

Exchange Communications Limited Company Brochure 2009



Exchange Communications

The Company

Exchange Communications Ltd was established in 1990 and has grown to become one of the most successful independent telecommunications companies in the UK.

The company was created to satisfy a growing demand for innovative communication products and dependable maintenance that meets individual needs and provides sustainable solutions that exceed customer expectations time and time again within its client base within the UK, Europe and Americas.

Exchange is able to offer a range of solutions, from single office telephone systems to complex multi site and call centre configurations and networked communication solutions. All are designed for ease of use and are modular. Add to this the introduction of VoIP and the convergence of voice and data, and we can truly say we supply our clients with solutions that **"Enable Businesses to Excel"**.

Our Philosophy

Our philosophy has remained the same since formation:

"To provide all business users with total communications solutions in accordance with their individual needs".

Exchange will assist you from initial consultancy through to installation and after sales support. We provide a one-stop telecommunications solution that gives your business the opportunity to maintain its vital competitive edge.

For over 19 years, **Exchange Communications** has never failed to deliver a bespoke communications solution to a customer.



What We Do.....

The correct communication system is a major factor of any business success. It will make you stand out from your competition by delivering your customers superior service by handling enquiries efficiently and giving you a basis for increased sales and productivity.

We supply a full range of telecommunications systems and services, offering affordable solutions for every business.

How We Do It.....

We work closely with our customers to ensure that all business requirements are fully captured and satisfied throughout. From initial consultancy we project manage your solution to ensure a smooth transition of services to the completed installation, support, training and maintenance.

Solution Partners

By combining our expertise and innovative ideas with the products and services provided by our partners, we can create real business propositions that solve real business issues.

Our partners include global leaders such as **Avaya, BT, thus, Gamma and Plantronics**. The complimentary power of our partners combined with the quality and passion of our own team provide a unique resource for your company.

Our Service Offerings

Our People



Our staff is our greatest asset and we have a fully trained and specialised team of Sales, Customer Support and Maintenance Engineers to look after our customers requirements throughout the world.

We believe that the calibre of our people is fundamental to the quality of our services to our customers. Investing in our staff is a high priority for us and as such, we have been awarded the UK's "Investors in People" Award in acknowledgement of these standards.

Whatever your requirements – our staff are on-hand to help.



Supporting Your Business

Our communication solutions need to be adding value to your business at all times. To ensure this we provide the full spectrum of support services you need to successfully plan, implement and administer our solutions. You can also rest assured that these services are being provided by some of the best teams in the industry. Once your system is up and running, you need to be able to rely on it.

Nothing is more important than making sure that it stays available to you day in day out. That's why we invest so significantly in our customer support services.

- **Consultancy** – Our business consultants will take time to listen, learn and understand your business. Through this focus we can interpret your business vision and strategy and translate this into solutions that really work for your business.
- **Project management** – Our experienced in-house specialists will provide a comprehensive and tailored project management service taking into account your business needs, from concept right through to implementation and beyond.
- **Training** – Our expert trainers will empower you with knowledge to give you control of the information you require to manage your solution and respond to your day to day challenges.
- **Client management** – Our professional client management team will ensure that you benefit from individual attention from someone who understands your business as well as understanding ours.
- **Support Services** - We will work side by side with you to define a personal, proactive support programme that suits your specific needs. Drawing from our extensive selection of service and support offerings we can provide you with peace of mind. Our customer service teams and support systems are available to help with any aspect of the solution. You can contact us by e-mail, phone or fax, secure in the knowledge that our carefully managed systems will track and progress your query to a satisfactory conclusion.

We approach every customer relationship as a long term partnership, with a key focus on helping our customers achieve their business goals. Through adopting this approach we have been rewarded with customer loyalty, by understanding their business needs and providing reliable, flexible solutions together with responsive, knowledgeable ongoing support.

Consultancy

Tailored For You

Whatever your requirements, we provide a friendly and professional approach that puts your business needs first. Our tailored consultancy service enables us to deliver a unique solution to each customer we meet. This dedicated approach has made us a trusted supplier to our many satisfied customers.

