



## **Actimax Net Solutions Product Portfolio**

# CONTENTS

1. Market Trends
2. Available Guides To Help Your Business
3. Why Use Actimax Data Services?
4. Tier One, Carrier-Neutral Network Solutions  
in Alphabetical Order
5. SIP Telephony

## MARKET TRENDS

- More and more customers are buying via the Internet but still need to talk to the supplier on the telephone
- More workers are becoming mobile with flexible working, remote working and out of hours answering for customer enquiries being required.
- Consequently customers need to buy technology that enables them to interact with Internet enquiries and have flexible and remote working.
- Suppliers provide technology, but as part of this solution there also needs to be a network connection to enable the solutions to work.

## Available Guides To Help Your Business

Actimax are unique, in that not only do they provide the equipment but they also provide a complete network solutions portfolio of connectivity. To help our customers choose the best products we also provide a number of guides which are as follows:-

- Reducing Call Costs
- Using Non Geographic Numbers
- Using SIP
- Reducing Costs of Data Circuits
- Choosing an ISP
- Flexible Working Guidelines
- Using My Teamwork
- Using MPLS

## Why Use Actimax Data Services?

- We offer the end user a choice of network. Actimax has the ability to deliver but offer different platforms and different products. This enables Actimax to choose the best network solution for the customer.
- Actimax are able to offer an end-to-end service level agreement for all of the data solutions they provide.
- Actimax are able to offer network visibility information, which enables the customer to be able to have visibility of what is happening on the Wide Area Network.
- Actimax are able to provide integrated voice and data networks, which can be coordinated with the correct hardware solution to provide a coordinated solution for the customer. This means the customer has one point of contact for the voice and data needs.
- Actimax work as partner rather than just a provider to enable us to work with the customer to choose the best solution in terms of price, reliability and longer-term manageability.

### **A single, reliable source for your voice and data needs.**

It doesn't matter what kind of business you are in, what products you sell, or what service you provide – you simply cannot afford to take chances with communications and despite what they say, few providers can actually deliver on the promise of best-in-class voice and data solutions coupled with confident network reliability and attentive service.

Actimax network services offers a complete solution for providing businesses with Data Circuits, Wide Area Network (WAN), Internet connectivity and complete managed services. Through our industry leading NetSolutions portfolio of telecommunications services, Actimax delivers powerful solutions that easily meet business requirements, surpassing any and all technical and geographic boundaries.

What's more, Actimax Network services ability to provide a comprehensive, single source for all your communication needs means your left to focus on one thing....your business success.

## Tier One, Carrier-Neutral Network Solutions in Alphabetical Order

### **AUDIOCONFERENCING**

We offer a variety of audio conferencing options that enable fast, flexible communications – saving time and increasing productivity. In addition, a wide range of features is available to customize your conference experience with operator assistance or recording and archiving services. What's more, Actimax Audio conferencing solutions can provide maximum flexibility with no capital investment on your part.

### **BROADBAND**

Actimax offers various connectivity technologies, including digital subscriber line (DSL) services, Internet access and fibre optic solutions that can help your company reduce costs, boost productivity and increase worker efficiency with Broadband Internet access. Our carrier-neutral approach to providing Tier One communications services ensures that your company will have access to multiple connectivity options at competitive prices.

### **DATA SERVICES**

Actimax network services offer a complete suite of data services that include dedicated access, local access, dial up services, private networking and point-to-point networking. Services are available through a variety of transport options, including MPLS, digital subscriber line (DSL), frame relay, Internet access, private line and Virtual Private Network (VPN) services to support your data communications needs.

### **DIGITAL SUBSCRIBER LINE (DSL) SERVICES**

DSL services allow you to transfer large files quickly and easily while providing a reliable, always on, Internet connection. DSL services provide a high-capacity, high-performance dedicated digital information channel designed for Internet connectivity. Smaller enterprises and remote locations can take advantage of the higher speeds available without the additional expenses in both network connectivity and customer premise equipment associated with traditional PSTN services.

