

# Vodafone Cloud Telephony Solution

The future is exciting.  
**Ready?**

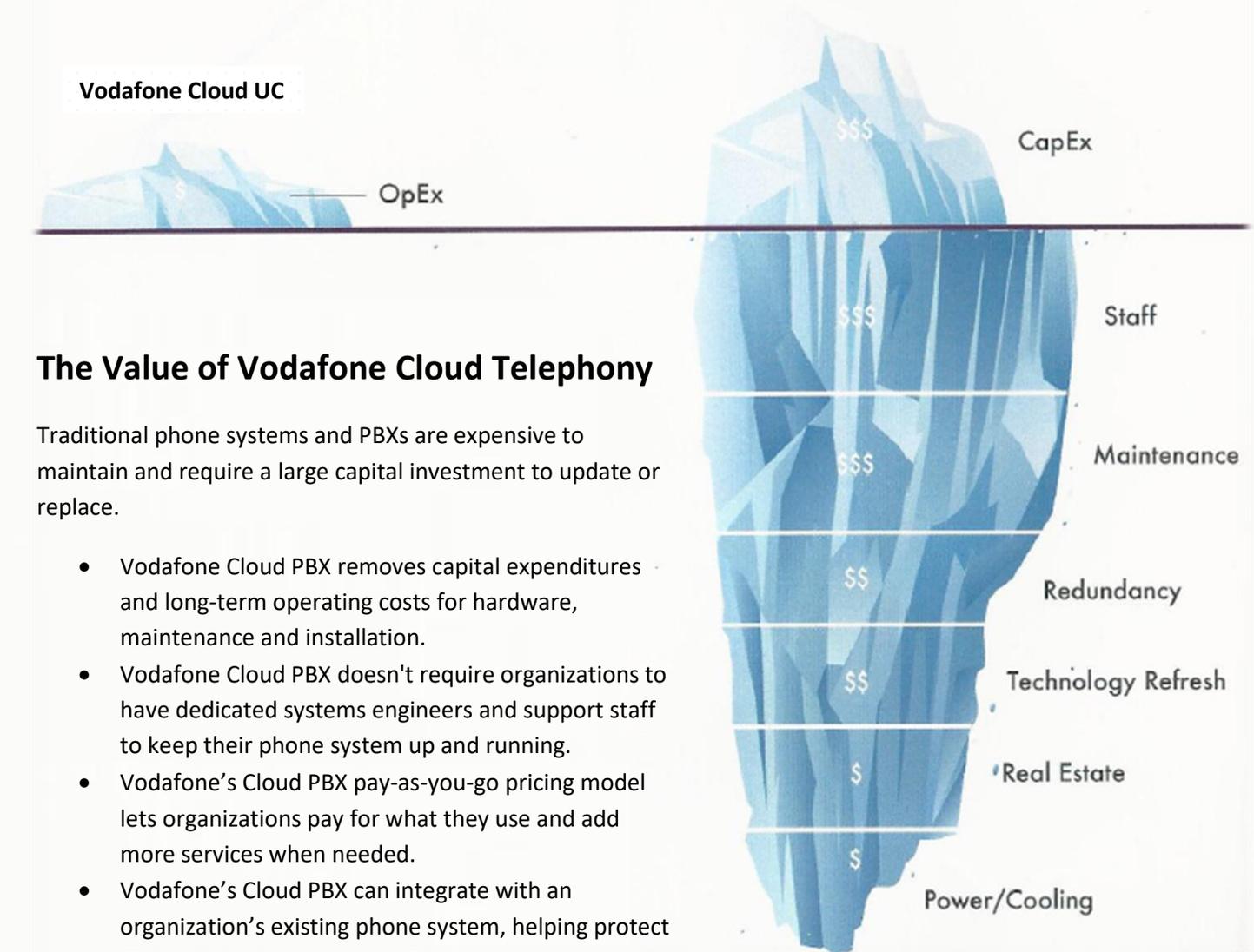


## Introducing Vodafone Cloud Telephony

Organizations of all sizes are moving their business-critical services, such as email, ERP and CRM, to the cloud because it is more cost-effective and flexible. They are moving their phone systems to the cloud too - and they are choosing Vodafone Cloud Telephony (Cloud PBX).