Our team of highly-trained Consultants will discuss your individual requirements in-depth so that you can be sure you receive the best return on your investment and ultimately the best solution for your business.

Our recommendations are then presented to you clearly and factually in a Solution Proposal Document that outlines your requirements and the solution we recommend. When you are ready to move forward with the solution, we then assign a Project Manager to ensure a smooth transition of your new technology takes place.



Project Management

With You at Every Stop

We believe that effective project management is essential for the smooth transition of technology within your organisation. That's why we offer all our customers a dedicated Project Manager to guide the installation from start to finish; ensuring the system that goes live on completion day meets all your business objectives.

Dealing with one person who is fully involved in your installation, is vital for simplifying lines of communication, and assuring a swift and smooth delivery.

We Will Work With You at Every Stage

We will see the project through from start to finish. A typical installation will include these key steps:

- **Initial project orientation meeting:** We meet with you to identify the site, the configuration of the switch, feature plans, layout of equipment and feasibility, and a thorough inspection.
- **Demonstration:** We carry out a presentation of the equipment and project plan to all involved.
- **Business needs examination:** We will work with you to identify how you see the system working, and the customer service model you wish to provide. This is a key discussion, ensuring that we set up the system to best meet your needs.

- **Training schedules:** We will agree a training and development schedule for your staff. Training will help maximise your investment and ensure staff are confident in using the new systems.
- **'Go live' day:** We'll be on-site with you when the system goes live. The Project Manager, Engineers and Trainers are there to support you closely as you start to use the new technology. Most initial training is accomplished on this day, depending on your requirements.
- **Evaluation and evolution:** After installation, we will schedule a de-brief meeting, and also discuss the potential growth and development of the system and services. This meeting is held to make sure you're fully satisfied and establish your requirements moving forward.



Training

Give Your Staff the Know-How

We at Exchange Communications provide a professional training programme for both technical support staff and end users. We will work with you to provide tailor-made training, giving your people the confidence and skills they need to manage and operate the new systems to peak efficiency.

System Administration Training

Attendees are given a complete set of training materials, both to use during the training sessions, and to keep as future reference. Once they have finished their training, System Administrators will be fully equipped to assist in the transition to new products and to access and use all the features on the system. The System Administrator will also be able to manage and administer the system on an ongoing basis, performing moves, changes, and rearrangements via the administrative terminal.

Station User Training

We are committed to ensuring that everyone your business has the knowledge and skills to get the best from the new system. Voice terminal training provides users with all the skills to operate their station equipment and to access the state-of-the-art features of the system.

Working alongside the customer at all times We will be on hand to offer expert advice throughout the project. Only when you are entirely satisfied that all systems are in place will your Project Manager pass ownership of the project back to you.

Courses Planned to Work for You

Exchange Communications understand it is critical that the type of training an employer provides meets the needs of the business and its employees.

We also appreciate you have to train people for the right reasons. Certainly improved business performance is very important although good training will yield higher profits, reduced costs, employee retention, improved production and many more tangible, positive results.

Exchange will form a custom-built curriculum to ensure that you achieve the correct level of competency for your business.

Unquestionably Exchange can guide your business forward and form a strong business relationship for now and the future.



Installation

The foundation or backbone of any Voice and Data telephony solution is the quality of the network infrastructure.

Exchange Communications have a team of highly trained qualified engineers that can build simple but effective 5 user Cat5e/Cat6 networks up to 5000 or more user systems based on layer 3 switching products with redundancy, Gigabyte back bone and full CTI (Computer Telephony Integration). We will consult, advise, design, build, install and support your entire ICT operation providing a complete turnkey solution, tailoring our solutions to your needs by providing advice which is impartial and professional and meets your current and future requirements.

Maintenance

Cover When You Need It

We offer a comprehensive range of maintenance services to support your new system and provide you with the peace of mind that your communications will be available at all times.

Our Maintenance Options

Service Centre

Exchange Communications Ltd is proud to be one of the few Telephony companies with an ISO: 9001 accreditation for maintenance and customer service. Exchange Communications Ltd continues to invest in providing an industry leading service desk to manage all aspects of the support service offered.

