



# Look who's talking

Mitel MiCloud Advance.

The phone system that helps you get to know your customers.





## Introducing a more intelligent phone system

With a Mitel MiCloud Advance phone system, you'll have the tools you need to help your people talk to customers and each other. It's future-proof, and everything's built to work together. Conference calling, desktop sharing and mobile apps help you stay in touch, wherever you're working. And the Contact Centre application can give you an overview of every customer conversation – wherever they've taken place. So, you'll have all the know-how you need to keep your customers happy.

It's all possible because everything's hosted securely in the cloud. And the benefits don't stop there.

### **Built for you, built for the future**

Business changes. And we think your phone system should flex as it does. We've built MiCloud Advance to meet your needs now and in the future. So, if you need different features for different people, that's no problem. You can mix and match feature packs depending on who needs what. Which means you could give your desk-based people the basics and your field sales team the tools to work on the go. Better yet, you can make feature changes day or night using the online portal.

### **Stay clued up on your customers**

The optional Contact Centre lets you track, record and manage the conversations you have with customers across lots of different channels. We're talking everything from email and web chat to SMS. Whenever one of your customers

calls, whoever picks up will see a history of every conversation, so they can stay in the know about what's already been said. And that makes it easier to go the extra mile when it comes to things like sales or customer service. Better yet, if you're already using software to manage customer relationships (or you plan to in the future), Contact Centre can connect to it and share information effortlessly.

### **Business-grade security, baked in**

With built in security and a whole team of experts looking after the security of the cloud, you can relax knowing we've got it covered. And because we update the tech that runs the system automatically, you won't ever have to think about that either. In other words, moving to the cloud might be the safest move your business ever makes.

### **Support from a name you can trust – us**

If solid communications are the backbone of your business, you need support you can rely on. That's where we come in. We're a Mitel Platinum Carrier Partner, which is as good as it gets. We're experts in the cloud, so we're well qualified to look after every part of your setup. We can use our experience and know-how to help you pick the right solution for your business and keep you ticking over once you're all set up.

We'll walk you through it one step at a time, from installation and support, right through to billing. You'll only ever have to deal with one provider. Us. Our team of experts and engineers are based in the UK and ready to help.

# The right features for your everyone in your business

Not everyone needs the same features from their phones. So we've made it easy to mix and match our feature packs depending on who needs what.

Feature	Basic IPT	Standard IPT	Entry UCC	Standard UCC	Premium UCC
Full PBX Features	✓	✓	✓	✓	✓
Single Number	✓	✓	✓	✓	✓
Twinning			✓	✓	✓
Multiple Devices			✓	✓	✓
Voice Mail w/Fwd2Email		✓	✓	✓	✓
Unified Messaging			✓	✓	✓
Web Client	✓	✓	✓	✓	✓
Desktop Client	✓	✓	✓	✓	✓
IM/Chat	✓	✓	✓	✓	✓
Presence			✓	✓	✓
Work at Home (Teleworker)	Optional	Optional	Optional	✓	✓
Audio, Web, Video Collaboration				✓ <sup>1</sup>	✓ <sup>1</sup>
Team Collaboration			Optional <sup>2</sup>		Optional
PC/MAC/WebRTC Softphone	Optional	Optional	Optional	✓	✓
Mobile Client w/Softphone & Call Handoff	Optional	Optional	Optional	✓ <sup>3</sup>	✓
MiVoice SFDC Integration	Optional	Optional	Optional	Optional	✓
MiCloud CRM Integrations	Optional	Optional	Optional	Optional	Optional
Skype for Business Integration			Optional	Optional	Optional

<sup>1</sup> One port for every Standard UCC User; One port for every Five Premium UCC Users; Nine ports in base.

<sup>2</sup> Available as an option only with the MiCloud Business Multi-Instance deployment model.

