded.

Call recordings are stored securely online for six months. After this period, they are automatically deleted, although auditable records of all call recordings are kept online indefinitely. CloudTalk includes a facility to ensure that downloaded call recordings have not be altered or tampered with in any way since they were initially downloaded. Even if a call recording has been deleted from online storage, its online record includes its checksum value.

The bulk download and bulk delete facilities help administrators to minimise any unnecessary call storage costs.

Call Queues

Call Queues hold incoming calls if there are no free operators to direct the calls to. With CloudTalk you can create up to 50 call queues and choose music to play to a waiting caller:

- Define the maximum number of calls for a queue and what to do with new calls after this number is reached (eg busy tone)
- Set how long callers wait in a queue and what happens after that time (eg divert to Voicemail)
- Choose or create your own introductory message and set how many times this and progress messages are repeated while the call is in the queue.
-

The System Administrator can monitor the calls waiting in a chosen queue. They can also move important calls up the queue; move calls down the queue, and "expire" calls from the queue – ie forward them direct to Voicemail.

The automatic reporting module generates two Call Queue reports, which can be viewed, downloaded and / or printed. The Call Queues Ratios report shows the percentage ratio of queued to non-queued calls and call time. The Call Queue Volume report shows the queue length and wait times across a specified day or week.

Video Calling

CloudTalk works perfectly with the new generation of video phones from Panasonic, Polycom and Yealink. The CloudTalk Gold subscription allows you to see, as well as hear, your telephone conversations with other video phone users on the CloudTalk network and make the most of these high-end handsets.

Supported devices include the Panasonic HDV430, the Polycom VVX500 and VVX600, and the Yealink TG49G, VC110 and VC120 conferencing units.

ADDITIONAL OPTIONS.

Wallboards

The CloudTalk Wallboard Subscription harnesses the power of your Call Groups. Wallboards display real-time call statistics across a group of phones, allowing Call Group members to monitor and respond to real-time performance issues. The feature generates four reports, which can be displayed on a wall-mounted plasma or LCD screen:

- Calls overview – the number of incoming calls, answered calls, outgoing calls, lost calls and average duration both as a group total and by team member.
- Inbound calls – the number of incoming calls, answered calls, lost calls, queued calls and ring duration both as a group total and by team member.
- Outbound calls – the number of outbound calls, average duration and maximum duration both as a group total and by team member.
- Queued calls – the average queue time, maximum queue time, queue limit breaches, timeouts and the number queuing now both as a group total and by team member.

Fax Subscription

CloudTalk automatically converts incoming faxes to email as a standard feature, but an CloudTalk Fax Subscription is ideal for companies who also want to send faxes and prefer a dedicated number for their fax machine. The Fax Subscription also automatically converts incoming faxes to pdf files and sends them to a specified email address, making faxes easy to file and archive as digital records and saving on the costs of fax machine consumables.

PhoneBuddy Enhanced

The Enhanced PhoneBuddy Subscription allows you to add additional features to the standard CloudTalk PhoneBuddy. These allow users to monitor colleagues' presence-based status, showing whether they are on a call, ringing or have Do Not Disturb set.