Our Service Desk is manned 24 hours a day, 365 days a year, by experienced staff allowing you to log problems at any time and receive updates to any logged issues.

As part of our commitment to our ISO:9001 accreditation and to our client base, Exchange Communications Ltd hold hundreds of thousands of pounds worth of stock in our warehouse, giving our service personnel the ability to complete any service issue very quickly with our "off the shelf" capabilities.

At Exchange communications the service levels are tailored to the requirements of each individual customer, ensuring that the client has the very best support and very limited down time. The Service Desk can also manage such routine tasks as checking and monitoring Backup systems, and basic user account maintenance if required.

The service desk is very proud to announce that over the last 10 years Exchange Communications Ltd have never fallen below a 95% target in completing customers SLA`s (service level agreements) thus ensuring that our clients systems are functional and continuing to do business as quickly as possible. Exchange Communications Ltd has also been awarded Avaya's highest level of customer service support.

"We believe none of our competitors can offer a more comprehensive support service"

Site Surveys

At Exchange Communications Ltd we believe that it is very important that a site survey be performed by the project manager or the senior engineer in charge of the project.

The main purpose of a site survey is to prevent surprises and limit the risk of unforeseen costs or implementation problems ensuring the smooth running of the client's project.

As part of our ongoing commitment to our clients all site surveys are free of charge and are not included in any customer proposals.



Managed Services

At Exchange our focus is clear: to provide customers with the most efficient and effective solutions in voice and data network telephony.

For a single source of support for your communications needs, then **Exchange Communications** can provide a unique Managed service that combines all your data & voice onto **one** fixed contract cost. This is ideal for growing companies spread over multiple sites, managing business costs, improving efficiencies and allowing a better return on investment.

Exchange Communications not only provide a Managed Service tailored to your needs and budget, but it also helps you to achieve your business objectives.

Some of the benefits customers can realise from an **Exchange Managed Service** are:

- The ability to focus on core business activities and the achievement of business goals.
- Reduced 'down time' as a result of proactive monitoring and improved service levels.
- Immediate savings on communication costs.
- Consolidating all data & voice products into one fixed monthly bill.
- Seamless and transparent changeover from BT – staying on the same Tier 1 network, but at a reduced cost.
- One escalation procedure.
- Reduced capital and overhead costs.
- Reduced training and HR overheads.
- Rapid deployment of new technologies.
- Keeping your data and systems secure.
- 24/7 - 365 days per year direct access to technical expertise available.
- Shared risks and responsibility.
- Improved capacity planning through constant proactive analysis.



Exchange Communications enables businesses to deliver first class solutions by providing a full range of managed services:

- SIP Direct (IP Direct Connect, free calls between sites, lower cost calls, DDI, CLI as standard – all over existing IP network).
- Bespoke call rates to save money over your existing provider.
- Voice & data circuits.
- Private circuits
- Virtual numbers (geographical Independence).
- High Speed Broadband (ADSL Max & SDSL – speeds up to 8meg)

exch@nge broadband

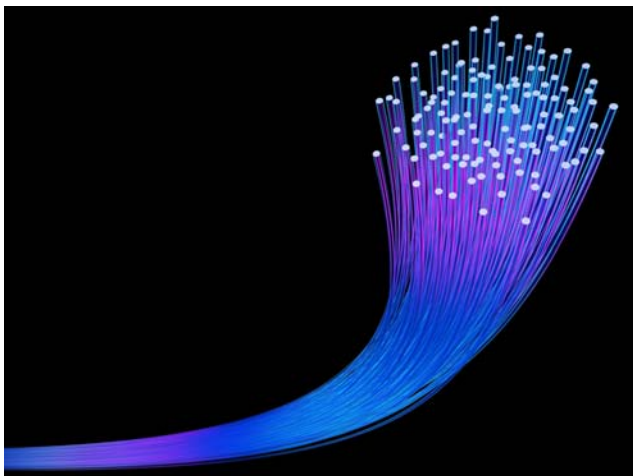
Welcome to our exciting new offering for all businesses, to complement our Managed Services portfolio. We always wanted to offer our customers broadband services, but our main criteria was not to offer just another run of the mill broadband service that so many other ISP's provide, but a best of breed service.

