

**Optus ipPhone**

# Premier and Express

Introducing Australia's first VoIP  
service from a mainstream carrier

Optus ipPhone delivers remarkable value for money and productivity gains for small business, together with the convenience and security of dealing with a single provider for both their broadband and phone services. Most excitingly, Optus ipPhone Premier allows small business customers to access these benefits without compromising on call quality.

# What is VoIP?

Very simply, Voice over Internet Protocol or VoIP allows you to make voice calls over the internet, bypassing traditional phone lines.

## How does VoIP work?

VoIP takes analogue audio signals, ie voice, and turns these signals into small chunks of digital data or 'packets' that can be transmitted over the internet.

VoIP uses packet switching, which allows several phone calls to occupy the amount of space taken by only one in a traditional circuit-switched network. While circuit switching keeps the connection open and constant between two callers, packet switching opens a brief connection just long enough to send a small chunk or 'packet' of data from one system to another.

One of the main advantages of VoIP technology is that packet switching is already known and understood by data networks.

## 3 main types of VoIP services

- 1 Peer to peer** – services that simply allow computer calls between their own customers.
- 2 "Access-independent"** – these services allow voice calls over the public internet but also allow for calls to be initiated or completed on the regular phone network.

In both service types 1 and 2, the voice application is the service; the internet access is not included. These services ride over the top of the customer's broadband connection which can be provided by any ISP.

- 3 "Access-dependent"** – for example Optus ipPhone, which is dependent on an Optus broadband connection to access the voice service.

## Why all the hype?

Initially, all the excitement was generated around the free calls offered by peer-to-peer services, with VoIP taking off at great speed in Europe and the US following the launch of Skype. Millions of people around the world now use Skype, which has given rise to a fast growing VoIP industry, both globally and here in Australia, where a large number of companies have entered the market.

More recently however, for business, other benefits beyond call costs are proving to be key drivers in the increasingly rapid adoption of VoIP.

## Who is using VoIP today?

Since VoIP first became commercially available in Australia, large businesses with more than one location and high inter-office calling have invested in VoIP mainly to save call costs. Another impetus for business owners taking up VoIP has been relocation or the need to replace outdated equipment. Some organisations are also switching to VoIP as a way of future-proofing their phone system.

While cost savings are still driving most investments, research shows that there is more business justification from other benefits. Essentially the argument for VoIP becomes much stronger when a business is not just replacing its old voice networks, but considering what else the new technology can offer, in terms of improving productivity and customer service.

This is equally true for small businesses with only a few employees or individuals running a home office single handedly. Using VoIP can extend their phone system to offer better customer service capabilities or give a casual employee an extra line without physically setting one up.

# What is VoIP?

## VoIP for small business – a case study

A small architectural business was due to relocate and investigated Optus ipPhone Premier, initially hoping to minimise set up costs in the new office.

An obvious drawcard was the excellent value for money offered by free ipPhone to ipPhone calls and low call rates. The Optus hosted service was also a big plus as it meant they could avoid replacing their old PBX with another piece of equipment that would again become obsolete.

Since installing the service, the business has also realised the benefits of being able to quickly and easily add and remove phone extensions and email addresses as casual staff come and go, working on one-off projects.

Staff also appreciate being able to set call handling rules immediately themselves, rather than having to call for IT support or PABX technicians. They can also work more productively and efficiently while offsite or travelling by using the soft client on their laptops to plug into a broadband connection and answer and make calls on the business number.

## The competitive landscape in Australia

The VoIP market offers three broad tiers of product: basic services, including peer-to-peer, mid-range products and top end enterprise-style services.

In the mid-range, Optus ipPhone Premier\* is built especially for small business and offers voice quality equal to a fixed line service. Unlike other VoIP providers, Optus is able to provide the ipPhone Premier service from 'end to end' over the Optus network, allowing the delivery of high fixed-line quality.

The more basic Optus ipPhone Express\* service also stands out in the market, being post-paid while competitive services are typically pre-paid, and allowing simple number porting, all for a low monthly access fee.

