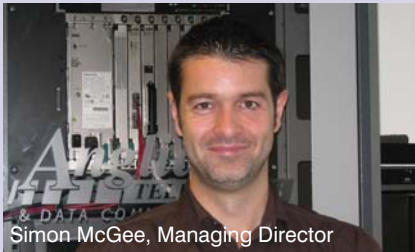


# Anglia News

Anglia Telephones Business Update

Autumn Winter 2009

Hello from us all  
at Anglia!



After nearly 20 years in business we thought it was about time Anglia Telephones produced a newsletter to inform you of the latest products and benefits that we can bring to you.

We pride ourselves on providing the best solutions guidance for a smoothly and efficiently run business.

After a tough year for so many, we're determined to continue providing you with the latest technology to keep ahead of your competition. So we're kicking off some great offers to encourage you to update your communications, to get fit and ready to fully exploit the recovery as it kicks in.

Our MD, Simon McGee always states that he's an engineer first and foremost, and not a salesman. He has built up an extensive 21 year knowledge of telephone systems and makes recommendations for each customer based purely on effectiveness for their business along with affordability. We hope you'll entrust us with your next system upgrade.

We'd like to thank you for your business to date, and we're only a phone call away for any further help.

## 20% Discount off Panasonic Systems

We recently completed the move to our new premises at Beacon Innovation Centre, Gorleston, upgrading our own communications in the process to exploit the very latest advanced technology. And we're delighted to offer you the same opportunity for 20% off normal price!

Now our brand new Panasonic system delivers all the wide variety of office and mobile based facilities needed to deliver the highest level of service. And because our system is connected via SIP Trunks, our calls utilise our internet connection rather than ISDN, so we save money!

### Performance Proven - by Us!

SIP is brand new technology, so we became self imposed guinea pigs to thoroughly test out the bold claims that it is the futureproof choice for the 21st Century.



Well, we've pushed our tests to the limit, and we're delighted to say the technology has delivered 100% for us, so we can now recommend it to you with confidence.

Take advantage of our 20% off the latest Panasonic NCP or TDE System offer and you too get the tantalising added benefit of SIP compatibility, so you too can gain the ongoing savings against your current ISDN connection costs. All the details are inside.



New offices and the latest communications technology for Anglia Telephones - ready to deliver the same to you.

**Anglia**  
TELEPHONES  
& DATA COMMUNICATIONS

# Optimise call costs

Anglia has been associated with Mainstream Digital for 7 years. Our aim is to give best advice on cost savings, providing the right bespoke business package for each customer. And every company has differing needs - especially larger organisations with many departments and disciplines.

As a result, our customers (and us!) now benefit from enhanced service and keen prices. We can ensure that you too benefit from this advanced service, and because Mainstream buys in bulk off BT and passes these discounts through, the high quality of your calls is maintained across BT lines.

Mainstream own their own SIP VoIP carrier class switch based in London and Birmingham. They even helped in developing the IPX exchange system with BT wholesale. Mainstream sip trunks have

been approved to use with the Panasonic TDE100 and NCP Telephone Systems.

A friendly no-obligation chat on 0800 783 5387 or e-mailing sales@atel.co.uk is the first step to taking advantage of our free advice.

Sip trunk cost per simultaneous call from £4.99 per month (Subject to Terms & Conditions, Survey and Availability)



# Reduce your phone hang-ups on-hold

Up to 70% of callers are placed on hold during their call. That's some statistic! And it means that the on-hold experience that you give your customers is valuable... after all, alot of them will hear it!

Silence, poor quality music or general hiss on-hold do nothing for your reputation, so it's important that callers are entertained - or at least placated to discourage them from hanging up and going elsewhere!

The Anglia solution? Tru Serenity MOH. MP3 technology for best performance. Robust build for long term reliability. We can install in no time at all, operating it is simple, and it's compatible with all telephone systems.

The unit comes with standard licence free music, with or without reassurance messages. Or, if you want your own personalised messages we're

happy to arrange your own professionally recorded messages here at Anglia. Need more information? Just call.

**Anglia Price: £299.95+vat**  
**OR: £199.95+vat** (with your new Panasonic system - see right)

**Save £100**  
When you purchase a Tru Serenity with any new Panasonic system



Tru Serenity. Quick Anglia install, simple to use, easy to personalise.

# SIP trunks explained

Most UK business systems connect via ISDN lines. SIP Trunks are the new alternative. Standing for Session Initiation Protocol, SIP directs calls over your internet connection, reducing or removing the need for ISDN circuits. This means a number of benefits:

- **Cheaper connectivity.** Internet connectivity prices have come right down recently, whilst ISDN prices have stayed broadly unchanged. So if you rent ISDN lines, you're probably paying more than you need to.

- **Cheaper call rates.** ISDN calls are very often more expensive than SIP calls, which place lower demands on the call carrier.