Vodafone delivers carrier-class Cloud Telephony and hosted business phone services with all the features organizations expect from a traditional phone system — plus unified communications, services such as instant messaging, mobile apps, video conferencing and more.

Vodafone takes all of the guesswork away by offering a cost-effective, pay-as-you-grow, service. It doesn't skimp on quality or features, it won't hurt the bottom line and it will continue to deliver innovative services year after year.



### Vodafone Cloud UC

OpEx

### On-Premises Solutions

CapEx

Staff

Maintenance

Redundancy

Technology Refresh

Real Estate

Power/Cooling

## The Value of Vodafone Cloud Telephony

Traditional phone systems and PBXs are expensive to maintain and require a large capital investment to update or replace.

- Vodafone Cloud PBX removes capital expenditures and long-term operating costs for hardware, maintenance and installation.
- Vodafone Cloud PBX doesn't require organizations to have dedicated systems engineers and support staff to keep their phone system up and running.
- Vodafone's Cloud PBX pay-as-you-go pricing model lets organizations pay for what they use and add more services when needed.
- Vodafone's Cloud PBX can integrate with an organization's existing phone system, helping protect their existing investments while layering on new services and features.

# The Benefits of Vodafone Cloud Telephony

The right cloud communications solution needs to be incredibly simple to use, and not require IT support. However, making Vodafone's Cloud PBX easy to use doesn't mean limiting its capabilities. From sophisticated mobile services to multi-media contact centers, Vodafone's Cloud PBX delivers tools that improve user productivity and customer engagement. It has the scale and administrative tools to support one location or one thousand; offering the same features worldwide. And Vodafone's Cloud PBX is ready for the long haul, built with the same proven equipment that drives millions of lines at service providers across the globe. Vodafone's Cloud PBX elements are anchored Vodafone's Data Center, offering piece of mind that Vodafone is ready for almost anything.

## Flexibility

Time - it's you and your team's most important resource. Vodafone Cloud PBX is designed to make users more productive wherever they need to work, in the office, in a home office, a hotel room, an airport or a coffee shop, Vodafone keeps users connected and makes them more responsive to co-workers and

## Mobility

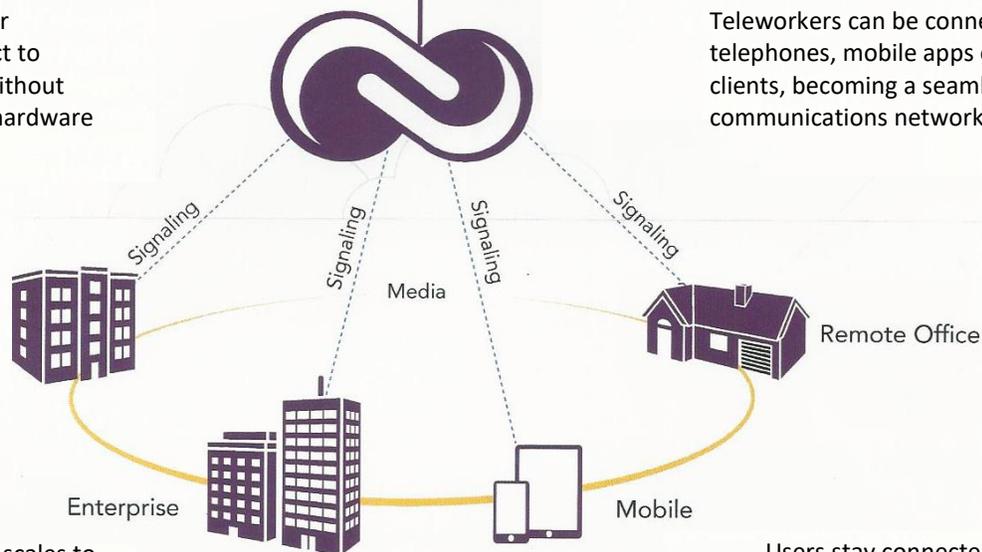
Imagine a unified communications solutions that allows one phone number to follow users wherever they go accessible from their desk, their smartphone, their tablet, or on their laptop; from anywhere with an Internet connection. This is Vodafone's Cloud PBX - your mobile office.