## The benefits of VoIP

### Value for money – more than cheap calls

#### Free calls – ipPhone to ipPhone

Using data lines to carry voice calls between ipPhones allows toll bypass, avoiding incurring call charges over the normal phone network.

#### Low call rates

With VoIP, most call costs are incurred when the call crosses over between the internet and the regular phone or mobile network. However, since the caller is only charged by how much data is transferred regardless of distance (local, interstate or overseas), as opposed to how long they talk for, VoIP calls are generally significantly cheaper than normal landline calls.

#### Other benefits

Businesses gain even greater value, with a single network connection covering both voice and data. Further value will be achieved through:

- **Simple administration** – whereas traditional phone systems require specialised knowledge to maintain, VoIP technology uses a simple web interface. Employees can implement complex phone features and manage most VoIP functions themselves via a web interface, reducing the cost of IT support.
- **Simplified infrastructure** – avoid paying for costly hardware, moving premises is easier and the cabling costs can be lower.
- **Scalable** – moving, adding and changing users is easier and cheaper with a VoIP system, as a VoIP phone is identified by its IP address regardless of where it's plugged in, unlike a regular phone that's identified by its physical location.
- **Future friendly** – with a hosted service like Optus ipPhone Premier, the business can always take advantage of the latest technology.

## The benefits of VoIP

### Advanced calling features are simple to manage

With Optus ipPhone, small businesses can benefit from advanced calling features like call routing and line hunt, traditionally enjoyed by large organisations. These are designed not only to allow more efficient and professional call management, but to increase telephony capabilities for improved productivity, for example, increasing the productivity of sales staff through multiple call routing. Some of these features aren't new but with Optus ipPhone they are all easy to set up and very flexible.

#### Personal Agent – how it works for you

Control who contacts you and when, manage your phone calls the same way you sort your email, and enjoy automatic call screening.

With Personal Agent, it's quick and easy to set how your calls are managed using a simple 'route wizard'. For example, you can set call routing rules to handle calls while you're at lunch, or to ensure key customers are directed to the appropriate people in your office, to set a hunt group or block anonymous callers.

#### Sample call routing rules

##### Lunch

- 1 When I am at lunch (12 – 1pm Monday to Friday)
- 2 Forward calls from my key customers to my mobile
- 3 Send other calls to voice mail

##### Key customers to account managers

- 1 If John Smith calls, ring Matt Ward's phone and mobile for 5 rings then send to voice mail
- 2 If Jo Minter calls, ring Paul Brown's phone and mobile for 5 rings then send to voice mail

##### Line hunt

- 1 Ring my phone for 5 rings then
- 2 Ring my colleague's phone for 5 rings then
- 3 Ring another colleague's phone for 5 rings then
- 4 Ring all 6 phones in the office for 7 rings then
- 5 Send to voice mail

##### Find Me Follow Me

A combined hunting/multi-ringing feature that lets you enter up to 3 phone numbers to ring in sequence. You can set the number of rings that will be attempted before the next number is tried.

#### Access features normally only available to technicians:

- Change ipPhone usernames and passwords
- View call logs for incoming and outgoing calls as simply as checking the recent call list on a mobile phone – ideal if the business needs to bill client calls
- Access a personal and global address books, integrates with Microsoft Outlook
- Click to call – dial numbers directly from address book

## The benefits of VoIP

### Multimedia Bolt On – working in new ways

The Multimedia client is a collaboration tool that allows a business to communicate and work in new ways. Profitability, customer service and employee productivity can all be improved using:

- **Video conferencing** – callers can see who they're talking to; a simple, inexpensive way to meet with staff and customers.
- **Presence** – as with instant messaging, customers know if the person they want to speak to is available before they pick up the phone.
- **Text messaging and chat.**
- **File share** – transfer files over the ipPhone web interface while on a call – no need to switch to email.
- **Web push** – share a web page without having to spell the URL down the phone or break out to email the link.



