Vu Voip Unlimited

WHITEPAPER

Ethernet

The reduction in price for Ethernet leased line access has been significant over the past few years and is now affordable for many businesses. Lower rental prices, coupled with fast repair (5 hour fix) and quick installation lead times (30 working days) have proved popular with customers who need a more enhanced service that cannot be achieved using broadband technology.

Getting started

You've identified Ethernet, now what?

So you have done a great job in identifying the best connectivity for your customer. You know what works for them and what will match the criteria best. You're pretty confident Ethernet (otherwise known as Leased Line), is the best solution and you're ready and raring to get the quotes in from providers so you can place your order. So now to place the order with the cheapest one then, correct?

Well actually, stop! Cheap and cheerful is not the best policy here. There are so many factors more crucial than price which should be considered and weighed up as your criteria first, before price comes into it. The performance between each provider varies significantly and also there can be many less obvious costs hidden by the 'cheaper' ones to get you on board.

We have compiled a list of factors to consider to protect yourselves from getting locked into a service which doesn't meet your needs. No one wants to waste their time.

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The only guarantee is change

Scalability

You or your customer are continually going to change, and with that so will your Communications requirements. Internet and Telecoms shouldn't be inflexible and so for long term suitability, your provider should offer a scalable solution.

For example, a 10Mbps Ethernet Connection might be adequate now, but excess bandwidth is required to future proof businesses. Your client will want to be able to move with the times and take on remote workers or virtual machines to save costs, potentially move to hosted services like Telecoms or they may even need to start considering cloud storage & backup. Their bandwidth requirements are undoubtedly going to increase so you want to easily scale that up with no nasty surprises.

Is the provider you are looking to choose able to easily scale that service up? Every provider has a varied process for upgrading existing connections with different lead times, costs and service quality guarantee. You don't want this change to mean any dip in reliability or uptime.

Sometimes the cheaper solutions can sting you when you want to change, so find out scalability requirements with your quoting providers.

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Keep it moving

Premises migrations

We always advise our channel resellers to consider the long term plans of their clients in terms of location as well as business growth. Find out if they rent or own their offices, ask them if they are likely to move and see if this would be within the contract duration. If they might, this could considerably influence who you choose as the right provider for them.

Service migrations are handled differently per provider, as are the associated costs. Most clients will not realise that in some cases it is not possible to 'migrate' an Ethernet solution. If the old & new sites are both serviced by the same carrier it may not be too difficult but costs will still come into play.

Some providers cannot provide Ethernet services to every location so if they cannot access the new site, you may find yourself stuck with an early cancellation fee and on boarding costs with a new connection at the new site. All complications which will cost not only your clients' money, but your time too meaning you are less available to help them day to day improve their business.

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Survey Accuracy

You want your client to experience a seamless implementation and you want to manage this project efficiently for them, right? This means you need to prepare yourself for any unforeseen hurdles whether that be logistically, financially or both.

During an initial site survey a provider should identify any potential issues that could cause delays and affect any initial lead time estimates. Remember they can only be estimates until this survey is done and any impacts on the original solution architecture. Things like ECCs (Excess Construction Charges) may be required, which the providers provisioning teams should be able to manage.

If a provider misses any key information in the initial survey your project is going to be delayed and your customer is unlikely to be very happy about it. Make sure you consider existing infrastructure at the site, is the building already on-net with a carrier? Work with your provider on this as they will have existing relationships in place, plus you could be speeding up installation times and reducing chances of ECCs.

Sometimes these hurdles can mean re-evaluating whether or not to proceed – talk about costly in the long run!

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Communication

Progress updates

We hear it all the time don't we, communication is key. Well that's because it is! Especially when you are managing a client's entire IT estate and have them to answer to. It is absolutely critical that you are fully informed of the progress of your project – rapid identification and communication can often mean the difference between overcoming the hurdles and keeping the project on track, or causing delays that can cost your client an irreversible amount of business.

Find out about your providers Provisioning, Customer Service and Support Teams. Look out for what their clients say about them and keep an eye on the level of service you think you are receiving in the sales cycle, and ensure this continues to be as present once you are a live paying customer. Ensure the person who promises you the world doesn't disappear and can back it up!

Try and keep a named contact to answer all these tricky questions you really should be getting answers to. There is nothing more frustrating than going for an off the shelf cheap solution that unfortunately comes with reduced service as a cost.

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Lead times

Accurate or wishful thinking?

You will already know by getting to the point of reading this whitepaper, that most providers quote a generic 65 working days for full deployment of an Ethernet connection. Although this sounds like a lot, don't be surprised when you hear stories of even this over-running.