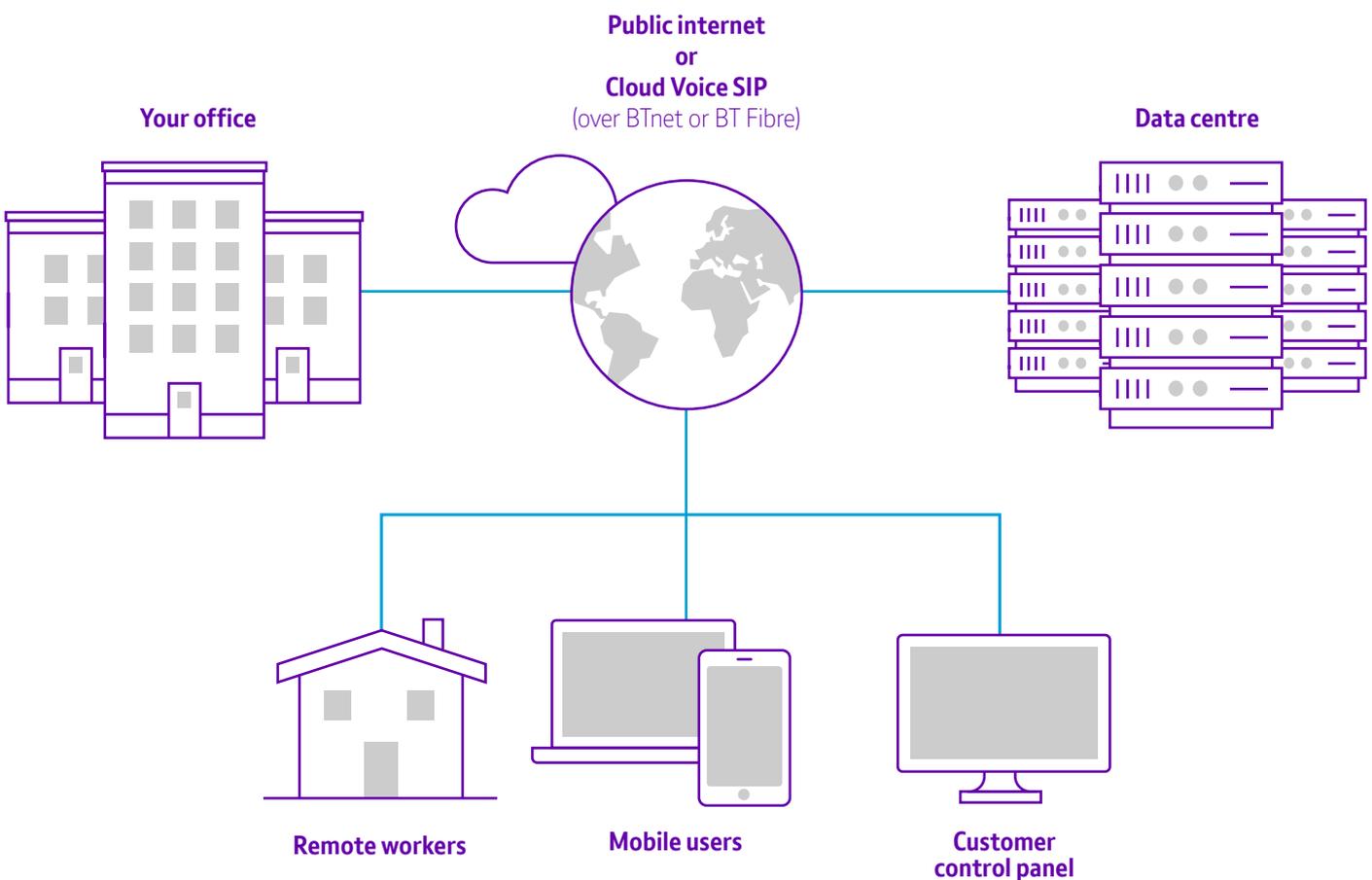
<sup>3</sup> You can choose a PC Softphone or Mobile Softphone. If you'd like both, make sure you get an extra license for your optional mobile softphone.

## How it all works

The system sends all your voice and data over the internet using voice over internet protocol (VoIP). You can either make calls using a desk phone, or your computer and a headset. It's up to you. You'll get the same functionality wherever you work. In the office, on the road, anywhere.

The brains of the system are in a secure UK-based data centre. And there's always a backup system on standby, ready to spring into action should something unexpected happen.

Where service is business critical, there's also the option of additional business continuity services, including dual data centre backup in a separate UK location.



### The end-to-end answer

If you choose MiCloud Advance, you'll also need BT Cloud Voice SIP and a BTnet or BT Fibre internet connection. We can provide these for you, so you only have to deal with one supplier while you get set up. You can choose new numbers or move over your existing ones to keep things consistent for your customers.