The Personal Agent

# Optus ipPhone – at a glance

**FIGURE 1: FEATURES COMPARISON**

	ipPhone Premier	ipPhone Express
Single call centre for internet and ipPhone	✓	✓
Free ipPhone to ipPhone calls (Toll Bypass)	✓	✓
Web based Personal Agent <ul style="list-style-type: none"> <li>- Number screening</li> <li>- Find me follow me</li> <li>- Click to call</li> <li>- Soft client</li> </ul>	✓	✓
Simple number porting	✓	✗
Complex number porting	✓	✗
Self installation	✗	✓
Professional installation	✓	✗
Call quality equal to fixed line	✓	✗
Voice usage does not count towards DSL data usage	✓	✗
Voice calls not 'killed' by speed limiting	✓	✗
Be on the phone and on the internet at the same time	✓	✓

## Optus VoIP service availability

### Optus ipPhone Premier

Optus ipPhone Premier is designed for businesses with up to 20 employees, needing from 2 up to 6 lines.<sup>†</sup>

To get ipPhone Premier, customers must access their DSL broadband service via the Optus owned network\* rather than the Telstra network. To make the Quality of Service guarantee, Optus needs to manage the broadband service from end to end.

#### Sales rules / Customer eligibility criteria

Customer must take:

- Business DSL Direct from Optus
- at least two ipPhone Premier lines.

### Optus ipPhone Express

Optus ipPhone Express is designed for small or home-based businesses with up to 5 employees, who need a low cost second line alternative.

To get Optus ipPhone Express, customers must have both DSL Broadband\* and a traditional fixed line service with Optus Small and Medium Business. That's whether they are on the Optus owned network or access their Optus services via the Telstra network.

#### Sales rules / Customer eligibility criteria

Customer must take:

- Optus Business DSL/DSL Direct from Optus
- Business Phone or Home Business Saver from Optus.

# Optus ipPhone Premier

## The premium service for small business

With Optus ipPhone Premier, customers can enjoy the reliability of a fixed line phone service with the advanced benefits of VoIP technology, while still being able to use EFTPOS, fax and other services their business relies on.

