



# Better. Faster. Stronger. UK Business.

Compete with strength overseas with an International Presence at a fraction of the cost.

By Ian Taylor, BetterCloud Services

So you're considering expanding operations overseas and need an international presence of some description. Maybe its not the right time to commit to the huge expense of opening a local office for In Country presence but perhaps you still need to support regular communications with customers outside of the UK.

With BetterCloud's Virtual Network Numbering (VNN) Global Platform you can establish a local presence for your business in any of **more than 120+ countries worldwide**, simply and cost effectively, without the cost of opening a local branch or subsidiary.

Sales, Operations and Support Calls can be received In Country and seamlessly diverted across to any given number range in the UK, and, with a clear indication that it is a call specifically from your overseas 'office', it can therefore be answered appropriately.

Unanswered calls can also be steered towards specific a IVR or Voicemail Message with an appropriate UK or foreign language greetings, and all of your destination numbers can be changed on a scheduled (time of day, day of week etc) or unscheduled ad hoc basis.

Full statistical reporting on all call activity is available under our managed services and the amount of call traffic diverted across can run up to 30 concurrent callers from the same in country number.

Figure 1.

Our international ENTERPRISE GRADE platform has 18 Points of Presence (POPs) which in turn deliver services to more than 120 countries worldwide





## So just how reliable is the BetterCloud service?

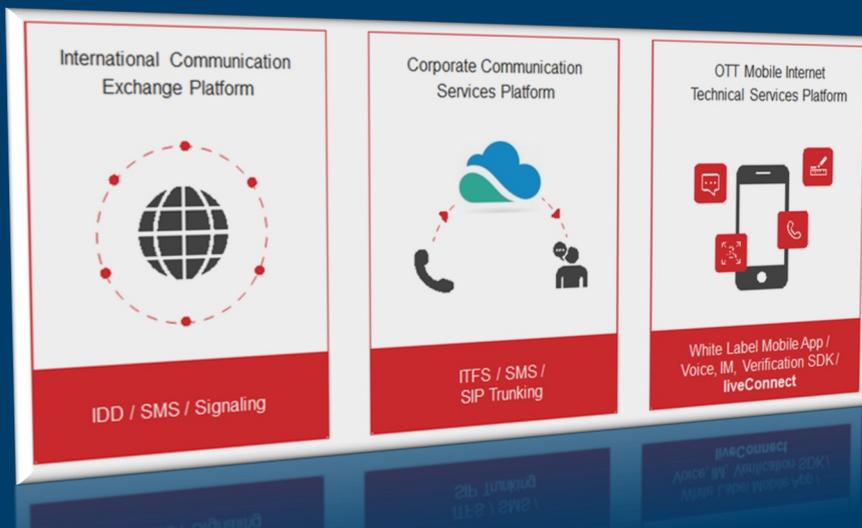
At BetterCloud we take pride in offering the best quality of service possible to our customers. Our partners multinational staff has in-depth global knowledge of our services and service development to support our customers.

The platforms voice and messaging platform is enhanced with intelligent global routing technology that optimizes call quality everywhere in the world. Developed in-house, this patented technology boosts call-routing accuracy, provides real-time system monitoring to ensure performance quality and service transparency, and minimizes latency.

Our international service is based on carrier-grade infrastructure. This is a solid foundation for many of our overseas products and services, containing proprietary technologies developed in-house to provide the stability that our customers' desire, together with the flexibility expected to meet their diverse range needs.

## Far more than just international number services.

When you use our International Toll Free numbers (ITFS), Direct Inward Dialling (DID) numbers or any BetterCloud VNN products, you gain access to a proven global communications platform, which is used by many respected companies for global communications such as SMS, International Direct Dialling (IDD) services and Mobile Internet Services.



In addition to the distinguished brands that use the voice platform, our partners rely upon the same application servers and call network to support their own Mobile Internet Platform Services. These Services are free mobile communications apps that demonstrates the power of their global voice and messaging platforms by combining voice calls, one-to-one chat, group messaging, and video caller ID.

Through our partnerships, the BetterCloud DID Mobile Platform currently has 18 Points of Presence (POP) across Asia Pacific, United States, and Europe. Each POP contains Session Border Controller (SBC), Content Delivery Network (CDN), Instant Messaging Server (MIMS), User Management Server (MUMS), and other servers. Our partners keep expanding their POP worldwide to provide the best service and support to our customers.

Please feel free to contact us at [hello@bettercloudservices.com](mailto:hello@bettercloudservices.com) or +44 (0) 330 332 6272 to understand how our International VNN Platform can help support your business efforts here and overseas.

ASK US ABOUT A FREE TRIAL FOR YOUR INTERNATIONAL NUMBERS!

Let's Make Things Better.

[www.bettercloudservices.com](http://www.bettercloudservices.com)