



better

- phone calls & lines
- 08 & 09 services
- internet access & broadband
- data networks
- hosted telephony
- hosted applications
- IT equipment & IT services



“ Welcome to Channel Telecom. We are real people, who are proud of what we do, and passionate about doing it better than anyone else. We’re not perfect, but I’d like to think we genuinely do try harder.” ”

Clifford Norton,
Founder and MD

First things first - why Channel Telecom?

Channel Telecom was set up to be a different kind of telecoms provider.

Founded on principles of openness, honesty, simplicity and transparency, we want to be known as a trusted and genuine business partner.

But we know that’s not enough.

We also have to deliver a compelling, businesslike service which gives you REAL value.

So that’s how we designed Channel Telecom from Day One.

Our philosophy is simple: **your calls are important to us.**

The calls you receive.

The calls you make.

The calls and communications between us.

We want to make them reliable, clear, and affordable.

And when you have a concern, or even a complaint (and let’s face it, it can happen to even the best of us) we’ll deal with it in a friendly, sympathetic and professional way.

We really want you to see a difference.

And whether you can or you can’t,

I’m always at the end of the line,

and always (well, almost always!) happy to talk.

Clifford Norton

0845 330 0015

channeltelecom 

CUSTOMER CHARTER

- > we treat all customers, suppliers and business partners as equals, and respect their needs
- > our long-term aim is to build mutually beneficial relationships with all our customers, suppliers and business partners, and will not jeopardise this aim for short-term profit
- > in all our dealings, we will act honestly and confidentially where that is in the best interests of all concerned, but wherever possible, we will be open and transparent
- > we treat our dealers & resellers fairly, pay them promptly, and reward them for growing our business, but never at the expense of customer satisfaction
- > if you ever have a problem, we’ll try to resolve it as quickly as possible, and make sure it never happens again.

How we can help you...

Channel Telecom provides a range of products and services which have been selected and developed to give you the best possible options, and the best value.

phone calls & lines

we'll help you save money on your call and line charges by sourcing these services at advantageous rates. You keep the same lines, but you get better value, and a more helpful customer service team.

08 & 09 services (also known as non-geographic numbers)

we offer lots of options for your business numbers, so you can maximise your appeal and operational efficiency.

internet access & broadband

it's not so simple these days – ADSL2+, LLU, Annex M, bonded, VDSL, EFM, leased line... the choices are exploding! We will help you select the right service to match your needs and budget.

data networks

we understand how networks work best, and we will tailor the best solution for your organisation.

hosted telephony

more and more businesses are seeing the advantages of having their telephony infrastructure hosted externally - we'll look after your entire system and you get the benefit of continuous upgrades and exceptional service.

IT equipment & IT services

our relationships with equipment and service providers mean that we can offer you top value, with fully guaranteed quality.

hosted applications

from online PC back-up to fax-to-email to conferencing, we'll give you all the help and advice you need to work more efficiently and introduce Disaster Recovery features.

proactive

“ Over the years, we became accustomed to getting poor customer service. Only now that we've changed to Channel Telecom, do we realise just how terrible it was! ”



Phone Calls and Lines

reliable

“ Since we signed up to Channel Telecom, not only have we saved a packet on our phone bills, but I spend less time worrying about maintenance... and more time with my family. ”

Our fixed line services include:

- **Channel Telecom Line Rental and Calls:**
We become the service provider, offering discounts on existing and new phone lines of all types, with excellent call rates. Everything else stays the same, including your telephone number and the utilisation of BT engineers for installation and repairs.
- **Channel Telecom Calls using CPS (Carrier Pre-Select):**
Even if you wish to keep your lines with another provider, we can provide discounted calling packages by routing your calls through one of several networks (without the need to dial access codes).
- **Direct Connection:**
By installing select providers' telephone lines direct to your business, you can benefit from even further reductions on line rental and telephone call costs (subject to location).
- **SIP Trunks:**
Where calls can be taken over a data connection using Voice over IP technology, we can often achieve a significant reduction in overall costs. We can also supply gateway devices to allow SIP services with older telephone systems.