### How does ipPhone Premier work?

FIGURE 2: BEFORE ipPHONE PREMIER

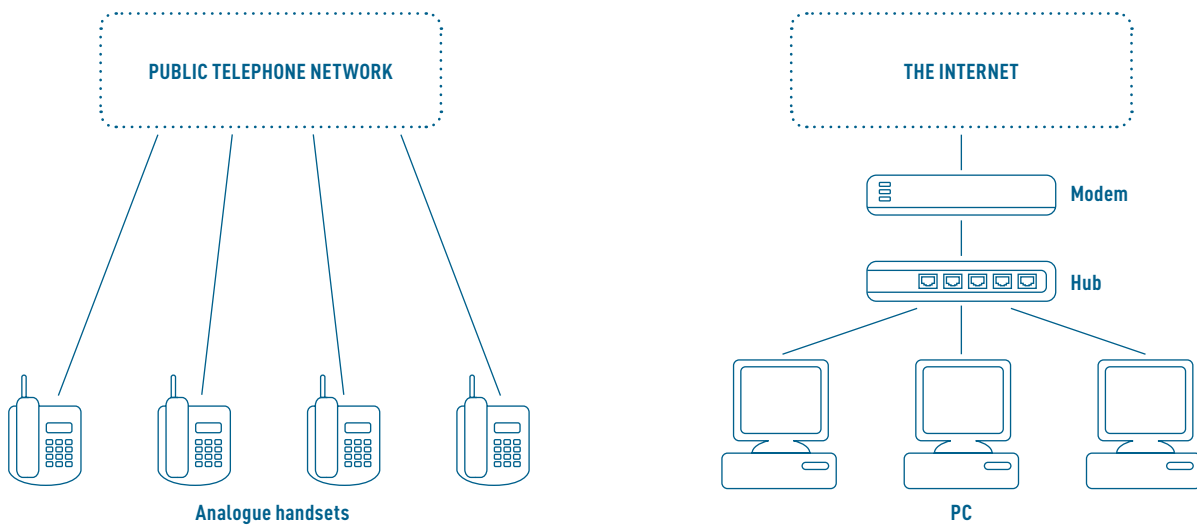
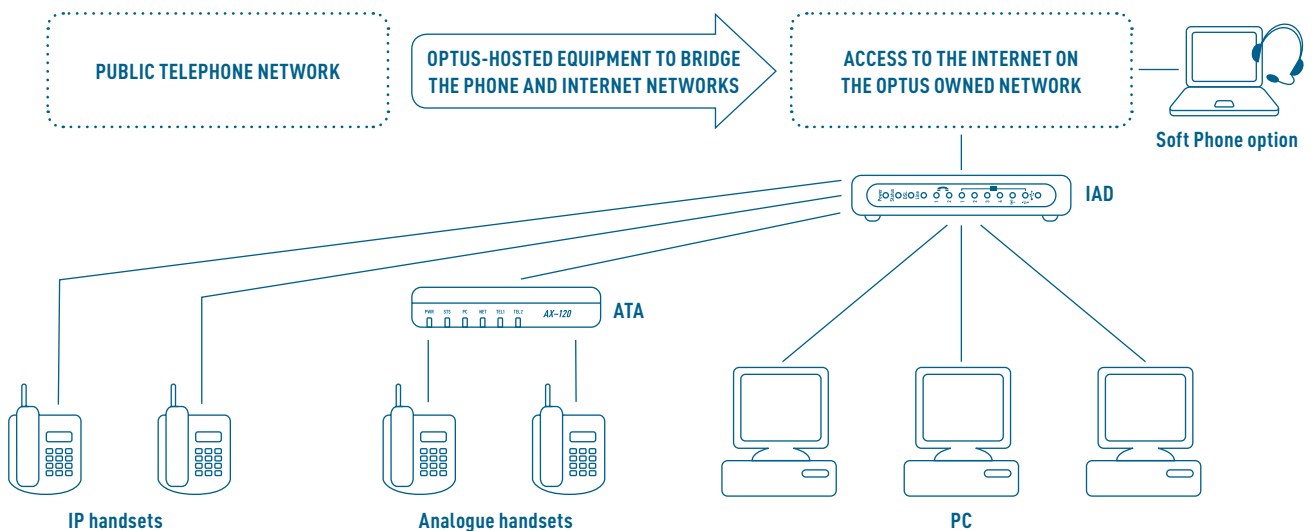


FIGURE 3: WITH ipPHONE PREMIER



# Optus ipPhone Premier

## What equipment is required?

To access ipPhone Premier, the customer needs a Business DSL Direct service from Optus and the following hardware:

- an **Integrated Access Device (IAD)** which allows a number of different telephony devices to access a single DSL line and either
- an **IP Handset** which looks like a normal phone but has an ethernet port to connect directly to the customer's broadband service via an IAD or router

or

- an **Analogue Telephone Adapter (ATA)** that turns a normal phone into a VoIP phone.

As a replacement for their fixed line service, customers can bundle between two and six phone lines with each Optus DSL Direct service.

## High quality voice calls

With Optus ipPhone Premier voice data is separated from other internet data travelling over the DSL line, so even if the customer's business continues to carry out high bandwidth activities over the internet, they won't be able to distinguish the quality of their ipPhone calls from normal phone calls.

## Premium business benefits

**Customers enjoy PBX features** without buying a \$2000+ PBX

- Extension dialling with toll bypass – free ipPhone to ipPhone calls
- Line Hunt

**and IP PBX features** without buying a \$2000+ IP PBX

- Call Routing – Find Me Follow Me and more
- Selective call screening
- Call logs
- Click to Call – dial numbers directly from the address book on the computer
- Multimedia – video calls and conferencing, text chat, presence and more (see page 06)

## Simple low cost maintenance

- No key system or PBX to maintain
- Simple and fast self serve maintenance of hunt groups and other features

## Value for money

- Low monthly access costs and low call rates

## Consolidated broadband and phone services

Optus provide and manage both the Business DSL Direct service and the ipPhone Premier service, offering one point of contact for internet and phone support.