## Expandability

With traditional on-premises solutions, you often have to plan and pay for future growth long before you even need it. Vodafone lets you pay for what you need; adding, changing, moving users as needed. Opening a new office or store? With Vodafone Cloud UC, there are no hidden hardware costs and you can manage all Locations from one account.

Users in branch offices or remote locations connect to Vodafone's Cloud PBX without the need for additional hardware or separate account

Teleworkers can be connected via telephones, mobile apps or computer clients, becoming a seamless part of the communications network.



Vodafone's Cloud PBX scales to meet the size of any organization.

Users stay connected when they are on-the-go using their smartphones and tablets. The iOS and Android apps act as their business phone using the same number and providing the Unified Communications features such as presence, instant messaging, conferencing and more.

## Vodafone Cloud PBX

Looking for a business phone service that defies the traditional definition by delivering a full suite of communication tools? Vodafone's Cloud PBX provides the flexibility you need to jump right into cloud communications or slowly migrate away from your existing solution.

The best part is that Vodafone's Cloud PBX does all of this without customers having to install or maintain special telephony equipment and infrastructure. A user-friendly web portal allows organizations to easily add, remove, and update users without special training or IT staff.

Users get their phones, plug them into the network, and are ready to start working. With the same phone number, Vodafone's Cloud PBX extends the capabilities of the phone system to smartphones, tablets, Windows and Mac clients, or even a web browser. Users gain the flexibility to choose how they want to use Vodafone regardless of whether they are in the office, on the road or working from home.

### The Most Phone Choices

Leverage the power and flexibility of the Vodafone Cloud Unified Communications service on a wide variety of industry standard, SIP-based business phones. Unlike some of our competitors, Vodafone doesn't try to lock you in with proprietary hardware or costly licenses: simply choose a SIP-based phone that meets the needs of each member of your team. Select the right device for each work environment: a speakerphone in the conference room, an attendant console for the receptionist, or a video-enabled display phone for an executive. No matter which phone you choose, Vodafone will make it a powerful communication and collaboration tool.



### Works Right Out of the Box

Vodafone Cloud UC provides Zero Touch Provisioning with supported Yealink phones. This means there is no IT requirement when installing phones. Simply provide the phone power and plug it into the network: Vodafone Cloud UC automatically configures the phone.

## Traditional Business Voice Services

- HD Voice Quality
- Voicemail
- Find Me/Follow Me
- Assistant Console (Boss/Admin)
- Assistant Support / Boss Controls
- Attendant Console
- Call Center/Hunt Groups
- Conferencing

## Advanced Features

- Call Grabber
- UC Collaboration
- Audio Conferencing Bridge
- Video Conferencing
- Presence/Instant Messaging
- Smartphone/Tablet Presence & Calling
- Web-based, Computer-Based and Mobile End-

## Take the Office with You

Vodafone's Cloud PBX not only delivers carrier-class telephony throughout the office and enterprise, it also enables employee's on-the-go to stay connected. Feature-rich apps for both iOS and Android connects smartphones and tablets to Vodafone's telephony conferencing, and collaboration services providing an in-the-office experience from virtually anywhere.



Vodafone Cloud PBX Apps for iOS and Android

### One Phone Number Simplicity

The demand for mobile enterprise communications is growing at record speeds as more of the workforce is working on-the-job or from remote offices. It's hard for organizations to keep users connected, to provide duality phone services and deliver advanced collaborative tools. Vodafone solves this communication gap by giving organizations the ability to deliver feature-rich telephony and unified communications services directly to smartphones and tablets over Wi-Fi and 3G/LTE. With Vodafone, users have just one phone number that can simultaneously be used by a desktop phone as well as clients for Windows, iOS, and Android - making it easy to work from anywhere.