Exchange Communications are now proud to offer a wide range of business grade engineered broadband products with guaranteed contention ratios and very competitive pricing. In our ever evolving market place VoIP, SIP and of course high speed data are more important than ever, engineered broadband eliminates high priority packet loss, jitter and latency giving superb quality.

Please try our service and experience for yourself the difference our business grade engineered broadband can bring to your systems and your business.

ADSL

We offer 'always on' connectivity across a multi-million pound, fully resilient network. We offer both Office and Homeworker packages, supported by a dedicated technical support team.



Homeworker:

- 24 x 7 unlimited Internet access
- Up to 500/1000/2000/8000 Kbit/s download speeds
- Up to 400Kbit/s upload speed
- Minimum throughput 20% of rated bandwidth (up to 2000 Kbit/s)
- Minimum downstream throughput 600K of rated bandwidth for MAX
- Up to 8 static IP addresses
- No proxy servers
- Fully redundant network with multiple pops and extensive peering

Home Benefits:

- Always on, high speed, Internet access
- Rate adaptive service for increased reliability (MAX)
- Real-time email retrieval
- Uncapped quality service
- Ability to plan budgets with fixed costs
- Improved efficiency due to speed of service
- Increased productivity due to increased efficiency
- Reduced costs due to increased productivity

Office:

- 24 x 7 unlimited Internet access
- Up to 500/1000/2000/8000Kb/s download speeds
- Up to 800Kb/s upload speed
- Minimum throughput 40% of rated bandwidth (up to 2000 Kbit/s)
- Minimum downstream throughput 1200K of rated bandwidth for MAX
- 8 Static IP addresses (5 useable)
- SMTP access for any domain name
- No proxy servers
- Optional service guarantee
- Fully redundant network, multiple pops and extensive peering

Office Benefits:

- Always on, high speed, Internet access
- Rate adaptive service for increased reliability (MAX)
- Real-time email retrieval
- Uncapped quality service
- Ability to plan budgets with fixed costs
- Improved efficiency due to speed of service
- Increased productivity due to speed of service
- Reduced costs due to increased productivity

Additional Costs

£40.00 one-off activation fee

Cease charge

Hardware costs

** All prices exclude VAT. Top speeds can vary significantly, in particular because of a user's distance from their local exchange. Non-business traffic may be restricted within business hours in order to protect legitimate peer to peer and news group traffic from 9am to 6pm. Applied for 90% of the time for MAX achieving speeds above 2272Kb/s.*

ADSL Max

We offer 'always on' connectivity across a multi-million pound, fully resilient network. We offer two Max packages, supported by a dedicated technical support team.

Max:

- 24 x 7 unlimited Internet access
- Up to 8128Kbit/s download speeds
- Up to 448Kbit/s upload speeds
- Minimum downstream throughput 600K of rated bandwidth
- Up to 8 static IP addresses
- No proxy servers
- Fully redundant network with multiple pops and peering

Benefits:

- Always on, high speed, Internet access
- Rate adaptive service for increased reliability
- Real-time email retrieval
- Uncapped, quality service
- Ability to plan budgets with fixed costs
- Improved efficiency due to speed of service
- Increased productivity due to speed of service
- Reduced costs—due to increased productivity



Max Premium:

- 24 x 7 unlimited Internet access
- Up to 8128Kbit/s download speeds
- Up to 832Kbit/s upload speeds
- Minimum downstream throughput 1200K of rated bandwidth
- Up to 8 Static IP addresses (5 useable)
- SMTP access for any domain name
- No proxy servers
- Fully redundant network, multiple pops and peering

Benefits:

- Always on, high speed, Internet access
- Rate adaptive service for increased reliability
- Real-time email retrieval
- Uncapped quality service
- Ability to plan budgets with fixed costs
- Improved efficiency due to speed of service
- Increased productivity due to speed of service
- Reduced costs due to increased productivity

**All prices exclude VAT. Top speeds can vary significantly, in particular because of a user's distance from their local exchange.*

Non business traffic may be restricted within business hours in order to protect legitimate business traffic. More specifically we may restrict peer to peer and news group traffic from 9am to 6pm. Applied for 90% of the time for MAX achieving speeds above 2272Kb/s.