If lead time is a particular crunch point for your clients, then ensure the carriers you are considering have a good reputation for delivering within SLA. You should get a good impression of how well each provider keeps to deadlines and how quickly any problems are dealt with, as you dig deeper for the above suggested considerations.

When advising your client who may be in the process of moving or leasing a new place, ensure granting of wayleave's is written into lease contracts as this could cause unnecessary costs and delays.

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Know your carrier

Service spectrum

Remember that many service providers offer a wide spectrum of services. If your client is moving and is wanting to reduce costs where possible by utilising technologies like SIP, consider the possibility that cost savings could be immediate by using the same provider as your Ethernet & other Communications services.

By bundling together services, factors like surveys and processes don't need to be juggled and you can often get on-net benefits too.

Same SIP/ Communications provider benefits include; optimal voice quality calls between sites, free calls on-net, Quality of Service (QoS) tagging, prioritising voice over data traffic and much more. No other carrier involved in routing also means avoiding other networks which may or may not honour QoS. No other carriers to deal with from a support perspective, means all traffic will flow directly to and from service end point to provider and a single point of contact for any issues.

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Action plan

How should I get the information on your factors to consider?

So, now you see that 'buy cheap buy twice' really can come into play in all markets, how can you take our advice and really get to know what you are letting yourself and your client in for?

First and foremost, you need to deal with each provider first hand, to assess for yourself the above points. This can be tough if you are dealing with multiple Ethernet orders every month, but remember there are companies that already have partnerships with multiple carriers and can do this work for you.

Every year Voip Unlimited places thousands of Ethernet orders with a wide variety of the top UK carriers and so our teams have become experts in each carriers' strengths and weaknesses. On top of this, we also have our own private IP network meaning we can map out many carrier areas to make the process much more efficient, cost effective and when on our network, reliable.

One of Voip's greatest strengths is its Provisioning Team, the team are renowned for their experience in the industry and talents to ensure processes are always as fast and hassle-free as possible, this is often what our clients are first to praise when they come on board. Our Provisioning Team evaluate the performance of other carriers and communicate this back to ensure improved service for our partners.

We have standards of quality and service to uphold to our clients and so we hold our carriers to this as well. Our Provisioning Teams are known as the best in the industry as we don't offer our partners excuses and we don't pass the buck, if it is your problem, it is our problem.

To keep true to our advice above, we will actively advise you on what quantifies the 'best' carrier for you, per case. If we have concerns over the carriers performance, we would advise against using them, even if they seem cheaper at first.

Voip Unlimited are here to help you choose the most reliable carrier with the optimum deployment ratings and most competitive overall costs for your customers' needs.

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About Voip Unlimited

Established in 2006

Voip Unlimited is a UK based Internet Telephony Service Provider (ITSP). Voip Unlimited specialise in voice communications over IP and business data solutions, delivered over its privately owned reliable network designed specifically for voice and without compromise. Through trading for over a decade, Voip Unlimited have established a strong reputation for reliable, secure services and tailored solutions whilst still being cost effective.

Customers include Formula One teams, Healthcare Institutions and Government Agencies. As a central supplier within the Voice over IP market, Voip Unlimited are known for reliability, speed and quality with experienced departments able to design, deliver, install and support, to first class standards.

Voip Unlimited has helped customers in adopting highly reliable Ethernet connectivity, providing organisations across the UK with a competitive edge. Our dedicated project team ensures the efficient delivery of customer circuits, providing project updates throughout the provisioning lifecycle.

Businesses who may consider migrating from ISDN to SIP trunks can now have a single hop option to Voip Unlimited's core network by routing IP calls as well as data over their Ethernet circuit.
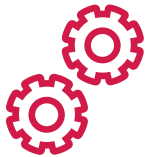
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Ethernet Circuits

Choice of access
Customers can choose from Ethernet over copper or Ethernet over fibre with speeds from **2MB TO 1GB**.

Full service SLA
Business grade service **GUARANTEES** on performance and repair.

Managed service
Managed Cisco router provided **FREE OF CHARGE** within contract.

Free Installation
ZERO UP-FRONT CHARGES for 3 year term contract.

Single hop to Voip network
IDEAL for running Voip Unlimited SIP trunks.

Dual stack IPv4 – IPv6
Run **IPv4** and **IPv6** ip schemes simultaneously.

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Ethernet

PRICE REDUCED

Connection up to 1Gbps

Industry leading SLA's

Zero install costs*

Cisco managed hardware

Competitive costs

Provisioning excellence

* Subject to T&C's