### One Business Directory with Presence & Instant Messaging

Vodafone provides a single business directory that provides presence information and instant messaging. Easily see who is online, on the phone, away, or offline. Presence is built into every Vodafone smartphone app, making it easy to see everyone's status and send them an instant message or make an audio or video call with just one touch.

### Call Grabber

#### Take your call with you

We have all been in the situation where we are on a phone call at our desk but needed to leave and either had to leave the call, missing important information or had to be late for the next appointment. Call Grabber lets users take the call with them. One click and the call is grabbed from the desk phone and transferred to the App, quickly and seamlessly. Easily grab the call again from your desk phone or other Vodafone Cloud PBX client.

### Easy Conferencing Calls

The Vodafone Cloud PBX, iOS and Android apps are integrated with the Vodafone Meet Me conferencing service. Any time you host a call you'll see the names or caller-ID of each participant that joins for (leaves) the conference. You'll never wonder if someone is quietly listening in or waste your time taking a roll call or find out that 'Bob' has dropped only after calling



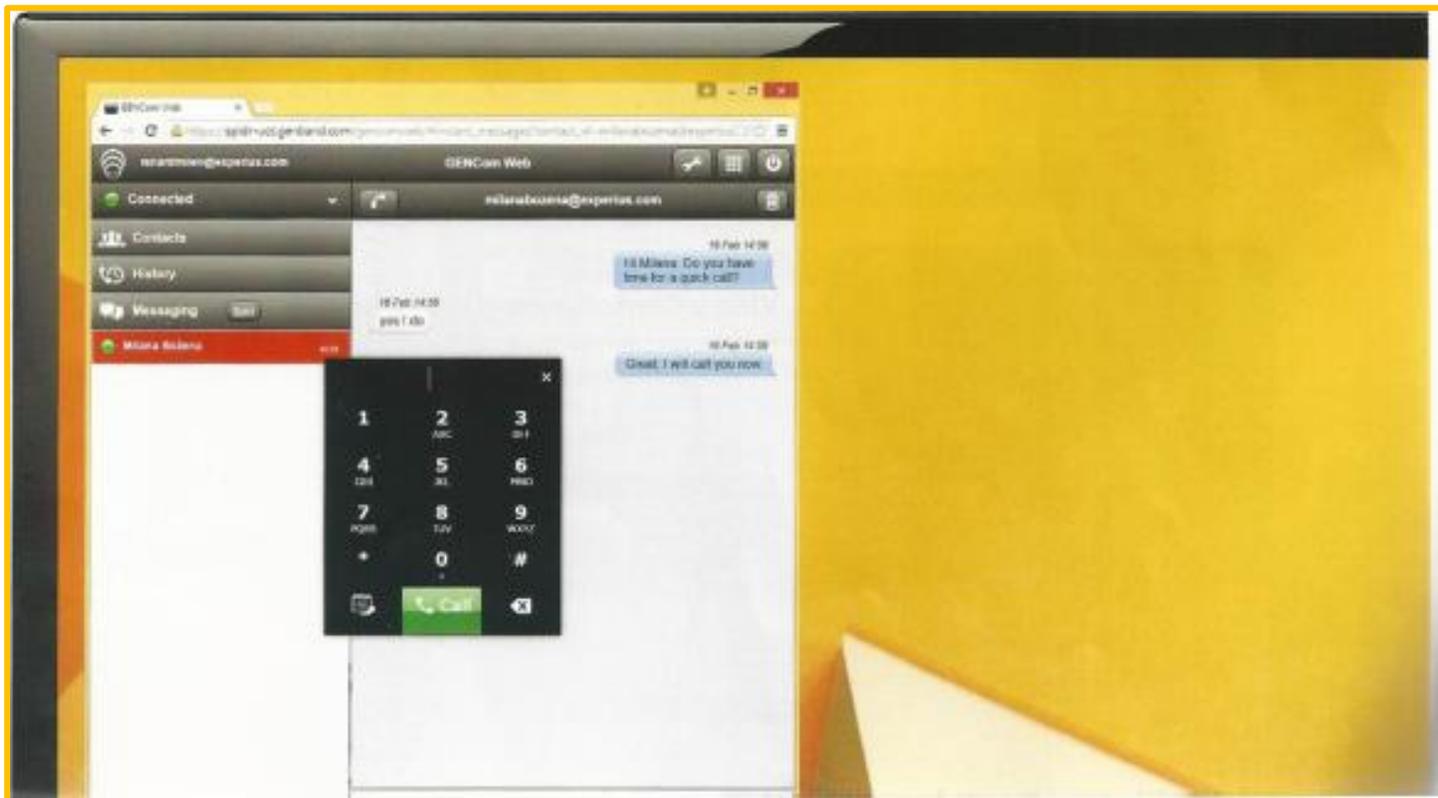
Vodafone Cloud PBX App for iOS

## Phone and UC Services Without the Desk Phone

Vodafone's Cloud PBX PC and Mac clients can replace or complement a traditional business phone. Use them in the office, in a home office or on the road; anywhere you have your computer and Internet access you have a complete unified communications experience (an office VPN connection is not required). Find co-workers using the built-in corporate directory, see their presence status, send/receive instant messages and make/receive voice and video calls. The client shares your business phone number, even if you also have a desk phone and/or a mobile client. The Windows client also includes a communication toolbar for Outlook and is supported on Windows tablets with touch

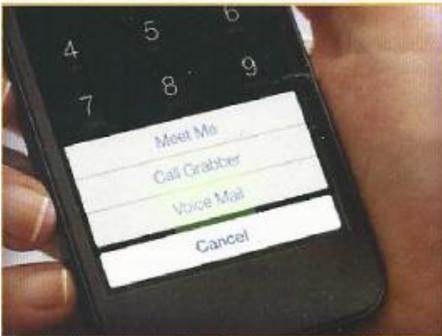