SDSL Max

We offer 'always on' connectivity across a multi-million pound, fully resilient network. Our SDSL business package provides users with a synchronous Internet connection, allowing access for more demanding applications, such as e-commerce packages. Our SDSL is ideal for connecting sites together via VPN, for on-site hosting of web content and VoIP. We offer three SDSL solutions: 500, 1000 and 2000. All three packages come with an Enhanced Care package as standard.



Office Features:

- 24 x 7 unlimited Internet access
- Up to 500/1000/2000Kbit/s download speeds
- Up to 500/1000/2000Kbit/s upload speeds
- Maximum contention ratio 10:1
- Multiple static IP addresses
- Unlimited usage
- No data transfer limit
- High availability
- Fully redundant, voice ready, MPLS network, with multiple pops and peering
- Dedicated account management
- Dedicated technical support
- Enhanced Care—1 working day repair guarantee

Office Benefits:

Always on, high speed synchronous access
 Voice quality, business grade access
 Fixed monthly charges
 No proxy servers
 Fast file transfer, video streaming and video conferencing
 Improved efficiency due to speed of service
 Increased productivity due to speed of service
 Reduced costs due to increased productivity
 Effective home working due to upload speeds

Maintenance Support Services

Introduction

Selecting **Exchange Communications** as your communications systems provider is the start of a long-term partnership. The primary objective of this partnership is to maintain your communications systems to their optimal performance level to help your business provide first class service to your customers and staff. To achieve this, **Exchange Communications** aim is to clearly understand your business goals, the needs of your staff, and the special demands of your markets. By investing this time, it enables **Exchange Communications** to design a support maintenance contract that best reflects the needs of your business.

Flexible Approach to Support

Exchange Communications provides flexible Maintenance Support Packages that will meet the specific business requirements of our customers.

Maintenance Support Packages

The Maintenance Support Packages offered by **Exchange Communications** scope the operational hours and response times within which the response will be delivered. There are four Maintenance Support Plans:

- 1 Bronze
- 2 Silver
- 3 Gold
- 4 Platinum

Introduction

Exchange Communications Ltd handle all client communication requirements, from complex multi-site and call centre configurations and networked communication solutions to installation, commissioning and staff/administrator training. All this is backed up by Exchange Communications Ltd being a **BS EN**

ISO 9001: 2000 approved maintainer ensuring that in the important area of after sales, the system is supported at every level. Client requirements will include network suppliers, business resilience, disaster recovery and cost models for any technology refresh or networks supplier agreements.

In line with the focus of **Exchange Communication's** divisional structure the IP Voice Division enjoy the benefit of a dedicated Support Services Division IPSSD. A group acquisition some years ago the Support Services Division have a pedigree of customer support spanning 30 years since 1970.

The Service Support Plans offered by **Exchange Communications** are therefore made up of a number of service elements. Below are outlined the component elements that are used to build a Support Plan. The flexibility provided by this building block approach ensures that our customers benefit from selecting a Support Plan that is tailored to meet their business needs.