### **E-MAIL – HOSTED**

NetSolutions offers hosted e-mail solutions for all sizes of enterprise customer. Hosted solutions ensure that key communications are received regardless of the specific site's network connectivity conditions. E-mail

solutions can be deployed using both Internet message access protocol (IMAP) and post office protocol (POP) 3 access and services that include web mail access through any Internet connection.

### **INTEGRATED SERVICES DIGITAL NETWORK (ISDN) SERVICES**

Send any combination of voice, image, video or data across town or around the world. NetSolutions offers two versions of ISDN long distance service, Primary Rate interface (PRI) and basic rate interface (BRI). Based on international communications standards, ISDN technologies allow you to have fast, flexible, highly reliable and digitally clear communications services. BRI services use standard phone lines and advanced digital technology to move data at significantly higher speeds than traditional phone lines allow.

### **INTERNATIONAL SERVICES**

Connect workers across borders and continents with NetSolutions International Services. Various data technologies can be used to connect remote offices worldwide to a Wide Area Network (WAN) including Internet access, frame relay, private line and virtual private network (VPN) service. In addition, our optional Network Management and Monitoring services can give you access to the intelligent network operations centre to monitor your global network in a real-time environment and improve network up time and reliability.

### **INTERNET ACCESS**

Actimax Internet Access Solutions can make connectivity headaches a thing of the past. By providing digital subscriber line (DSL) and broadband Internet connectivity, Netsolutions has a wide range of options for your enterprise. NetSolutions service level agreements back up our connectivity claims while industry-leading service and carrier-neutral, Tier One offerings ensure fast, reliable and affordable high-speed Internet access services.

### **MULTI PROTOCOL LABEL SWITCHING (MPLS) VIRTUAL PRIVATE NETWORK (VPN)**

Virtual Private Network provides a secure, scalable wide area network (WAN) communications technology designed to increase network performance and flexibility while controlling costs and network management recourses. MPLS VPN allows end users to prioritize VoIP,

video and other mission-critical enterprise applications over their data network by designating different classes of service (CoS) for real-time and interactive data communications. At the same time, a lower priority may be assigned to applications, which do not have the same performance requirements, all over the same network infrastructure. MPLS Service Level Agreements (SLAs) provide the highest level of customer guarantees to meet the performance requirements of today's leading WAN applications. NetSolutions MPLS VPN combined with the network monitoring and management services gives customers the highest level of managed network services performance and convenience available in today's competitive marketplace.

#### **NETWORK MANAGEMENT AND MONITORING**

Actimax's Managed Network Services employs state-of-the-art network technology and tools to ensure that your network is performing at optimal levels. Our highly skilled staff provide 24/7/365 proactive monitoring and management to identify issues before they impede your connectivity and resolve out-of-service issues quickly to increase your network up time and reliability. For a low monthly fee, our team will provide your firm access to our Intelligent Network Operations Centre Web portal that provides real-time reporting for the circuits, routers, and other components of your Wide Area Network (WAN) and Local Area Network (LAN).

#### **NON-GEOGRAPHIC NUMBERING**

All sorts of companies use Non-Geographic numbers, from Insurance companies to Finance companies to Travel companies, but the general type of company using the Non-Geographic numbers are organisations which have help lines, sales order lines or service lines. There are a number of suppliers of Non-Geographic numbers. Actimax would recommend Totem because they have an easy to use web interface to enable you to manage the system and have a complete range of Non-Geographic numbers. Normally Non-Geographic numbers will make more customers telephone your company. This can then be interpreted using call-logging software to enable your organisation to see the effectiveness of your advertising or service campaign. Call logging software is quite useful for this and is quite inexpensive to put onto most telephone systems.



## **PRIVATE LINES**

Actimax Network Services offers Private Line services that protect your critical business traffic and provide exceptional reliability and accessibility. Private lines give you the peace of mind that your internal business traffic is transmitted quickly and securely via an end-to-end private connection. This dedicated point-to-point connection ensures that your communications network is closed to any outside traffic or security risks, and that the maximum bandwidth is available between the connected endpoints.