### Vodafone Cloud PBX Client for Web



# Bring Teams together in Real-Time from anywhere

Even as we all carry more connected devices it can be harder than ever to get your team together to share information and get decisions made. Vodafone helps cut through the clutter with simple tools that any can use to collaborate with co-workers and business partners. Vodafone communications clients provide transparent access to your office phone number on popular PCs, Macs and mobile devices. Presence shows who is available and the Meet Me Conferencing Service is always ready to host a collaboration session. Vodafone provides a unified directory and integrated access to conference services so it doesn't take longer to start a conference than to discuss the topic at hand. As the host you'll see who has joined and left the conference without constant interruptions. Vodafone helps you get more done.



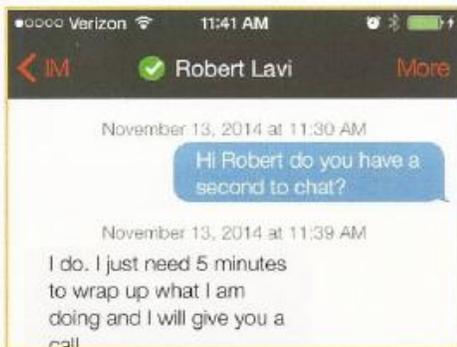
## Conference Calls made Easy

Vodafone Cloud PBX Meet Me conferencing is a breath of fresh air; every user gets their own dedicated access code that is always ready to use-no scheduling steps, no rotating access numbers. Better yet, Meet me is tightly integrated into all Vodafone clients so moderators can see who is joining and leaving their call, no distracting announcements (can be enabled as a preference) no unannounced listeners.



## Real-Time Presence information

Vodafone Cloud PBX clients and apps can help your organization reduce delays and increase productivity by providing real-time presence information of users. By seeing if their colleagues are "Available", "On the Phone", "Out of Office", or "Offline" users can take the most effective approach to contacting them.



## Have a quick chat with IM

Sometimes users need to ask each other quick, time-sensitive, questions but don't want to risk them getting lost in an email or voicemail black hole. Other times, users need a clear back channel to share information without interrupting a phone call...Vodafone's Cloud PBX desktop, smartphone, and tablet clients not only provide quality communications services, directory services, and presence information, but also allow users to instant message quickly and easily.