## Our easy-to-use dashboard

Unified communications (UC) make you more efficient and help you to choose the best way to talk to your customers – and each other. With MiCloud Advance on your desktop, mobile, or tablet, it's easy to stay in touch with everyone. Whether it's your colleagues, your customers or even your suppliers. It's about collaboration, boosting productivity, improving customer service, and helping your people to work smarter.

### Presence

Find out who's available and who's out of the office, and decide on the best way to reach them.

### Instant messaging

Ask a colleague a quick question while you're still on the phone.

### Unified messaging

Check voicemails, fax and call recording services on a desktop or mobile app. You can even receive your voice messages as audio files by email, if you like.

### Softphone

Get all the same features as you would get in the office, on a remote PC or laptop with an embedded software-based IP phone.

### Conferencing

Schedule a conference call and invite your colleagues and customers directly from your desktop or mobile app.

### Exchange calendar integration

Synchronise your presence information from a Microsoft Exchange calendar to let others know when you're free.

### Web access

Use key collaboration features anywhere on any computer with internet access.

### Single number reach

Keep your personal mobile number private. Use a single number for all your devices with intelligent call routing capabilities. Calling the number rings one, some or all devices at the same time, depending on the rules you've set up.



## Keep in touch on the move

Being at work doesn't always mean being in the office. With the MiCloud Advance mobile app, you can use the same phone features whether you're on the road, at the airport, on the golf course or heading to the kids' football practice. It's an easy way to stay connected. And it's available for your iOS or Android devices.



### Contact list

Find your colleagues and customers quickly using the office directory or your local phone book.

### Presence

See at a glance who's available, in a meeting or on a call. Change your presence to keep everyone updated on your availability. Use Future Presence to make a note of upcoming events, like holidays, in a snap.

### Click to Dial

Make a call with just a quick tap on the screen.

### Conference

Set up a conference call and invite people through the app.

### Call distribution queue

Log in or log out easily from the call distribution group, so you only get calls when you're able to take them.

### Activity diversion

Redirect your calls to someone else when you're not available.

### Presence shortcuts

Create quick ways to update your presence status.

## Be there for your customers

Whatever size your business is, you need to pick up the phone every time. That's why we make it really easy for your customers to get through to the right person. And, because it's important to know who's calling you and why, we'll also help you track your call data.

You'll be able to create Hunt Groups, where several phones ring with a single number. And you can set up queues with their own greetings and messages, letting your callers know how long they'll have to wait. You can even include fixed, mobile or VoIP phones, and set them up to ring in sequence or all at the same time.



## Contact Centre

Customers expect a whole new level of customer service these days. They don't want to be told which channels to use or what time to call. They want the freedom to choose. With Contact Centre your business can help them to do just that.

Give your agents real-time information that can help them get closer to your customers by combining your Contact Centre with CRM and other business applications.

Use stored profiles to identify your customers and get them talking to the right people. Use things like advanced speech recognition and text-to-speech to make self service options more attractive to your customers.

## Find the right phone for you

### Desktop phones

Easy to set up, easy to use. These phones are perfect for everyday calls, combining outstanding sound quality with an intuitive key pad.

### Management phones

Designed with state-of-the-art hardware and additional programmable hard keys, they're more advanced phones for executives and frequent phone users.

### Conference phones

With teams working all over the place, conference calls have become the norm. Whether you're talking to partners, vendors, remote workers or global teams, crystal-clear conversations make for productive meetings. That's why our phones have all the technology you need to make conference calls seem as natural as being in the same room.

Take a look at our handset brochures to find out more.

We're a Mitel Platinum Carrier Partner (Mitel's highest accreditation) and their biggest reseller worldwide. That means we can offer you the best of Mitel's technology, backed up with plenty of experience and expertise. With our leading network and mobile services to power it all, you'll get the best service possible – and just a single supplier to deal with.

Want to know more? Get in touch, or visit [bt.com/phonesystems](https://www.bt.com/phonesystems)

MiCloud Advance contract is subject to a minimum period. Terms and conditions apply. You'll find them at [www.bt.com/terms](https://www.bt.com/terms) under terms for the business, business phone systems, ip communications. A BT business internet connection and Cloud Voice SIP is needed.

**Mobile app:** needs a data connection.

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