Conference Calling

The CloudTalk Conference Bridge Subscription allows you to make the most of Cisco, Polycom and Yealink's audio conference end points. The Conference Bridge Subscription gives you a dedicated number for your conference calls and is ideal for small to medium-sized groups. Supported devices include the Polycom Duo, IP5000, IP6000 and IP7000, the Yealink CP860, and the Cisco 7832.
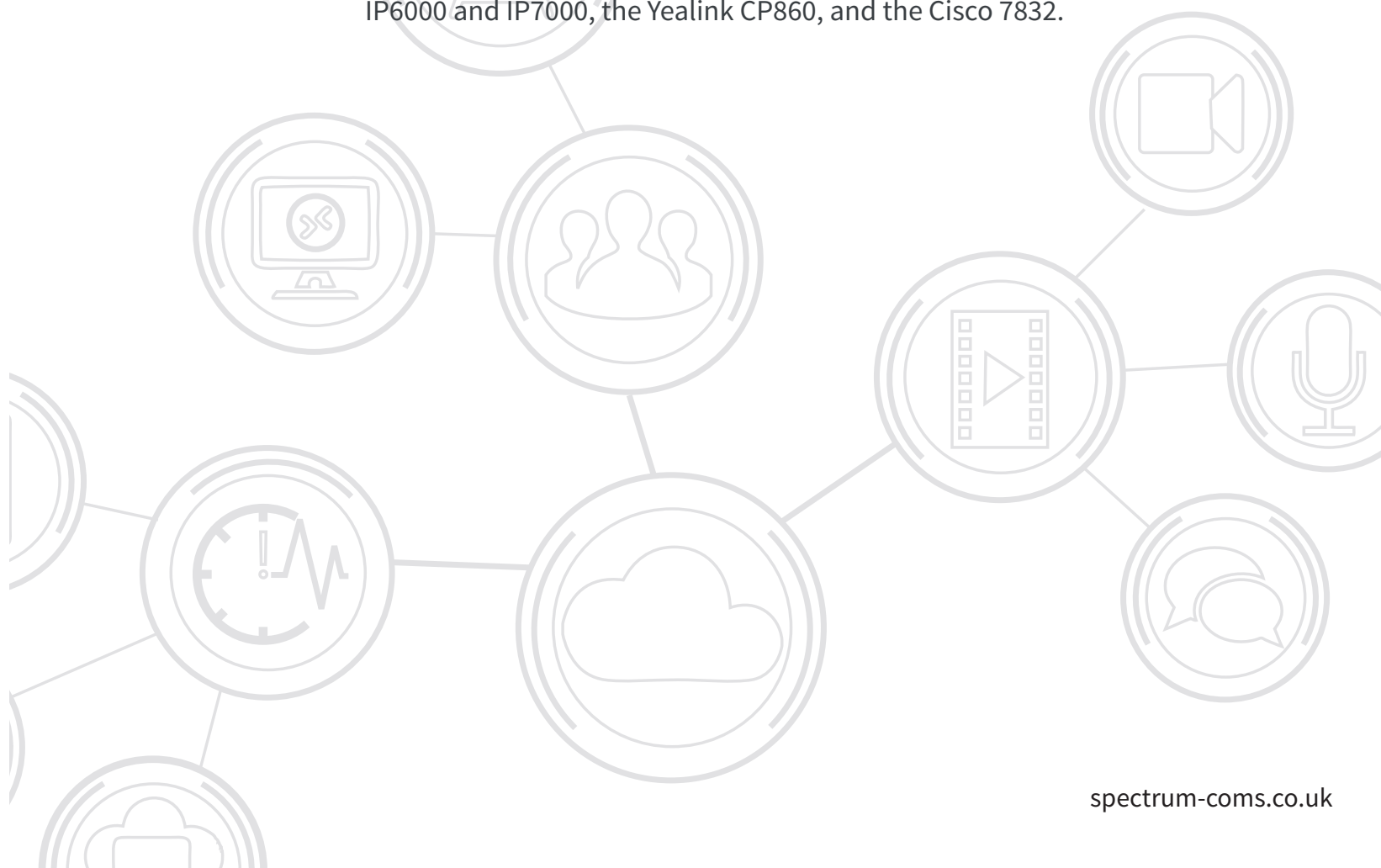
HANDSETS & HARDWARE.

From entry level handsets to all-singing and dancing executive video phones – with CloudTalk you have a wide choice of handsets to complement your network.

