

## BT'S 21CN & NEXT GENERATION NETWORKS

Over the next few years a new network will be rolled out over the UK.

The process commenced in late 2006 and the process will accelerate culminating in a UK wide switch on.

The new exchanges will allow voice traffic to travel over IP (Internet Protocol) links and will provide the basis for the convergence of Voice and Data. This will allow new applications to be run such as video streaming.

Organisations such as **Gamma** and **Thus** have also developed their **Next Generation Networks** that will interface with 21CN. Some of these networks are already operational and it is already possible to make use of the benefits that **Voice over Internet Protocol (VoIP)** can bring.

Some of these benefits are:

**Full Number Portability** – never again move premises and lose your Telephone number. Advertise numbers in other areas using a local number that is then 'ported' to your office. Have local rate calls to foreign locations – have 'free' calls between offices.

**Remote Workers-** Be part of the office telephone system even though you are in a remote location. Combine cell phones with WiFi systems so that cell phones become wireless extensions on site.

**Free Calls** – Calls on the same broadband network i.e. office to office or office to remote worker are free.

**Hosted Solutions** – Move away from expensive in house equipment to an IP based Centrex system. Full phone portability is achieved by plugging in to any broadband connection and continue to make and receive calls. This works because your telephone is given an IP address allowing it to be recognised across the network.

This new technology will offer significant challenges but also opportunities for businesses to benefit from this communications revolution. Those businesses who investigate how they can benefit from this technology and implement those changes may steal a significant advantage over competitors. Can you afford not to be aware of how this may impact on your business?

**Eastern Telephones** has embraced the broadband revolution and has made significant investments in staff training to ensure we are ready to deal with the technological advances.

Through our long term partnership with **Swains Voice & Data** we are able to provide clear, honest and commonsense advice to the general business community. The ability for businesses to rely on tried and trusted suppliers will become even more vital as the pace of change increases.

For Norfolk based companies we are running a **Free** 21CN seminar day enabling businesses to investigate how 21CN will benefit them.

To Register please visit [www.IPSEMINAR.co.uk](http://www.IPSEMINAR.co.uk)

To find out more about 21CN and New Generation Networks visit [www.switchedonuk.org](http://www.switchedonuk.org)