Channel Telecom offers a range of support levels for voice and data lines and networks. Our packages ensure you receive the appropriate level of performance and continuity from your communications. e.g. for exchange lines choose from:

- Level 1 - Clear by end of next working day+1, Monday to Friday (excl. Public holidays)
- Level 2 - Clear by end of next working day, Monday to Saturday (excl. Public holidays)
- Level 3 - Reported by 1pm, clear same day; otherwise by end of next working day (365 days a year)
- Level 4 - 6-hour round the clock guaranteed fix.

Channel Telecom is a VSP (virtual service provider) and we utilise the networks of the UK's largest communication providers such as BT, Thus (Cable & Wireless) and Opal.

Our relationships with these providers ensure we have the optimum quality and are still able to provide market leading pricing.

08 and 09 numbers

Give your customers one direct route to call you, with lots of flexibility for you to route those calls anywhere you want, using a non-geographic number.

Non-geographic numbers (NGNs) cover all telephone numbers that are non area specific, such as those beginning with 08 (0800 for free calls, 0845 for local call rates, and 0870 for national call rates etc).

Premium Rate Services (PRS) are ideal if you need to bill callers for services you offer over the phone, such as access to specialist helpdesks. These services are delivered on 09 numbers, and there are a huge range of different tariff options in terms of what callers pay and how much you earn from each call. You can select fixed price per call, pence per minute (ppm) billing, or a mix of connection charge plus ppm.

Why Non-Geographic?

There are lots of reasons why a business might choose to use a non-geographic phone number, including:

- creating a perception that the business is national
- generating revenue as additional income or service cost coverage
- number portability - not dependent on business location
- a Freephone number can substantially increase sales calls
- comprehensive call handling solutions can be incorporated
- multiple NGNs can be used to monitor your marketing
- business continuity, by rerouting of the NGN

But NGNs can offer you so much more than just a number; you can use the online tools to offer even more flexibility:

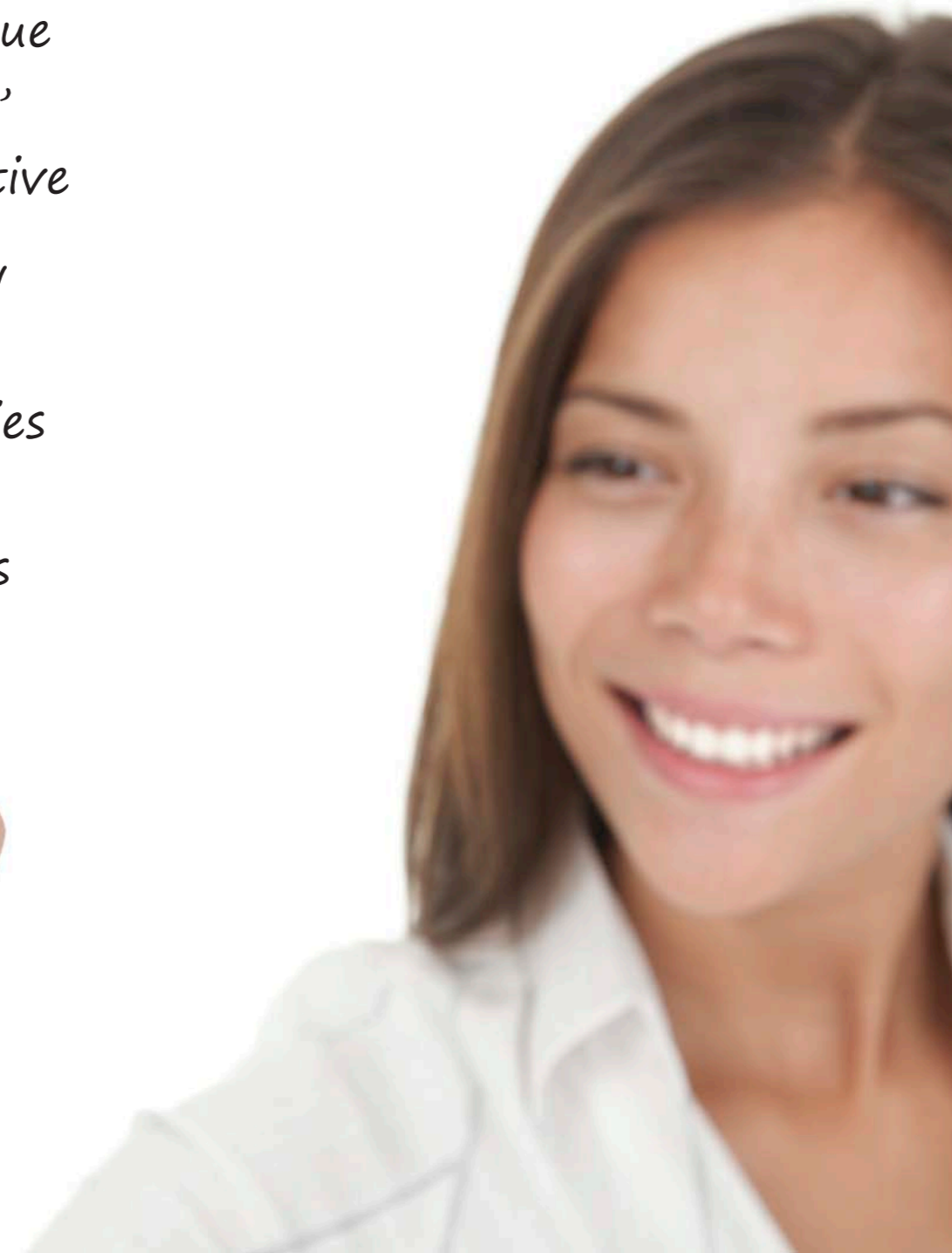
- Time plans
- Day plans
- Monitor stats on incoming calls
- Call recording