YEALINK

T19P-E2 – IP Phone
1 SIP Acct, 10/100, POE

T21P-E2 – IP Phone
2 SIP Acct, 10/100, POE

T23G – IP Phone
3 SIP Acct, 2 X G Ports, POE, 3 BLFs

T27P – IP Phone
6 SIP Acct, 2 X 10/100, POE, 8 BLFs

T29G – IP Phone
16 SIP Acct, 2 X G Ports, POE, 10 BLFs

T40P/S – IP Phone
3 SIP Acct, 10/100, POE

T41P/S – IP Phone
6 SIP Acct, 10/100 POE, 6 BLFs

T42G/S – IP Phone
12 SIP Acct, 2XG Ports POE, 12 BLFs

T46G/S – Color Phone
16 SIP Acct, 2XG Ports POE, 16 BLFs

T46G/S – Color Phone
16 SIP Acct, 2XG Ports
POE, 16 BLFs

T48G/S – Color Touchscreen Phone
16 SIP Acct, 2XG Ports
POE, 16 BLFs, USB

DECT Handsets

W52P – Wireless
DECT Phone

W56P – Wireless
DECT Phone

Conference Phones

CP860 – Conference
Phone

Video Ranges

T49G – Video Phone
Touchscreen Phone 16
SIP Acct, 2XG Ports POE,
16 BLFs, USB, HDMI

VC110

VC120

CISCO

7811-3PCC – 1 SIP
Acct, 2X 10/100
Ports, POE

7821-3PCC – 2 SIP
Acct, 2X 10/100
Ports, POE, 2 BLFs

7841-3PCC – 4 SIP
Acct

8811-3PCC- 5 SIP
Acct, 2XG Ports
POE, 5 BLFs

7861-3PCC – 16 SIP
Acct, 2XG Ports
POE, 16 BLFs

8841-3PCC – 5 SIP
Acct, 2XG Ports
POE, 5 BLFs

CONTINUITY.

Spectrum CloudTalk can keep your business running even in the event of an outage or a major disaster.

Connectivity

CloudTalk is a particularly stable Voice Over IP platform, however reliable access to the platform does depend on the IP connection being used.

We offer a range of highly resilient IP connectivity options including FTTC, Ethernet and Leased Lines supported by guaranteed SLAs specifically designed for mission critical services.

Your Spectrum consultant will be able to advise you on the most appropriate solution for your unique requirements.

Failover

In the event that your connectivity fails, Spectrum CloudTalk provides a failover function.

This allows you to specify an alternative non-network (i.e. external or mobile) telephone number to which your calls will be diverted. The feature can be activated in the User Control panel on the web portal if an unaffected computer is available, or by calling a specific telephone number from a landline or mobile phone.

For security purposes, your telephone number and PIN number will be needed if you attempt to activate failover by phone.

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DEPLOYMENT.

Provisioning & Installation

Once an order for Spectrum CloudTalk is recieved we firstly complete a site survey to ensure the necessary cabling and infrastructure is in place within the building.

The order is then passed to our implementation team who co-ordinate the installation including:

- Order and arrange the installation of a data circuit (if required).
- Pre-configure IP telephones and any other hardware prior to installation.
- Set up pre-defined call routing plans, hunt groups, extension names and numbers.
- Arrange the port of any existing telephone numbers into the cloud.
- Install IP telephones and test.

Account Management

Our role is to simplify your life and we expect to be your best supplier. We are committed to supporting you and making your life as easy as possible.

Working together with the Client Services and Technical Services Teams your Account Manager will carry out the following:

- Regular site visits to review account
- Arrange dispatch of new equipment
- Work progress updates
- Resolve invoicing queries
- Amend billing details
- Independent recommendations and industry insights

BILLING.

Billing

We know that it can be hard to keep track of all your telecoms costs so to make it as easy as possible we offer an online billing portal known as SpecBill.

The SpecBill portal allows you to view and download a comprehensive breakdown of all your services and call charges against each cost centre.

You can also use the portal to focus on spending habits across individual phone lines and monitor month by month trends.

WHY SPECTRUM

We aim to provide our clients with the freedom to choose a truly tailored solution from a comprehensive and powerful ecosystem of next generation applications.

Services

- Unified communications
- Managed private networks
- Cloud and hosted services
- Enterprise mobility
- Real time security

Commitments

Customer Service Excellence

Customer satisfaction is our highest priority. Our business is all about our customers and we are committed to giving the very best service possible.

Expertise and Knowledge

Unbiased consultation with experienced people.
It's the expertise of our people that will support your business and help you accomplish your objective. We work closely with our suppliers to ensure you're always kept at the forefront of technology.

Commercial Stability

A company you can trust now and into the future.
At Spectrum, our strong and stable finances are based on careful management and nil borrowings offering long term security of service to our clients.

VOICE   **MOBILE**   **HOSTED**   **DATA**

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