# SIP Telephony

## **SIP STANDS FOR SESSION INITIATION PROTOCOL**

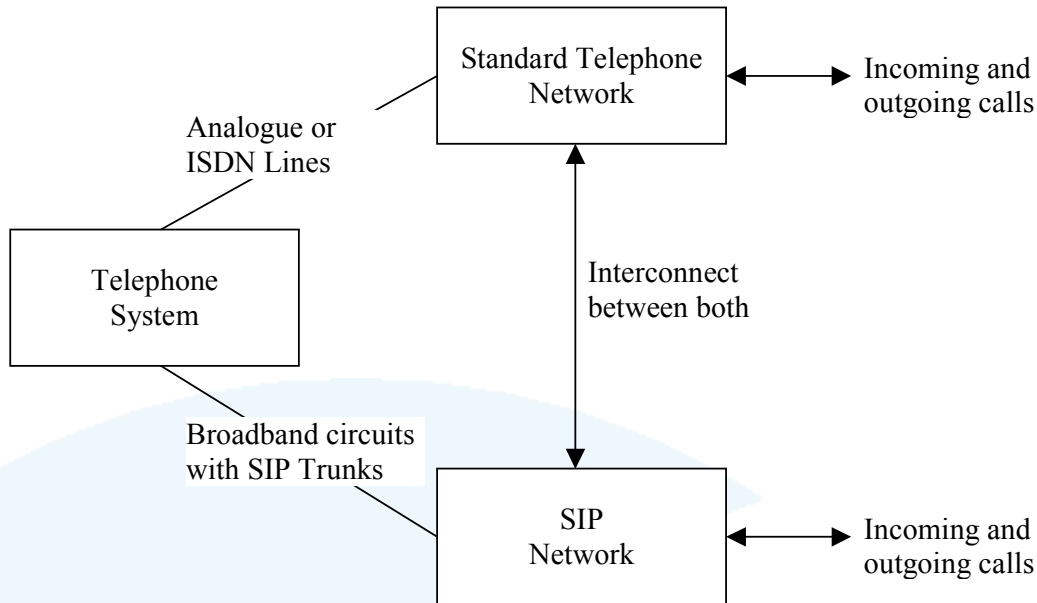
Session Initiation Protocol is an open, multi-media signalling standard. Its openness allows enterprises and carriers to interoperate over IP connections. The logical channel established between them is termed a SIP Trunk.

SIP Trunk lines enable businesses to create a single, pure IP connection between enterprises and telephone carriers and make it possible for businesses to make and receive calls over broadband circuits.

### **Some Key Business Benefits:**

- You can port your existing BT numbers when moving from one exchange to another. (I.e. relocation of offices). This can provide business the flexibility to port multiple BT DDI ranges and numbers, along with new numbers, all of which are owned by the customer.  
**This is an important factor to enable businesses to retain its existing customers. It saves timely and costly address/phone number notifications.**
- Companies can have virtual incoming and outgoing ‘presence’ virtually anywhere across the UK or even internationally. This means that a company can have telephone numbers for incoming and outgoing calls on local exchanges without having a physical presence there.  
**Companies using SIP trunks can appear to have ‘virtual offices’ by using local telephone numbers.**
- Companies can reduce communication costs.  
**Calls made over SIP trunks are generally much cheaper than traditional telephone services. Also, calls between two SIP users are free of charge.**
- A massive amount of press coverage on the benefits of VoIP from services such as Skype, which are all proprietary and targeted at the consumer market, establishes a proven technology.  
**Means that this is no longer a lagging technology and creating awareness in the business community.**
- SIP Trunks represent a business class VoIP service, using the SIP protocol as an open signalling standard to link customer premises equipment to the SIP provider.  
**SIP is now a trusted and mature protocol, offering business level reliability. Giving the customer confidence of an acknowledged and accepted standard.**

**This diagram explains how the telephone system is connected:-**



Session Initiation Protocol is an open, multi-media standard. Its openness allows industry from carriers to premises equipment suppliers to interoperate over IP networks. The connection established between them is termed a SIP Trunk.

