

**Keep the lines of communication open**

## BlueSaffron Call Assurance™

**In the event of a natural or man-made disaster such as fire, flood or theft would your business be able to keep talking? With Blue Saffron Call Assurance (BSCA), it would.**

The costs of any breakdown in telecommunications can be huge and the impact on lost sales and damaged customer confidence can be disastrous. It is therefore vital to have a full business continuity solution for your telecommunications, just as you may have for your IT infrastructure.

Up until now the cost of standby telephony has been prohibitive for many call centres and for many other companies that rely on the telephone. But now BSCA provides the breakthrough. BSCA either diverts calls *en masse* at the Carrier Exchange or uses a unique technology and dial-up connections to provide a business continuity solution that is both affordable and secure.

### Business as usual

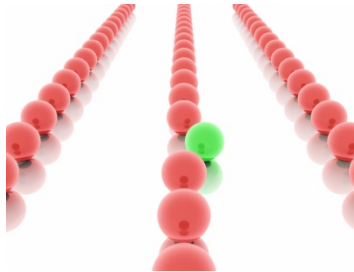
In the event of a disaster, BSCA takes all the incoming calls for your business and redirects them to the right people, whether they are at home, on a mobile, in a branch office or at any other location. This rerouting is transparent to your customers, who will think that it is business as usual.

- Your staff appear to be answering calls as normal
- High speed resource scanning means that calls are answered instantly
- Dial up connections are used to redirect calls to home phones, mobiles or other offices

Easy to set up

Graphical screens make it easy to set up individual schedules for all your employees, identifying what times of day they are available to take calls and when they are not.

Calls can be distributed to each customer's own regional area to provide the benefit of familiar accents and local knowledge. Announcements and caller options can be used to steer the caller to the right agent or to pre-recorded information.



### Cost-effective and scaleable

BSCA avoids the fixed costs of leased lines by using dial up connections to route the call, as and where necessary. There is minimal off-site investment and alternative services can be up and running immediately disaster strikes.

One BSCA connects up to 2048 people simultaneously and if necessary can be linked together to accommodate more than 30,000 users simultaneously.

### Easy to manage

BSCA's management information screens are very easy to use, to help you ensure that your people are answering calls as they should and that your company's resources are operating at maximum efficiency during the

disaster. Live call statistics are available for both incoming and outgoing calls and call statistics can be viewed as easy-to-read graphics or analysed on a spreadsheet.

Different sales areas or cost centres can be serviced by different call-in numbers and information to assist your people such as Service or Campaign, number dialled and CLI is passed along with the call.

Remote access for diagnostics and configuration enable you to manage the BSCA from any where in the world.

Disaster recovery for companies of all sizes

You can benefit from BSCA whatever the size of your company. Large companies appreciate BSCA's ability to match a complex mixture of resources and needs. Smaller companies benefit from BSCA's cost-saving use of dial-up connections.

Don't take a risk with your customer service!

The costs of a breakdown in communications can be catastrophic. Disaster recovery used to be an expensive option, but now BSCA offers an affordable contingency solution that keeps you talking to your customers in the event of any disaster. Don't think it couldn't happen to you! Find out more about BSCA today!

### Technical Features

- System management using Microsoft's Windows



- High-capacity processing power with Pentium-class CPU, co-processors and mirrored
- 40Gb hard disks
- Up to 2048 agents supported per unit
- Scalable: upto 255 units can be linked with consolidated management and reporting
- Between 5 and 2048 simultaneous calls per unit
- Very high-speed resource scanning. Up to 250,000 database look-ups per second
- Live call statistics
- Remote access and diagnostics via ISDN II or V34bis internal modems
- Ethernet with Windows supported network protocols
- CTI Links and call-logging using TCP/IP or RS232
- Wide telecom network compatibility - G703 (balanced/unbalanced) protocol support for over
- 135 Countries world-wide

risk of a breakdown in communications.

**Business Benefits**

BSCA is a cost-effective disaster recovery solution for your telecommunications infrastructure.

**Secure:** You can rely on BSCA to keep you talking to your customers in the event of any disaster

**Professional:** Calls are answered instantly and efficiently

**Economical:** Uses dial-up connections rather than leased lines to cut fixed costs

**Flexible:** Unified handling of voice, data, fax, video and ISDN calls

**Easy to use:** Graphical management screens and call analysis statistics help you set up and run your alternative call centre at maximum efficiency

**Scaleable and future-proof:** Grows with your business  
**Reassuring:** BSCA's advanced call centre features ensure that all phone calls are successful for you and your customers - even when disaster strikes

**About Blue Saffron**

We are one of the UK's most progressive independent suppliers of essential services to businesses, focused on communications and IT. Whether you are looking for fixed line or mobile telecommunications, internet access, or IT services such as data backup, security or email, BlueSaffron can help.

We package, price and bill our services clearly and simply, with a unique commitment to intelligent customer service. Our

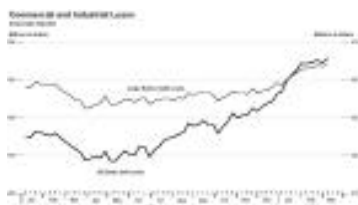
independence makes sure we are completely impartial and can leverage our stable of world-class suppliers to meet your needs.

**Contact Us**

Let us know how we can help you using the contact details below:

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Get the protection of BSCA now  
 BSCA is a breakthrough solution, which provides a cost-effective contingency for any communications infrastructure. With BSCA you can be confident that you can continue to provide your customers with professional call centre facilities, even in the event of a disaster. Don't take the