## Video Conferencing Made Easy

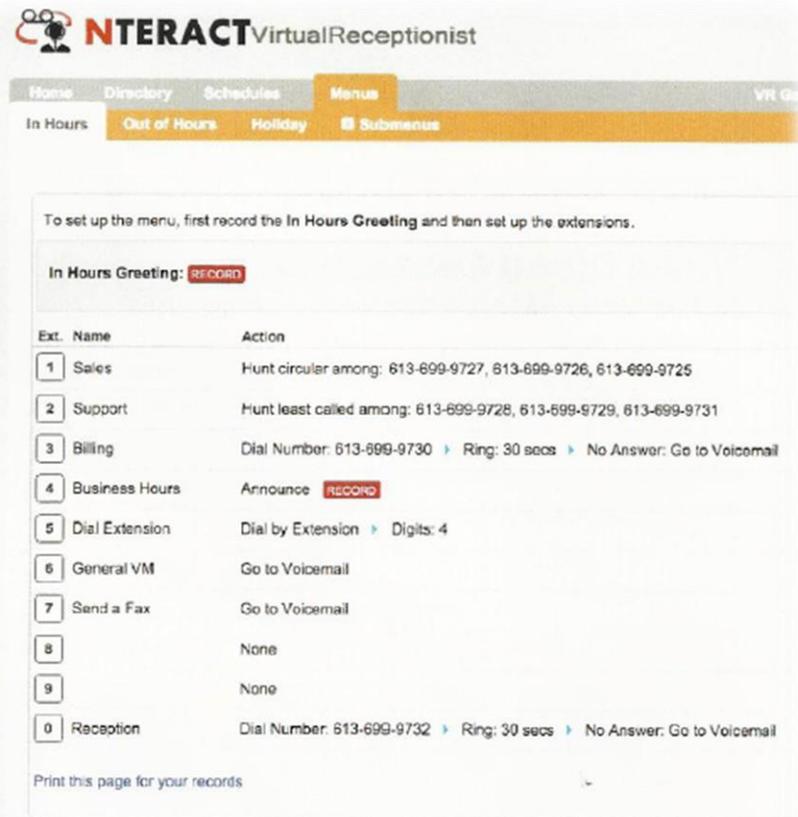
People can't always get their point across with just words. Your unified communications solution needs to support video. Vodafone Cloud PBX clients and apps offer one-click video conferencing letting your users communicate visually. They can easily switch between instant messages, voice calls, and video conferences.

## Be Sure Every Call to Your Business is Answered and Routed Efficiently, Day or Night

The Vodafone Cloud PBX Virtual Receptionist can be your organization's primary answering point or supplement a live receptionist ideal for high-volume call environments or after-hours and overflow call routing.

An intuitive web portal makes it easy to define menu structures and routing selections. Multiple schedule options simplify call management at different times of day, day of the week and during holidays.

The Vodafone Cloud PBX Virtual Receptionist can easily manage large volumes of incoming calls and provide multiple levels of call handling



## Stay Focused – Vodafone Cloud PBX Will Take a Message

There is nothing revolutionary about voicemail, but that doesn't mean it can't be better than you expect. Vodafone's Cloud PBX offers voicemail as well as fax messaging, from one number; making it easy to stay focused on the task at hand. Vodafone's Cloud PBX offers far more than just traditional touch-tone commands; a web portal, email and mobile access (optional) make it easy to re-connect. Optional transcription (voice to text) makes it easy to read and respond to messages without ever picking up the phone. Vodafone Cloud PBX voicemail can also be purchased as a separate service, an ideal solution for large organizations that want to extend the life of their premises-based PBX and don't want to invest in a replacement for their end of life/support voicemail system. Vodafone Cloud PBX integrates with most PBXs and its cloud economics mean you'll typically pay less for Vodafone mailboxes than maintenance costs for your outdated v-mail system. Pay Less - get more, that's Vodafone.



Vodafone Cloud Visual Voicemail iOS and Web