If you are interested in what Channel Telecom can offer, speak to us and we can discuss the best number for you.



efficient

“ We run a fashion catalogue sales operation, Our prospects are quite sensitive about the cost of calls, so now we offer an 0800 number for any enquiries and orders. It's tripled the number of calls we receive. ”



Internet access & broadband

fast

“ Our business isn't as predictable as some, so we need a telecoms provider which is flexible. Channel Telecom works with us to make sure we always have the service which is appropriate. ”

Whether you're a single business user or a multi-user organisation, Channel Telecom has an internet access solution that will meet your requirements. We will explain all the options so you can select the best service from those available to your location.

Channel offers high speed broadband and faster 'beyond broadband' dedicated connections with low or zero contention ratios, meaning you will always receive a high quality of service and great value.

Data services

With the ever-growing demand for faster, safer and uninterrupted internet connections, broadband and other high-speed, high-capacity solutions are increasingly the norm. At Channel Telecom we are continually upgrading our services so that we can always provide the latest technology.

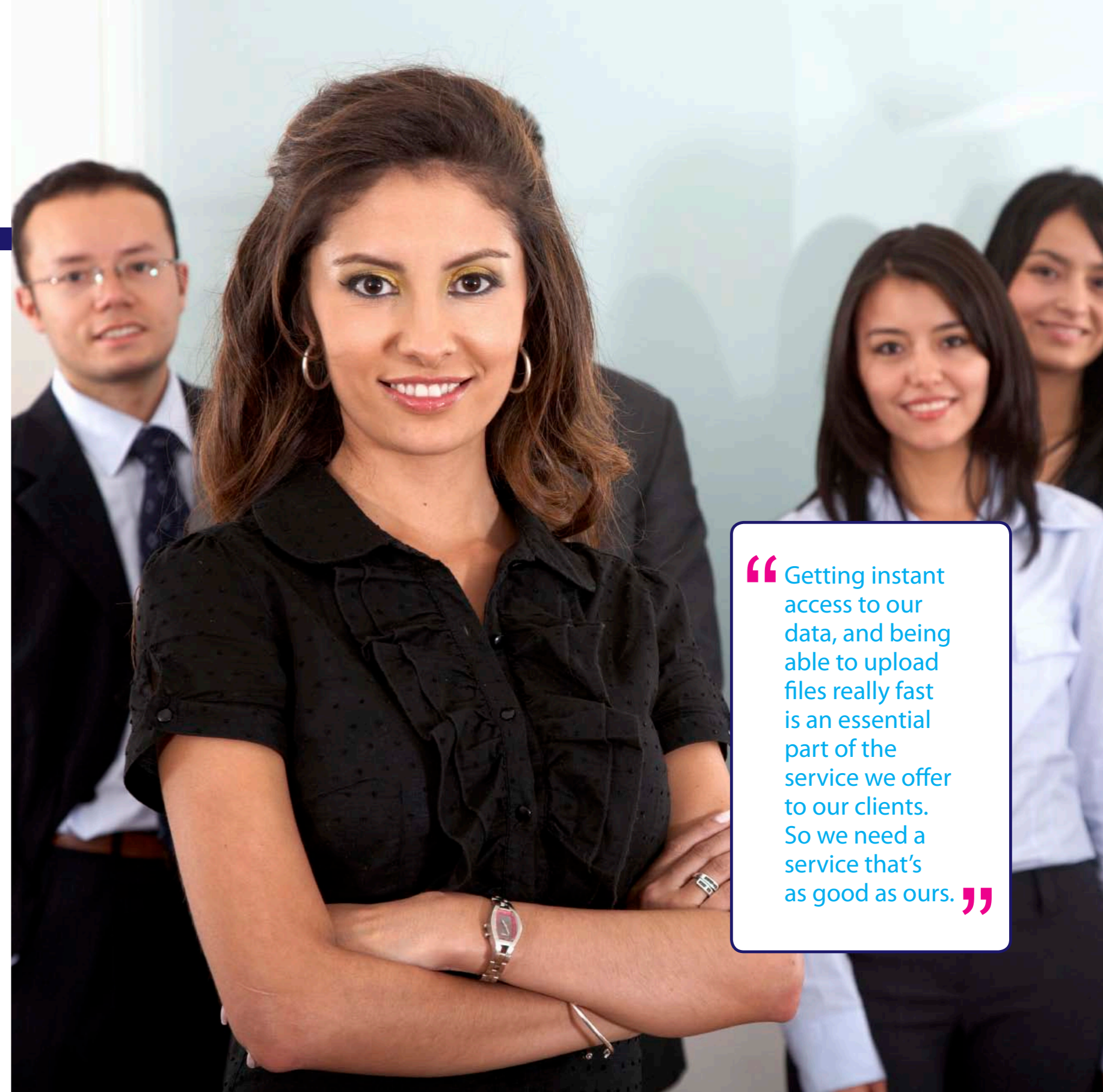
Our data services include:

- **DSL-based (Broadband)** Internet access services that utilise existing telephone lines to transmit data at speeds up to 20Mbit/s (and soon up to 40Mbit/s using Fibre to the Cabinet (FTTC)).
- **Annex M** An optional DSL service whereby some of the downstream bandwidth is sacrificed for a higher upload capacity: it's great for businesses which use Voice over IP (VoIP), videoconferencing, or routinely need to upload large data files.
- **Direct Internet Access (DIA)** An unshared connection into the Internet via a dedicated Ethernet fibre circuit or over multiple copper pairs (so called 'EFM' technology) Secure private data networks can be built across the Internet connection types listed above, by using VPN equipment on customer sites.
- **Point to point** Ethernet private circuits that link sites at speeds up to many Gbit/s
- **Virtual Private Networks (VPNs)** These days, private data networks are most commonly achieved by renting capacity on a core network from a provider who has built a network optimised for shared use, and connecting from the customer's sites into that core network using a range of access lines types. Such networks can be tailored precisely to meet the business requirement, don't require capital investment, and are highly secure. It's usually relatively cheap and quick to increase or decrease capacity; they use technology such as Multi Protocol Label Switching to ensure high availability and to enable quality of service, i.e whereby certain types of traffic such as voice or video can be prioritised over email and other less sensitive data, to ensure application performance.

clear



“ Getting instant access to our data, and being able to upload files really fast is an essential part of the service we offer to our clients. So we need a service that's as good as ours. ”



Hosted telephony

innovative

Many businesses are realising that instead of tying up capital in an office telephone system they can get an equivalent (or in many cases superior) set of facilities by taking advantage of Channel Telecom's latest business grade Voice over IP network-based telephone service.

