

# BT Voice Continuity

## business continuity for voice

---

Communications are key for protecting your operations and reputation in a crisis



In today's world, business continuity planning for unforeseen disruptions like fire, flood, bomb scares or routine 'outages' not only makes sound business sense, it can be a regulatory or supply chain imperative.

Most organisations already have formal business continuity plans to ensure the resilience of their data, network and business applications. However, in an emergency it is the resilience of the voice network which becomes the single most critical function to assure. At times like this it is vital for communication to be maintained, not only with customers and communities, but across the organisation, between employees, partners, suppliers and other stakeholders.

In order to increase the resilience of their operations organisations are looking at voice continuity in order to minimise impact to revenue or reputation in the event of an emergency. Specifically, organisations wish to ensure that in any circumstances calls to individuals or teams will always be delivered, no matter where staff members may be located at the time of the call – such as their main office, a disaster recovery site, a mobile or even at home.

With the Civil Contingencies Act 2004 and the Code of Practice for Business Continuity Management BS25999, the need for organisations to provide duty of care in the event of business disruption has moved up a gear in the boardroom, as a matter of compliance.

BT Voice Continuity is a family of network delivered continuity services, suitable for small and large organisations providing ultimate flexibility during a crisis. The service protects your revenue and reputation by delivering voice, fax and data calls, DDI by DDI, to alternate numbers or services in the event of any disruption.

# Are you prepared for the unexpected? For peace of mind protect your voice network with Directed or Proactive Recovery.

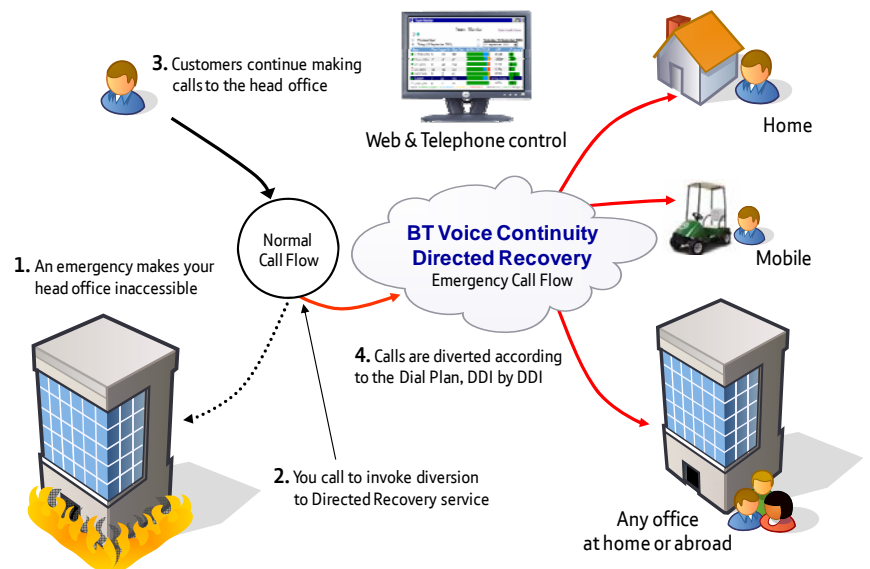
## BT Voice Continuity Directed Recovery

The Directed Recovery solution delivers a powerful, but simple to use, telephony divert service that distributes telephone calls, DDI by DDI, to alternate numbers of your choice in the event of a disruption. Diverted calls may be handled by an announcement service or distributed across any type of network to any national or international number.

The service delivers network resilience, controlled through dial plans, and managed by an authorised contact. The authorised contact can create or amend the dial plans via the web and can instantly switch between these dial plans via the web or from any touchtone telephone.

During normal business operation the service is permanently available but on standby. Only during an event is the service activated. Service invocation is carried out by an authorised contact calling the service help desk via any telephone handset.

Once invoked, calls may be immediately routed to an announcement service for automated handling whilst staff evacuate their current location. At any time, from any handset, the authorised contact can change the service to distribute calls in accordance with any one of 5 plans to emergency numbers.



## Personal Call Routing

One of the important aspects of voice continuity planning is that it is often difficult to plan for the unforeseeable. Whereas one may plan to have certain staff members attend a disaster recovery site, it may be that due to transportation failures they are not able to reach that location or the alternative site itself is unavailable too.

