



## Why Bell IP Solutions?

Bell IP Solutions offers an unmatched level of IP expertise and experience to small and medium-sized businesses in the Canadian marketplace. With a complete set of best-in-class voice and data communications solutions, we provide the attention, expertise and dependable service that your independent business deserves.

### Your Challenges

To ensure growth and survival in today's business environment, companies are challenged with developing new approaches to attract and retain customers. This is especially true for small and mid-sized businesses. More than ever before, these organizations are being forced to compete with the largest competitors in the market.

To keep customers satisfied and loyal, businesses of any size must ensure their customers can reach them anytime, anywhere. To reduce costs and stay competitive, they must constantly seek ways to improve operational efficiency and ensure their resources and employees are increasingly productive.

### IP Service Providers

IP telephony and converged communications solutions can offer enormous advantages in helping businesses overcome these challenges. Integrating the technology with your existing infrastructure however, requires qualified expertise, and ongoing management of the solution may require resources or skills that are outside the scope of your core business.

Service providers must thoroughly understand both the technology and the unique needs of small and medium-sized businesses to enable these entities to take advantage of the benefits offered through IP. More importantly, service providers must be able to recognize and understand the areas of the business in which this technology can have an optimum impact, to better understand how to integrate this new technology with the existing legacy network.

### Bell IP Solutions for SMBs

Bell Canada has recognized these challenges and has addressed them with an organization created specifically to address the unique needs of small and medium businesses in the Canadian marketplace - Bell IP Solutions.

Bell IP Solutions is positioned to be leader in IP communication solutions, offering the best in IP networks, equipment, value-add applications, plus managed and professional services for mid-sized organizations and independent businesses.

### The Right Solution for Your Business

Bell IP Solutions helps customers maximize their resources with the right technology solutions, network architectures, security components and attractive financing options that offer the best economics for the business. We work with our customers to assess where solutions will have the greatest impact towards their business goals, and have partnered with IT industry leaders to create integrated solutions to help meet them.

With our unmatched level of IP experience and expertise, we provide flexible business IP solutions that enable small and mid-sized businesses to achieve cost avoidance & reduction, improved productivity, enhanced security and business continuity.



### Your Challenges:

- ▶ Keep customers satisfied and loyal
  - Differentiate my customer's experience
  - Find and close business more quickly
  - Fend off competition
- ▶ Stay focused on key business activities
  - Ensure a superior customer experience
  - Manage technical resource issues
- ▶ Access information anywhere, anytime
  - Instant access to information required to make the right decision.
- ▶ Adaptable solutions that support business needs and constraints
  - Integrate latest technology with existing infrastructure as I grow
  - Reduce my costs
  - Enhance productivity
  - Secure my business



### 3 Distinct Advantages

Bell IP Solutions offers 3 distinct advantages to its customers:

#### 1. SMB & IP Expertise

Bell IP Solutions offers an unmatched level of IP expertise and experience to small and mid-sized businesses in the Canadian marketplace. Our advantage stems from our unmatched level of IP experience and expertise, and from our focus on the unique requirements of small and mid-sized businesses.

These two unique features combine to deliver IP solutions that enable small and mid-sized businesses to aggressively compete in the market using best-of-breed communications capabilities and capitalize on the benefits of cost avoidance / reduction, improved productivity, enhanced security and business continuity.

Bell IP Solutions understands the needs of the small / mid-sized business and, more importantly, how to integrate IP with existing legacy networks to enable the business to get the most out of the latest technology.

#### 2. Premier Service Delivery

Bell IP Solutions provides an unrivalled solution delivery experience. We listen to understand your unique challenges, and design a solution that's right for you and your business. Backed by an unmatched vendor-certified support team and Canada's largest IP network, Bell IP Solutions has the unique ability to design, deliver and integrate complete end-to-end communications solutions using best-of-breed components in minimal time.

Our unique operations process puts the customer at the center of solution development, implementation and ongoing service delivery. Customers receive open access to ongoing operations and systems management through our multi touch-point contact center and a variety of self-service and tiered maintenance options.

#### 3. Strength & Credibility

Bell IP Solutions continues a tradition of over 125 years as the leading service provider in Canada. Our business model is such that we offer all the advantages of a small, responsive and agile service provider with the dependability and experience of Bell Canada.

With direct access to the largest network and the largest number of technicians available in Canada, Bell IP Solutions is backed by an undeniable strength in network and service provisioning for metropolitan areas and remote communities across the country.



For more information on how Bell IP Solutions can strengthen your business, call your service representative.

**Bell IP Solutions**

1-866-748-1177

[www.ipsolutions.bell.ca](http://www.ipsolutions.bell.ca)