### **VIDEOCONFERENCING**

Host broadcast seminars, meet with satellite offices, hold live press conferences, stream recorded content and do business in new and creative ways with Actimax videoconferencing. Connect using either Basic Rate ISDN or Primary Rate Interface ISDN services from NetSolutions. Video conferencing will allow your enterprise to save on travel expenses and maximize employee productivity by enabling face-to-face meetings between geographically dispersed offices.

### **VIRTUAL PRIVATE NETWORKS (VPN)**

Our Virtual Private Network Service (VPN) is a suite of cost-effective, Wide Area Network (WAN) and security solutions for businesses of all sizes. It lets you configure high-performance, site-to-site, remote access and intranet/extranet solutions in secure, standards-based environment, while combining the cost efficiencies of broadband internet, the security of private line networks and the multipoint capabilities of frame relay networks. Security options include both premise-based and network-based firewalls to help protect mission critical corporate recourses. Combining a

VPN with our Network Operations Centre gives you the most manageable, comprehensive and user-friendly WAN solution available for your multi-location enterprise today.

### **VOICE SERVICES**

Actimax Voice Services can deliver communication solutions offering flexibility and dependability to enhance the efficiency and overall effectiveness of your business communications. Voice services include basic rate, primary rate interface (PRI), Audio conferencing and Voice over Internet Protocol (VoIP).

### **WEB CONFERENCING**

Web conferencing lets you broadcast your conference live to an unlimited number of geographically dispersed participants using the Internet, while delivering a rich visual presentation. You can maximize the flow of information via the Internet Protocol (VoIP) audio included over the same connection with certain services.

*Call today for a FREE Voice and Data Network analysis.*

01268 243900 / [www.actimax.co.uk](http://www.actimax.co.uk)

*Download our free guides to:*

*Internet Service Providers*

*Non-Geographic Numbers*

*Guide to Voice over Internet Protocol*

## ABOUT ACTIMAX

Actimax, established in 1997 has a firm track record of proven results and satisfied customers in the telecommunications market. Our core business is the supply, installation and maintenance of communications systems, and our strength is in the technical background of our team of 38 employees.

With a management team that have worked together for a combined total of over 75 years, we are a hard working company that knows where it is heading. The experience of John Massey Managing Director who's background in the communications industry goes back over 30 years is invaluable in the company being one step ahead of the competition. Actimax invests over 50k per annum on training it's team, including technical engineering courses, management courses, sales and marketing seminars and we also recently offered Learn Direct courses to the whole company, which saw a good up take. The company ethos is to keep our team, happy, motivated and interested, that way they are more likely to stay with us. This has proved to be a benefit with 60% of our team having been with us for over 3 years,

We provide communications hardware from five leading manufacturers along with a whole portfolio of supporting products. We have gained superior accreditation with all of the suppliers we work with, along with awards for Customer Care and Service ( 2004 and 2005 ) , Comms Channel Reseller of the Year 2005, Essex Business of the Year 2005 and Business-to-Business winner 2005.

Our target market are companies, either single or multisites with over 20 employees, and with no upper limit. Our market sector is any company looking to improve their process and procedures along with increase in sales, cutting costs and improving service, and we have been especially successful in Government, Financial, Travel and the Motor Trade.

For More Information on Actimax and the services we offer please contact us:

**ACTIMAX PLC**  
1 YARDLEY BUSINESS PARK  
LUCKYN LANE  
BASILDON  
ESSEX  
SS14 3GL

Tel: 01268 243900

Fax: 01268 243999

Email: [info@actimax.co.uk](mailto:info@actimax.co.uk)

Web: [www.actimax.co.uk](http://www.actimax.co.uk)

**Helping Your Business To Communicate**