With Directed Recovery Option 2 and Proactive Recovery, selected staff can override the active dial plan and “pull” calls to their home, mobile or any other location, or may elect to have all calls answered by their personal voicemail. Individual staff members can manage the service from any telephone handset. Routing their own calls to wherever they happen to be working at that time, using whichever telephone service they choose.

## Voice and Fax Mail

As an integral part of the service, Directed Recovery Option 2 and Proactive Recovery provide a network-based voicemail and fax-to-email service. This enables callers to leave voice messages during an event, or send faxes, which can be retrieved by staff members dialling into the service and selecting how they would like these messages to be played or delivered.

## BT Voice Continuity Proactive Recovery with automatic failover protecting your telephony network

Unlike most continuity services, in the event of an emergency, Proactive Recovery automatically failover to the secondary location by testing each and every incoming call and determines how this call is to be delivered. This is achieved by porting or block transferring the numbers back into the network.

During normal operation, the call will be delivered to your voice network in the normal way, without any change to call-flow. However, if the service detects a failure in either the local exchange, the circuits connecting your business to the local exchange, or to the PBX interconnects within your business, then the service will automatically route this call to a preferred secondary location. This may be to your voice network’s alternative gateway, or to other locations – a mobile phone, home phone or even international offices. In this way, Proactive Recovery will ensure that incoming calls continue to flow without requiring manual intervention.

In the event of an emergency, the service can be manually invoked and supports the same functionality of Directed Recovery Option 2 including Personal Call Routing and Voice and Fax mail services.



# “Voice continuity is the ‘must have’ ingredient of any business continuity strategy”

— Michael S Wilson, Chairman, St James’s Place Group

There is a choice of three solutions:

## Directed Recovery Option 1

Provides protection to businesses and its staff at a ‘people’ level through centrally controlled dial plans.

## Directed Recovery Option 2

Provides enhanced protection to business and its staff at the ‘people and personal’ levels through central dial plans that may be overridden by an individual.

## Proactive Recovery

Provides protection to the business at the ‘people, personal and network’ levels routing calls back on your voice network via an alternative gateway.

	Directed Recovery		Proactive Recovery	Description
	Option 1	Option 2		
<b>Automatic Failover</b>			<input checked="" type="checkbox"/>	Automatic rerouting of calls onto the corporate voice network via an alternative gateway
<b>Personal Override</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Gives individuals the option to override the dial plan selection and “pull” calls to their current location
<b>Personal Voicemail</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Captures missed calls and delivers these to individuals or teams via email
<b>Fax to Email</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Captures faxes and delivers these to individuals or teams via email
<b>5 Dial Plans</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Define up to 5 Dial Plans mapping the incoming DDI numbers to new locations
<b>Plan Selection</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Instantly switch dial plans via the web, touchtone telephone or by contacting the help desk
<b>Announcement</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Record an announcement that provides an update to customers in the event of an emergency

## Benefits and features at a glance

- Available 24x365
- Managed by a dedicated help desk
- Invoked from anywhere by calling the help desk with the correct password
- Supports unlimited DDI numbers on ISDN30e and on Featurenet 1000 and 5000
- Switch calls to any location in an instant
- No CAPEX, no software to install
- No need for dedicated equipment in the Local Exchange
- No need for additional lines or private circuits
- Define up to 5 Dial Plans mapping the incoming DDI numbers to new locations
- Record an announcement that provides an update to customers in the event of an emergency
- Instantly switch dial plans via the web, touchtone telephone or by contacting the help desk
- Customers call the usual number and get a familiar person or service
- Simple and fast to set up
- Supports multiple Dial Plans
- Works with any PBX or iPBX
- Supports voice, fax and data calls
- Avoids the need for ‘mothballed’ site or equipment
- Operated in secure BT locations

## Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc’s respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2008  
Registered office: 81 Newgate Street, London EC1A 7AJ  
Registered in England No. 1800000

Produced by BT Global Services. Version 1.0 PHME 54741

To learn more about BT Voice Continuity  
Recovery services call the help desk  
on **020 3162 3333**  
or visit [www.btvoicecontinuity.com](http://www.btvoicecontinuity.com)



Directed Recovery available on Featurenet. Contact your account manager for details