## Professional installation

To ensure quality of service on the customer's broadband connection, an Optus technician will visit to install the ipPhone Premier service.#

## A note about

**Data usage** – Optus ipPhone Premier does not count voice data toward the customer's monthly broadband data allowance. What's more, even if they exceed their monthly data allowance and their broadband connection is speed limited, the ipPhone Premier service and the quality of their voice calls will not be affected.

**Security** – A separate permanent virtual circuit within the Optus network physically protects voice data packets from other internet traffic, so calls cannot be intercepted over the internet.

**Billing** – Customers will receive separate bills for their broadband, traditional fixed line and ipPhone services, however future capability will allow for an integrated bill.

# Optus ipPhone Express

## Get your broadband talking

With Optus ipPhone Express, customers can really make the most of their Optus Broadband service and use it for phone calls as well as the internet. The service delivers:

- low-priced local and national calls
- free ipPhone to ipPhone calls
- a low cost second line for voice\*\*
- competitive monthly access fees and low set-up costs.

### How does ipPhone Express work?

FIGURE 4: BEFORE ipPHONE EXPRESS

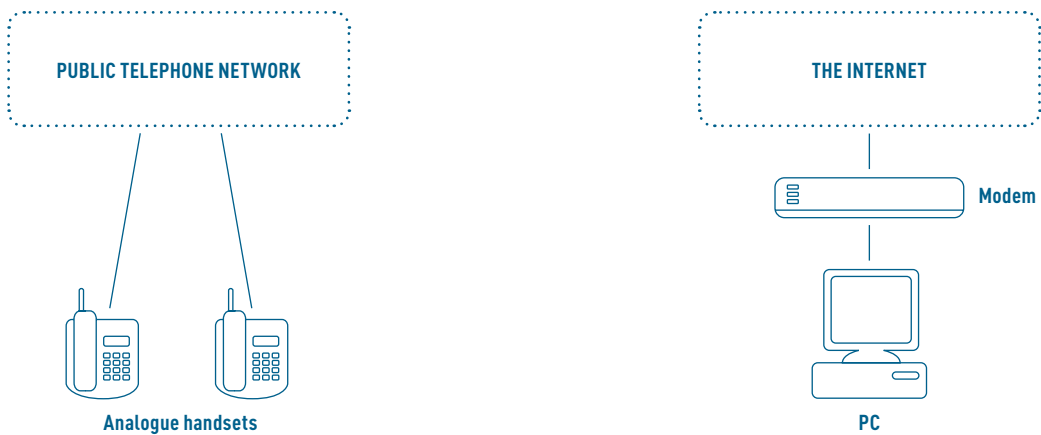
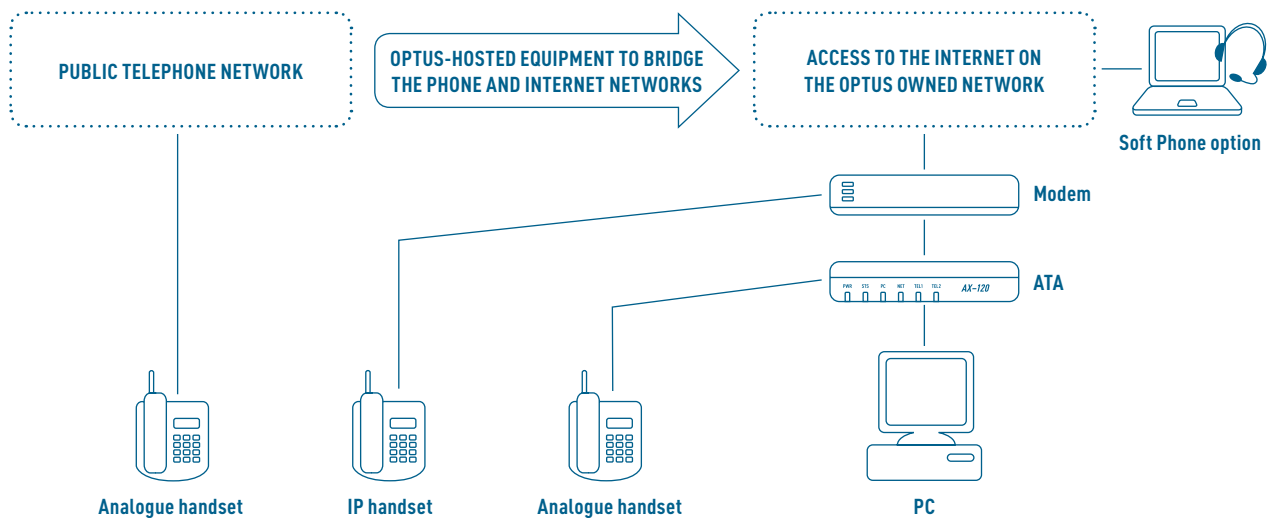


