



Upwardly mobile

Accountancy giant PWC has just announced that they are doing away with landlines at office desks, with all staff expected to only use mobiles by the end of the summer, claiming it as a more efficient way of working.

But what happens if you need to transfer a call to a colleague in another part of the business and you're on your mobile? What if you need to record all your calls to comply with regulations? And does it look professional when customers are always asked to call a mobile or receive a call from one?

Well there is a reliable solution, free of all the problems associated with mobile app based products, that enables staff to make and receive business calls on a mobile device with all the typical PBX functions including hold, transfer and call waiting. They can even take advantage of advanced functionality such as call recording. It's a 'PBX in your pocket' service from Acuity Unified Communications.

The Acuity Sim, integrated with Acuity's hosted telephony service, ensures staff using mobiles present the main business number and not their mobile number. Plus they can transfer calls and have calls transferred to them as if they are in the office. They have all the functionality of a telephone system without the need for fixed infrastructure.

Plus for businesses from sectors such as finance, insurance and utilities where compliance to regulations is essential, call recording via mobile has traditionally been prohibitively expensive. Acuity's mobile call recording solutions are affordable, bespoke, customer led propositions to meet a customer's exact requirements.

How does it work?

Acuity Mobile SIMs deliver voice, data, SMS and roaming on any unlocked mobile device. This can be via the standard UK 07 mobile phone prefix but can also be provided with standard UK STD area code numbers including DDI numbers - presenting a unified telephony estate using corporate DDI ranges for both inbound and outbound calls.



The service is entirely SIM based and does not involve the use of an app. The Acuity SIM provides an 'always on' service via automatic connection to the strongest mobile network signal whereas an app needs to be connected to mobility limiting wifi. Plus, as some apps are secondary to the mobile device, an app based telephone call could be interrupted by an incoming mobile call – not a professional way to present a business call and certainly not acceptable when calls need to be recorded for compliance purposes.

When integrated with the Acuity hosted telephony platforms, a user's mobile phone can present their landline extension number or the main office number wherever there is a cellular signal. This has the added benefit of significant call savings as the mobile calls are charged at SIP trunking call rates.

Integration also provides the ability to manage call costs or volume limits at extension level and can offer security and safety via the Acuity Fraud Protection service.

Any integrated mobile phone has full use of standard PBX features including hunt groups, call forwarding, extension to extension dialling and other common PBX features.

And, because the service makes use of all major UK mobile networks this ensures automatic connection to the strongest mobile network signal.

Want to know about Acuity's Mobile Services or have a free consultation? Please contact Acuity Sales on 0333 344 3030 or email sales@acuityuc.com

About Acuity

Acuity Unified Communications is a full-service provider offering a host of telecoms & internet related comms services. It specialises in Unified Communications & other Cloud-based technologies.

The unique system design of Acuity's UC Platform & its IP Telephony Network, ensures the reliability & security a business expects - providing the flexibility, scalability, easy integration & competitive pricing afforded by owning its hosted telephony platform.

It specialises in the installation of IP-based telecoms infrastructures, Hosted Telephony services, Cloud Services including AES 256 Data storage encryption facilities & IT support services. The Acuity engineering functions provide the highly regarded 24/7/365 Acuity Support service that is instrumental in the high service levels offered to its customers including public utilities & other well-known organisations.