Maintenance Support Plans Definitions

The four Maintenance Support Plans offered by **Exchange Communications** are Bronze, Silver, Gold and Platinum. These plans are based on guaranteed response times to reported faults, as outlined below:

Bronze Maintenance Support Plan - BSP

The Bronze Maintenance Support Plan is **Exchange Communication's** standard offering based on 8 working hour response for non-device faults. Four levels of cover are provided depending upon the operating hours of support required. The operating hours and response times for the Bronze Maintenance Support Plan are:

Bronze Operating Hours of Cover

Service Level	Cover	Call-Out	Severity 1	Severity 2	Severity 3
Bronze Level 1	Mon - Fri	9:00am – 5:00pm	4 Hours	8 hours	16 Hours
Bronze Level 2	Mon - Fri	8:30am – 5:30pm	4 Hours	8 hours	16 Hours
Bronze Level 3	Mon - Fri	8:00am – 8.00pm	4 Hours	8 hours	16 Hours

Silver Maintenance Support Plan - SSP

The Silver Maintenance Support Plan is **Exchange Communication's** premium offering based on 4 working hour response for non-device faults. Four levels of cover are provided depending upon the operating hours of support required. The operating hours and response times of the Silver Maintenance Support Plan are:

Silver Operating Hours of Cover

Service Level	Cover	Call-Out	Severity 1	Severity 2	Severity 3
Silver Level 1	Mon - Fri	9:00am – 5:00pm	4 Hours	4 hours	16 Hrs
Silver Level 2	Mon - Sun	8:30am – 5:30pm	4 Hours	4 hours	16 Hrs
Silver Level 3	Mon - Sun	8:00am – 8.00pm	4 Hours	4 hours	16 Hrs

Gold Maintenance Support Plan - GSP

The Gold Maintenance Support Plan is **Exchange Communication's** comprehensive offering based on a 4 working hour response, 365 days. Two levels of cover are provided depending upon the operating hours of support required. The operating hours and response times of the Gold Maintenance Support Plan are:

Gold Operating Hours of Cover

Service Level	Cover	Call-Out	Severity 1	Severity 2	Severity 3
Gold Level	365 Days	8:00am – 8:00pm	4 Hours	4 hours	16 Hours

Platinum Support Plan

The Platinum Maintenance Support Plan is established for **Exchange Communications** and the Client to design a fully bespoke Support Plan. The Platinum Support Plan as a basis includes all the facilities offered within the Gold Support Plan, but in addition may include other services such as on-site spares, on-site engineers, or training the Client for 1st line maintenance. Due to the bespoke nature of the Platinum Maintenance Support Plan it would normally be supported by a separate Service Level Agreement (SLA).

Service Level	Cover	Call-Out	Severity 1	Severity 2	Severity 3
Platinum Level	365 Days	24 hours	Bespoke	Bespoke	Bespoke

Fault Severity Definitions

The Maintenance Support Plans as highlighted in this section are geared around the guaranteed responses times to a reported fault. The following fault categories are used to define whether the fault is of a Severity 1, 2 or 3

Severity 1 - Complete System Failure

A Complete System Failure is defined as a catastrophic fault on the system or any of its sub systems that results in no call handling capability being available.

Severity 2 - Partial System Failure

A partial system failure is defined as a fault that impairs the operational efficiency of the system or any of its sub systems and affects the capability of the customer to process calls effectively.

Severity 3 - Limited System Failure / Single Device Failure

A limited system failure is defined as a fault that does not impair the call handling efficiency of the customers operation.

A single device failure relates principally to a handset failure, but may also include any other single line devices such as Night Bell, Telephone Answering Machine or Headset (where included within the Support Contract).



Our Commitment to You

Placing an order with **Exchange Communications** is only the beginning of what we hope will be a long and happy relationship.

As part of our commitment to you as a customer, **Exchange Communications** will allocate a dedicated Account Manager for every client. This means that over the coming years, you have a single point of contact to discuss any future requirements, upgrades or issues that you may have.

Exchange Communications are committed to you.

Exchange Communications will build a relationship with you from the very start. Typically you can expect to enjoy the following:

- **Quarterly or Bi-Annual account meetings:** To establish that everything is running smoothly, just as it should be.
- **Regular Software update information:** Your Account Manager will be responsible for providing you with information regarding the latest versions of software for your particular solution and any special offers that may be applicable
- **Seminars:** As technology continues to change, **Exchange Communications** will arrange seminars to keep you in the picture.
- **Single Point of Contact:** From Communications and Hardware to Network and Telephone lines, our relationships with our Business Partners means that we are a true one stop shop.

For more information please contact us:

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