

Faster mobile communication with Mobile Extension

As part of our extensive mobile solutions portfolio, we can now offer clients increased mobile efficiency and reduced call costs, with Mobile Extension, from O₂.

Through the integration of your fixed line calls and your mobiles, with a direct link between your company phone system and O₂, you can take advantage of almost identical features and benefits to those of fixed telephone line extensions. These calls, referred to as "on-net", are billed at preferential rates between company mobiles and company fixed lines.

With Mobile Extension, company mobiles are allocated extension numbers just as if they were standard extensions on the company's telephone system. It is compatible with most telephone switches where the company operates a 'Direct Dial In' (DDI) system, has a switchboard or operates a Virtual Private Network (VPN).

Mobile users can dial company extensions by simply dialing the office extension number. Similarly calls from the office to mobiles also dial the allocated mobile extension number. The mobile will be found no matter where in the world it is, depending on the roaming agreements.

How does Mobile Extension work?

To control the allocation of extension numbers throughout the company's sites, a DDI Dial Plan is used. The DDI Dial plan can also be used to allocate an extension number to each mobile phone, so the mobile is seen as a regular fixed extension.

This means that calling either way between mobiles and the office is simple. If a company has non-networked sites, as well as the main site with a link to O₂, they can benefit from Mobile Extension. Up to 40 DDI number ranges (only numbers beginning with 01 and 02) can be used for forced "on-net" billing. This means that any calls to these numbers from mobile extensions will be charged at "on-net" rates.

If you have a VPN set up between different sites you can choose to source the link either from your VPN supplier or purchase your own link from O₂. We will be able to advise you on the size of the link to minimise any congestion. Please call Direct Response's mobile specialists for more information.

The Benefits

• Reduced Rates

- Calls from the office to company mobiles
- Calls from company mobiles to the office
- Calls between company mobiles

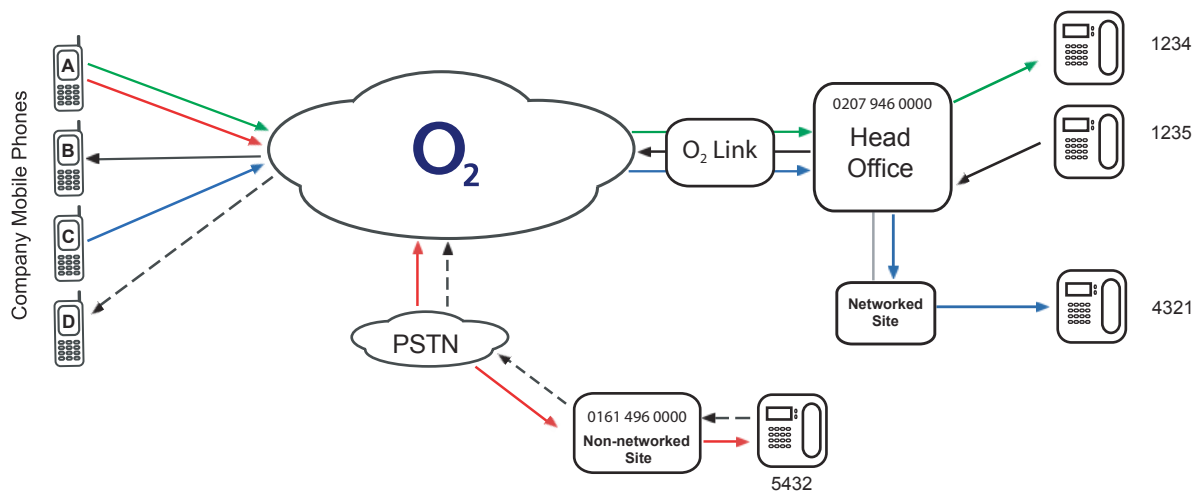
• Fast and simple extension dialling

Allocate mobile extension numbers to your mobile fleet, so they can be quickly contacted, as if they are still in the office. As a result calling either way between mobiles and the office is quick and simple.

Provide your customers with a national number, that routes directly to specific mobiles within your direct line telephone number range. This encourages customer contact and provides all remote workers with a single number that fits into your standard DDI range.



How are calls routed through Mobile Extension?



Green - Mobile A dials extension number 1234 (or dials the full DDI number 0207 946 1234). The call is classified as an "on-net" call and charged at the preferential rate.

Black - Extension number 1235 calls mobile B; this is classified as an "on-net" call. The user can either dial the mobile extension number or the full mobile number.

Red - Mobile A dials a non-networked office using the full DDI number 0161 496 5432. The call is classified as an "on-net" call and charged at the preferential rate.

Blue - Mobile C dials extension number 4321, at networked office (or dials the full DDI number 0207 946 4321). The call is classified as an "on-net" call and charged at the preferential rate.

Dotted Black - Extension number 5432 calls mobile D, this is classified as an "off-net" call and is charged at normal mobile rates. The user will have to dial the full mobile number.

By installing a fixed cellular device, such as a Nokia 32, onto your non-networked sites your company will be able to benefit from "on-net" rates when calls are made to company mobiles.

Please contact the Mobile sales team for further information on fixed cellular devices.

Additional services offered to O₂ customers

Trafficline™

With Trafficline, you can access live British motorway and major trunk road traffic information, helping you get to your destination and avoid congestion and delays. Trafficline is not available in Northern Ireland.

How does it work?

- Key 1200 SND from any mobile
- For motorway information, key 1 then the motorway number
- For trunk road information, key 2 then the trunk road number

Voicemail 901

With Voicemail 901, you can be sure you never miss a call and so never miss an opportunity.

How does it work?

- To set up Voicemail 901 key 1750 SND
- To retrieve messages key 901 SND (UK only)



DIRECT RESPONSE

freephone 0800 011 47 44 ✚ www.drltd.com