

A close-up, profile view of a woman with light brown hair tied back, wearing a light blue button-down shirt. She is looking off to the left with a thoughtful expression. The background is a blurred office or home workspace.

VOIP\STUDIO

**SME Communication**  
**Redefined**



*“Flexibility, fair pricing, good support, easy worldwide management.”*

Patrick Schulte, Founder and Director at Ibelsa.com

## Communications that free you to focus on business

As businesses become established, legacy communications systems can start to hold you back, especially if fax, desk phone and mobile systems all come from different providers.

Do these disparate systems give you all the features you need? Are you in control of costs, or getting great value? And are your communications effective, or is the scatter-gun approach impacting performance?

VoIPstudio is a cloud-based PBX that delivers high quality, reliable business communications on the internet, desktop handsets and mobile devices.

With virtual numbers available in 50 countries and 5000 cities worldwide, VoIPstudio gives you a global office and the ability to work seamlessly as one team, wherever work takes you.

**VoIPstudio – for unified communications and a worldwide presence with a single click.**

## Make your presence felt - worldwide

Today your business can have a global reach and presence with powerful communications that save you money and improve performance.

VoIPstudio is available anywhere there's an internet connection, on computers through a browser, on traditional desktop phones and on mobile devices through an app. All integrated, unified, with single contact numbers for users wherever they are. Users can also manage their own settings around voicemail and call forwarding through a simple web portal. It empowers your people to work anywhere and stay in touch, saving money and improving performance.

The solution delivers lower business costs by providing free internet calls between your staff, reduced rate calls to landlines and mobiles and per second billing. You pay a small monthly cost per user, so you can scale rapidly by adding and removing staff as necessary, wherever they are in the world. Virtual numbers are available for **5000 cities worldwide** so you can establish a local presence with a few clicks.



Because it's a cloud-based solution, you don't need in-house expertise. There are no technical challenges to solve. Fill in a simple web form and you can be up and running in minutes – instant deployment with no ongoing maintenance or upgrades to worry about and dedicated 24/7 support.

Worldwide presence  
with a single click



Local telephone numbers in  
**50 countries**

**5000 cities**



Get closer to your international customers -  
Be recognized as a **local company**



One provider,  
one contract,  
one billing



Easy setup through  
a simple web portal



Lower your business  
costs and save your  
customers money

Ascert works as a highly distributed company, with offices and personnel in the US, the UK, South Africa and Australia. Since the company's foundation in 1992, each of these locations offices had developed its own independent telecommunications solutions, and these were neither integrated nor easy to manage.

Managing Partner Andrew Mould says: "If I wanted to speak to one of my colleagues I would have to make a regular international phone call. Obviously there were significant costs associated with that. We also used messaging services and Skype and desktop conferencing products, but this gave no cohesive central view of things. Sometimes it was hard to know how best to contact someone: should I use method A, B or C?"

In the US office the company used a hybrid PBX and IP telecoms system, which necessitated maintenance of both the telecoms box and a Windows server, although it did provide many advanced features. These were missing in the UK, however, which depended solely on a BT FeatureLine system.

"For the UK teams, they were either in the office or they weren't answering calls," Andrew says. "That is obviously far from ideal."

# Ascert - The people who test mission-critical payments systems put their trust in VoIPstudio

## Background

Ascert builds best-in-class automated software testing solutions that help many of the world's biggest and best companies measure application performance, reliability and scalability. The company's products and consultancy services are used in the most rigorous testing conditions on the most mission-critical applications to reduce risk of failure, improve time to market and increase quality.



## Solution

Ascert took the decision to transfer as many of its business services as possible into the cloud.

"We no longer wanted any boxes in-house," Andrew says. "You always end up having to manage them. We became experts on this and we have done things with our phone systems that people said weren't possible to do. We are technicians so we are able to do these things. But it's not our core business function."

"We also envisaged moving offices in the UK, and we needed a system that would be easy to transfer to a new location."

Ascert chose VoIPstudio (then branded as VoIPDito) because it offered a robust, mature and fully functional solution.