- **Only pay for what you need.** With ISDN2 you buy two channels at a time. With ISDN30 you buy a minimum of eight channels. SIP can provide any number of channels, in increments of one, only limited by your bandwidth.

- **No additional hardware costs.** With ISDN, if you need to add a circuit, you may need an extra ISDN line card for your phone system. The cost (if your system can accommodate it) can set you back a substantial amount. Not so with SIP.

- **Disaster Recovery ready.** SIP Trunking can increase your phone system's resilience, by eliminating its dependency on individual circuits.

Convinced? We are! At Anglia we utilise SIP trunks within our own operations, and we'd be delighted to advise you on whether your current system can be adapted to become SIP compatible.

Alternatively, our new Panasonic Systems offer will open the door to this and a whole host of advanced business benefits.

Either way, call us on FREEPHONE 0800 783 5387 to explore your options.



**20% off**  
your Panasonic TDE or NCP solution until end of 2009 ONLY from Anglia Telephones...  
Call us NOW on 0800 783 5387

# Cutting edge systems affordable with Anglia

## 20% off KX-TDE & KX-NCP Panasonic Systems, tailored to suit you

Panasonic NCP and TDE systems provide a tremendous selection of options to achieve the perfect fit for your operation. At Anglia we're the Panasonic specialists, geared up to understand the individual characteristics of your business, so that we can design your system to enhance the way you operate, maximising convenience and efficiency.

### Futureproofing your business

These Panasonic ranges embrace all the latest developments needed to handle your communication needs going forward, including expandability. So your investment is protected well into the future. And because they are also both SIP compatible (see right) we can assure you effective cost savings against your current ISDN lines using the very latest technology.

### Home working, or on the move?

Always on the move? Anglia can ensure that you receive your office calls directly to your mobile - at a lower fixed cost, similarly directing your outward mobile calls via the office to centralise all communications

If your business embraces home working, you can have phones at home that act just

the same as your normal office deskphones. Effective and convenient.

### How would you like yours?

We've barely touched the surface here in terms of facilities and applications, that's why it takes a specialist like Anglia to really get to grips with your needs and make your new system work hard for you.

We'll be delighted to discuss your options with you, to really make your business communications tick!

To take advantage of our 20% OFF OFFER, just call us at Anglia on FREEPHONE 0800 783 5387 BEFORE December 23rd 2009.



Freedom with DECT and mobile extensions



Conference with clarity



Advanced hotel functionality

**Anglia**  
TELEPHONES  
& DATA COMMUNICATIONS



## A welcome recovery

Those of you who know Anglia's owner, Simon McGee, will be aware of his health difficulties of recent times. So it's with great pleasure that we can update you with some good news!

Simon undertook a major operation earlier this year, and is now back in the office full time, fully fit and fully recovered. It's great news for Anglia, with the company's founder back at the helm and more determined than ever to motivate everyone towards even better things in our new surroundings.

Customers have been very supportive, and in Simon's own words, "I'm feeling really well, and would like to take this opportunity to thank all of our customers for your understanding and continued support over the past few months."

## With this ring..

After finding the girl of his dreams, Simon McGee and Tracey tied the knot on a sunny 31st July this year. Congratulations to you both!



# Smarter CCTV starts here

When it comes to CCTV, we cover all angles. And the importance of a **professionally** installed system can't be overstated. Disturbingly, CCTV evidence is ruled inadmissible in 70% of court cases where police try to use it - so we're dedicated to getting every system right first time every time.

We achieve optimum camera definition AND coverage with clever positioning and lense usage. For example, whilst some installers provide a view of everyone entering a door, we look to capture an overview of the room itself, increasing the likelihood of evidence in the event of a crime for the same cost.

Statistics point to lower crime where cameras are installed. A 'New Scientist' magazine article showed that just installing a system can reduce crime, in the areas covered, by over 95%. That's impressive!

### Get Advanced with Anglia

From an advanced comms business, you expect state of the art equipment. And with 'Alien PRO' we don't disappoint. This is a high-end DVR for installations requiring more versatility. Perfect for retail chains, secure installations and high end domestics.

The benefits are impressive;

-Remote real-time viewing, listening and playback from anywhere in the world!

-Control devices remotely. Switch up to 4 relays on or off via a PC or laptop.

“ simply installing a system can reduce crime, in the areas covered, by over 95%.”

-See Live Images on your Mobile Phone from anywhere in the world, using the latest 3G Smart phones.

-Talkback by connecting a microphone locally to the DVR and wiring a tannoy from the DVR to a surveillance area. The CCTV operator can talk back to an area.

-Camera control locally and over the internet. The Alien PRO DVR can be used as a method for a CCTV operator to control Pan-Tilt-Zoom cameras on the system.

-Ultra long Data Storage with up to 8 TERABYTES of internal hard drive storage.. in other words, alot!

Call us for a free survey and quotation. Advanced, cost effective installations are what we are about!

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