Big company features without big company levels of investment.

We also offer SIP trunks for connection to phone systems as an alternative to, or in conjunction with ISDN lines, and can provide Media Gateway devices to enable otherwise incompatible telephone systems to use SIP trunks.

“ We run a recruitment company specialising in high level professional women, so we need to be seen to be one step ahead of the competition. Channel Telecom helped us to understand the benefits of a hosted system, and we've never looked back. ”

IT equipment & services

Channel Telecom is not just a provider of telecoms - we can also help you buy IT equipment, have that equipment installed, and, more importantly, to see that your investment is maximised over the longer term through ensuring it is well supported.

Channel Telecom is a partner-oriented company, meaning that we supply end-user businesses only in conjunction with one of our sales partners.

Some of these partners are highly credible and successful IT specialists in their own right, with Microsoft and computer hardware Vendors' top partner accreditations.

When asked to quote for and supply IT services and solutions we refer such opportunities to the most appropriate one of our trusted Partners – one who we know will give the same quality of service and cost effectiveness as we do with the Channel Telecom telecoms portfolio.



“ We don't have the time to shop round for the best deals so Channel Telecom gave us the perfect solution - all the products fitted our requirements perfectly, and we just know that they'll be great quality. ”

Hosted applications

We can provide you with network based communications services with low monthly fees, such as fax to email; multiparty audio conferencing; online pc and server backup for peace of mind; cloud computing (hosted virtual servers); and more.

Fax to email:

- We provide you with a phone number with an STD code of your choosing, so any fax sent to that number will be converted to an image file and attached to an email sent to your inbox

Audio conferencing:

- Simple, reservationless or scheduled, dial-in audio-conferencing for up to 50 callers
- Conferencing Add-in for Microsoft Outlook to simplify administration
- Optional recording of calls
- Web portal allowing full call control during calls
- Unique mobile remote control too

Online PC backup

- Elegant, simple to use, cost effective online backup for laptops, desktops, and servers (running Windows, Apple or Linux)
- Requires no end user expertise or intervention once installed
- Protect yourself from disaster

Hosted Virtual Servers

- An "Infrastructure as a Service" offering based on the latest cloud computing technologies. The service provides a flexible and scalable computing platform that is suitable for hosting almost any type of application.
- Higher availability and faster set-up than traditional dedicated server solutions
- Easy to upgrade and downgrade processing power, memory and storage
- Ability to switch off with a month's notice in low demand period to save money

quality



secure

The Channel Telecom difference

Value for money

We've done the hard work in identifying the best suppliers around so you don't have to, ensuring we can provide you with the most competitive packages on the market.

One bill solution

We give you one simple online monthly bill that includes calls, lines and broadband (and anything else you take from us).

UK based call centre

All your calls will be answered by UK based people. You only need one number for any type of enquiry – sales, service or billing.

Great customer service

Your calls will be answered quickly and any queries will be dealt with efficiently. Our people exemplify what 'customer service' is all about. And as we only sell to businesses, we fully understand how to treat an SME.

Extensive and evolving product portfolio

Channel Telecom's portfolio is already extensive and continues to be expanded and updated to meet customer demand and to take account of new technology. This can enable you to consolidate all your communications with one supplier, making your own life easier – whilst also improving your bottom line.

Quality of service

Channel Telecom only deals with the most reliable networks in the UK to ensure our customers receive the best quality of service. In particular all our lines are installed by the same engineers, and connected to the same local exchange, as if you rented them direct from BT.

Price policy

Since day one of our existence none of our tariffs has ever gone up; the trend is clearly downwards, and we fully expect to continue to deliver the same for the foreseeable future.

“ My experience always led me to believe that all telecoms providers were the same. I'm now with Channel Telecom, and I now know I was wrong! ”



channeltelecom 
refreshingly simple, transparent solutions

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