

News Release

O2 launches new cloud telephony service for large organisations

Collaboration with Cisco to deliver unified communications on a monthly rental with no capital expenditure

Dublin – 21 November, 2011: Telefónica Ireland, which operates the O2 brand, has announced a new hosted IP telephony service which will allow Irish private and public sector organisations outsource their telecoms infrastructure to the cloud.

The new service, called O2 Unified Communications, and launched in collaboration with Cisco, allows businesses to combine their fixed and mobile telephone, voicemail, instant messaging and video conferencing operations into a single managed cloud-based service with no upfront capital expenditure. The service is charged on the basis of a monthly rental and number of users and is available to large organisations – including enterprise customers and public sector bodies – in the Republic of Ireland.

O2 Unified Communications eliminates the need for organisations to have expensive PBX systems or line rental on site. Instead, centralised telephony and communications services will be hosted and located separately in Telefónica's two Irish data centres where Cisco's latest virtualisation and unified communications technology has been installed.

The unified communications service allows users to interact in real time no matter where they are or what device they are using. This can be achieved across the wide variety of today's devices from landlines to smartphones and from desktop PCs to laptops and tablets. This incorporates all forms of communications including fixed and mobile voice, email, instant messaging, web telephony and video conferencing.

“We are the first major communications provider in Ireland to bring the full range of Cisco Unified Communications services to the corporate market via the cloud,” commented Alan Brown, Business Director at Telefónica Ireland, which operates the O2 brand. “Because of the current economic climate, many Irish large organisations are sitting on outdated and costly legacy telecommunications systems and have had to delay the move to more efficient communications. O2 has launched Unified Communications to address this need and help organisations to upgrade to efficient, cutting-edge communications systems at a manageable price.”

“This collaboration between Cisco and O2 means that organisations across the Irish private and public sectors can now make the leap to 21st century unified communications on a rental basis and cut the cost of their telecommunications infrastructure and administration,” added Mary Lou Nolan, managing director, Cisco Ireland.

The announcement represents O2’s latest investment in cloud computing as it moves to become a total communications service provider. In June of this year, O2 announced that Office 365, Microsoft’s new cloud productivity solution, is now available to O2 business customers. The company has also developed other cloud applications including O2 Analyser, an online telephone expense management system and Blueclick.ie, an online customer service management tool.

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Note to editors:

O2 Unified Communications

The new solution is based on centralised telephony and communication services located in O2’s two Irish data centres. The system is built on Unified Communications and Virtualisation technology from Cisco and provides customers with leading edge communications services. The model allows either full replacement of legacy TDM (or IP) systems or integration into an existing Cisco IP Telephony system. The hosted system will provide an option to move away from legacy systems without having to make large investments in equipment or licences.

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