

## OVERVIEW

# Virtual Telephone Numbers

## Enhancing the Value of Your VoIP Solution

As enterprises are increasingly discovering, Voice over Internet Protocol (VoIP) solutions are delivering a range of new capabilities and efficiencies that are transforming the converged communications environment. Along with all the buzz and excitement about VoIP, many enterprises are discovering how their calls can be handled with greater control, convenience and flexibility.

One of the ways that VoIP calls are unique is that the notion of geography begins to fade away. A phone number doesn't necessarily need to be linked to a specific geographic location. VoIP allows you to have telephone numbers that do not belong to the geographic area where the phone is physically located. They are known as Virtual Telephone Numbers (VTNs).

VTNs can dramatically lower your telecommunications costs while increasing your productivity. They provide useful features and capabilities that conventional phone technology can't offer.

Think about it. Wouldn't it be convenient if your business had virtual locations via the use of local phone numbers where your customers or potential customers are located? Wouldn't it be helpful to have a Manhattan area code, even though your offices are in Nebraska? Wouldn't it be advantageous if you could easily and virtually create nationwide visibility for your company? Or how about being able to easily assign consistent feature functionality for all of your branch office sites through a single, centralized IP PBX?

You can with Virtual Telephone Numbers.

### Two Common Applications

VTNs provide the flexibility to support various applications including Centralized Call Delivery and Branch Office IP PBX Extensions.

#### Centralized Call Delivery – Application Example

Centralized Call Delivery allows you to assign VTNs from any available local calling area, allowing a single site to support telephone numbers from multiple local calling areas. You have the ability to route calls originating from various locations across the country and answer them at a central location.

### Virtual Telephone Numbers (VTNs): A Quick Overview

#### What Are VTNs?

- VTNs separate the phone number from its geographic location. VoIP allows you to have telephone numbers in a desired area code regardless of where the phone is physically located.
- AT&T can only provide customers with VTNs that are associated with geographic areas in which AT&T offers its local VoIP services

#### How are VTNs Used?

- To centralize inbound calls to a common location
- To extend the capabilities of IP PBXs

#### Benefits

- Establishes local visibility in locations you want to do business, enabling flexibility in geographical representation
- Centralized Call Delivery gives your customers a local calling experience while you reduce expenses by having your experts in one central location
- Branch Office Extensions gives remote employees consistent feature functionality and administrators gain the efficiency of managing a centrally located IP-PBX



#### Scenarios for Use of Centralized Call Delivery

Companies with retail outlets and franchises around the country can utilize VTNs at their main locations to centrally manage and handle orders and calls from all over the U.S. For example, a nationwide pizza delivery company could provide their customers with a locally published number but have the calls answered at a centralized location. These orders would then be sent back (via the data network) to the local store which would handle the order fulfillment.

Companies handling sophisticated and complex questions – i.e. a financial services firm – can provide their customers with the convenience of a local telephone number. Located in Los Angeles, Atlanta or Chicago, callers would get a personalized and localized customer experience. The service company would gain the efficiency of answering the calls in one place and leveraging the expertise of their work force. Additional expenses would be reduced by eliminating remote call forwarding and toll free services.

#### Branch Office IP PBX Extensions – Application Example

Branch Office IP PBX Extensions allow you to assign telephone numbers for all the branch office sites supported by a single centralized IP PBX. In this manner, you use your existing IP data network to conveniently distribute the calls to your branch office sites.

This configuration allows you to take advantage of the flexibility of IP phones in a “plug and play” manner without any additional premises based hardware. You can assign the normal local calling capability to each branch office location. While the signaling and the real time protocols (RTP) are transmitted through the hub site.

#### Scenarios for Using Branch Office IP PBX Extensions

A company undergoing rapid expansion through acquisitions and mergers is often faced with the challenges of having incompatible and inconsistent PBX feature functionality for their end users. Forwarding voice mail throughout the enterprise can be difficult, dialing plans are inconsistent and administration of disparate technologies is complex and costly. By utilizing Branch Office IP PBX Extensions, all of the corporate sites connected via a corporate IP enabled WAN can connect directly to a common IP PBX.

With this connection in place, end users can be provisioned with a VTN to create a new extension to their IP PBX. End users across the enterprise benefit from having consistent feature/functionality. Administrators benefit from the efficiencies of managing a centrally located IP PBX.

Companies with multiple branch locations where communications technology purchasing is decentralized and fragmented often face costly administration issues and inconsistent feature functionality for end users. By utilizing Branch Office IP PBX Extensions, these branch locations can make the most of their IP VPN investment and connect to a common IP PBX hub. End users benefit from a consistent feature functionality set. Administrators benefit from new efficiencies and streamlined expenses.

**For more information contact your AT&T Representative or visit us at [www.att.com/business](http://www.att.com/business).**