**"Some of the other offerings we looked at simply didn't seem ready for prime time," Andrew says.**

**"I liked the formula VoIPstudio have worked out. They had a data centre that was going to be half way between our UK and California offices which would help us with any latency issues on the internet. And their user interface is very good. The company themselves were also very good to work with."**

Ascert now has greater control over its incoming lines and can easily allocate them to different screens or locations. Or calls can be routed through Interactive Voice Response (IVR) systems.

Calls can also be forwarded to mobiles using the follow-me feature, improving the availability of Ascert's teams of experts, which is a major advantage to a company which helps its clients to test and maintain mission critical systems.

## Benefits

The company now has a unified communications solution which has removed the need for in-house servers and multiple PBX boxes in different offices around the world. The company's entire telecoms solution is now managed and controlled through a simple web portal.

"It has made the whole management easier," Andrew says. "It also doesn't have to be someone in the US office that manages it. If there are issues at other times of day, then people in the UK can go in and take care of it."

The need to handle multiple bills and contracts has also been removed. Now one bill is paid automatically each month from the company credit card.

"We don't even look at it," Andrew says. "We see the headline figure but don't bother beyond that - especially since it is around a third of the cost of what we were paying before."

"Another great advantage of having the phone system behind you which handles things on a worldwide basis, is that it allows you to project the image of a world-class organization by the way you handle support issues so effectively."

*"It is absolutely cheaper than what we had before and the whole manageability aspect is a huge improvement. It has simplified my life. Now the telecoms system is something I don't have to worry about."*

Andrew Mould, Managing Partner, Ascert

# Unravel your telephony and boost productivity

Established smaller and medium-sized businesses can achieve significant cost reductions and performance improvement by unifying their communications and moving telephony services to the cloud:



- Look the part - with the same power features used by multi-national enterprises
- A single provider for all your telephony and communications worldwide
- Worldwide presence with a single click
- Telephone lines in 50 countries



- Be more agile - add and remove users when needed



- Give your users a powerful and agile communications solution. VoIPstudio frees users to take and make calls simultaneously on a computer, desk phone and mobile app.



- Staff can talk for free anywhere in the world
- Pay only for what you use
- Reduce call costs - free calls between staff, reduced rate calls to landlines and mobiles and per second billing



- Easy to set up and manage - no need for in-house IT or telecoms expertise



# VoIPstudio features



Free Internet Calls



Reduced Call Rates



Hosted Phone System



Call pickup



ACD Queues



Call Parking



Pay As You Grow



Instant Deployment



No Contract



Click To Call



Phones auto provisioning



Call Recording



World Wide Data Centres



One Second Billing



Numbers Porting



Company Directory



Fax2Email



Unlimited Storage



Remote Office



Mobile Client



Virtual Numbers



Emergency Service Calling



Web Portal



Multipoint Registrations



Time Based Routing



Internet Failover Protection



Call Transfer



Music On Hold



Conference Calling



Reception Console



Follow Me



SalesForce



Microsoft Dynamics CRM



Sage ACT!



Interactive Voice Response



Voicemail



Call Waiting



Microsoft Outlook



ORACLE Sales Cloud



Avaya One-X



Contacts Directory



Ring Groups



Extension dialling



Cisco 79xx

## VoIPstudio integrations



SalesForce



Microsoft Dynamics CRM



Sage ACT!



Microsoft Outlook



ORACLE Sales Cloud



Avaya One-X

## Take your communications to the next level

Moving your telephony to the cloud gives you a single solution that improves communications right across your business, while driving down costs and making you more agile. Open virtual offices anywhere in the world in minutes. Give your people the communications tools they need to stay in touch and work anywhere.



You can try VoIPstudio today, free for a month, with no commitment and no need to enter payment details. We're that confident that you'll love our service. We believe once you've tried it, you won't look back.

You can sign up find out more about our services - and our exceptionally competitive and flexible pricing - online at [voipstudio.com](http://voipstudio.com) That's also where you'll find the sign up form for the free, no ties monthly trial.

Or, if you have questions, call us on:  
[+1 310 870 9750 \(US\)](tel:+13108709750), [+44 203 432 9230 \(UK\)](tel:+442034329230).



<http://voipstudio.com>  
Tel (UK): +44 (0) 203 432 9230  
Tel (US): +1 310 870 9750  
email: [info@voipstudio.com](mailto:info@voipstudio.com)