FIGURE 5: WITH ipPHONE EXPRESS



# Optus ipPhone Express

## What equipment is required?

To access ipPhone Express, customers can use either:

- a **Soft Phone** – an application loaded onto the customer's computer allowing them to make calls directly from their computer. Styled like an on-screen phone, users dial via the screen and use an IP handset or headset to talk.^^
  - Optus provides the Soft Phone free of charge with ipPhone Express
- an **IP Handset** which looks like a normal phone but has an ethernet port to connect directly to a DSL modem with no need for an adapter
- or an **Analogue Telephone Adapter (ATA)** that turns a normal phone into a VoIP phone via a DSL modem.

## Quick and easy to install

Installing Optus ipPhone Express is just as easy as installing a DSL modem. Customers can install it themselves, whether choosing the Soft Phone, ATA or IP Handset option.

## Number porting

Unlike most basic VoIP services, Optus ipPhone Express comes with a real phone number allowing people to call in on their normal phones and mobiles.

## A note about

**Data usage** – As a rule of thumb, a 10 minute VoIP call is equal to around 1MB of data. With ipPhone Express, this is absorbed into the customer's monthly data allowance.

It's important to note that ipPhone Express is dependent on the speed of the broadband connection. If a customer exceeds their data usage allowance for the month and their broadband is speed limited then they won't be able to use ipPhone Express.

**Voice quality** – Optus ipPhone Express, like other non-premier VoIP services, is dependent on the speed of the customer's broadband connection. That means voice quality can't be guaranteed. However with the minimum recommended broadband speed of 512/128Kbps, customers will find the quality of their VoIP calls is likely to be virtually indistinguishable from conventional phone calls.

**Billing** – Customers will receive separate bills for their broadband, traditional fixed line and ipPhone services, however future capability will allow for an integrated bill.

## What does an Optus iPhone cost?

Visit **[optus.com.au/ipphone](https://optus.com.au/ipphone)** for pricing details.

### How to get Optus iPhone

Optus iPhone Premier and iPhone Express are currently available through:

- Optus Business Direct and Optus Business Partners – we come to you
- Optus World stores
- Your local Optus dealer
- Optus Small Business Call Centre
- Our outsourced telemarketing partners will also be selling it on outbound calls.

For more information and to view an iPhone demo online go to **[optus.com.au/ipphone](https://optus.com.au/ipphone)**

# Frequently asked questions

## What is VoIP?

VoIP technology lets you use your broadband Internet connection to make phone calls, bypassing traditional phone lines.

## How does it work?

VoIP breaks down your voice into packets and sends it over the Internet just like email or other Internet data, bypassing traditional phone lines. There are four ways to use VoIP:

- 1 Using an analogue telephone adapter (ATA) which lets you connect a standard phone to your internet connection
- 2 Using an IP phone, which looks like a normal phone but is adapted to work on broadband networks and has an Ethernet port to connect directly to your router or an IP PABX.
- 3 Using a softphone, which is software that turns your computer into a phone. You simply plug a handset into the speaker and microphone ports or via a USB connection.
- 4 Using an integrated access device (IAD), which allows a number of different telephony devices to access a single broadband connection. A modem/router and an ATA all in one device.

## What are the main benefits of VoIP?

While the big appeal of VoIP is cheap calls, beyond that it gives you a truly integrated service that's independent of location. You can access your phone service wherever you have a broadband connection, getting voice and data over the same line, delivered to a single device – whether it's your computer at work or home or your laptop when you are travelling.

You can also benefit from call management features traditionally enjoyed by big businesses which access these features by investing in expensive phone systems like PABXs and key systems.

## How will Optus iPhone help my small business?

Having the freedom to come and go from your desk without compromising customer service or sales is important for many small businesses. The call management features of Optus iPhone allow for real flexibility in the way calls are managed, with features like line hunt, simultaneous calling, time of day call forward and optional multimedia functions including voice conferencing.

Optus iPhone offers excellent value for money with low monthly access fees and a 12c flat call rate for local<sup>##</sup> and national calls.

## Can I call any phone or just other VoIP phones?

You can call any landline or mobile phone number in the world.

## Can I use my computer while I'm on the phone?

Yes. Optus iPhone works independently of your computer so you can be on the phone and on the Internet at the same time.

## Do I need to leave my computer on?

No, unless you are using a softclient option. Optus iPhone is accessed by an "always on" broadband connection, not via your PC.

## How does the voice quality compare with a regular phone?

Optus iPhone Premier uses the Optus Network and the voice quality is comparable to a standard fixed line service<sup>+</sup>. iPhone Express is dependant on your broadband connection. If you have exceeded your data usage and your speed has been throttled it will impact the quality of your calls. Optus iPhone Premier is not affected by speed throttling.

## Can I use my fax machine and EFTPOS with Optus iPhone?

You can use your fax and EFTPOS with Optus iPhone Premier but not with Optus iPhone Express. However, those services can still be used over a standard fixed line when used in parallel with Optus iPhone Express.

## How reliable is Optus iPhone?

Because it is linked to your broadband connection, the reliability will be the same as the reliability of your broadband connection. Optus iPhone Premier<sup>^</sup> is not affected by speed throttling on your broadband service but Optus iPhone Express is. With Optus iPhone Express, if you go over your data limit on your broadband service your ability to make VoIP calls will be affected.

## Can I use a dial-up connection with Optus iPhone?

No. Optus iPhone requires an Optus Broadband connection.

## How fast an Internet connection do I need for Optus iPhone?

For the best voice quality, a minimum of 512/128k Optus Broadband plan is recommended.

## How can I use my Optus iPhone service while travelling?

You simply access your service via the soft client on your laptop.

## The fine print

- + One Optus Business DSL Direct service will support the use of a maximum of 6 simultaneous ipPhone Premier services. The number of services supported may be restricted in some areas due to your line condition or your distance from the telephone exchange. Attempting to make more simultaneous ipPhone Premier calls over a single Business DSL Direct service than the number of ipPhone Premier services you have connected could degrade the quality of all those simultaneous calls.
- \* Optus DSL broadband is available in Metropolitan and many regional areas of NSW, ACT, VIC, QLD, SA & WA. It is not available in TAS or NT. For technical and commercial reasons not all businesses can be connected to Optus DSL Broadband or Optus ipPhone
- ^ In the event of a power failure you will not be able to use your Optus ipPhone Premier service to make or receive calls, including, for example, to emergency services. It is recommended that you purchase an uninterruptible power supply (battery backup) if you are relying on your ipPhone Premier service to make emergency calls.
- # Optus will install the required equipment and will charge you an installation fee. Additional charges may apply for non standard installation.
- \*\* Some services, such as TTY, fax and EFTPOS, cannot be used with ipPhone Express.
- ^^ Optus Soft Phone is not compatible with some operating systems, including Microsoft Windows Vista and Macintosh OS operating systems.
- ## Local call rates apply to standard local calls only. Some services eg. ISDN are not classified as standard local calls.