

Wave Cloud Telephony

Product Guide



A practical guide to flexible,
modern business communications.

NetLinq helps businesses adopt a modern cloud phone system that makes everyday communication clearer, management simpler and support dependable. Wave brings together powerful calling features, intuitive administration and the flexibility to work from anywhere.



Flexible calling



Simple administration



Remote-ready working

EVERYDAY BENEFITS

Simple management made easier

Wave helps move core business telephony into one manageable cloud platform so day-to-day changes are simpler, calling is more flexible and teams can work more consistently.



Simple management

Designed to make day-to-day telephony easier to manage through an all-in-one control panel.

- User and feature changes
- Routing and configuration
- Less reliance on legacy phone-room complexity



Flexible call handling

Support a more professional caller experience with practical tools for inbound and outbound calls.

- Auto attendants and hunt groups
- Business hours and call flows
- Voicemail and forwarding



Multi-device working

Users can stay connected whether they are at a desk, on a mobile or working remotely.

- Desk phones and handsets
- Mobile and desktop apps
- Consistent business identity



Wave works best where businesses want modern calling without unnecessary complexity.

BUILT FOR THE CLOUD

A resilient platform for business communications

Wave is designed around cloud delivery rather than a single on-site phone system, helping businesses reduce reliance on legacy hardware and support a more resilient communication setup.



Scalable capacity

Wave is designed to scale more easily as user numbers and business requirements change.



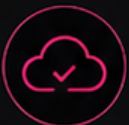
Multiple instances

The platform approach supports resilience by not depending on a single local PBX environment.



Disaster resilience

Cloud delivery supports continuity where businesses want reduced dependency on site-based phone equipment.



A cloud-first approach can help simplify business continuity planning for voice services.

MODERN BUSINESS USE

Built around how teams work today

Wave gives businesses flexibility across desk users, mobile users and remote workers while keeping call handling and administration clearer than older on-site systems.



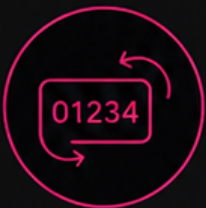
Desk phones and apps

Support a mix of physical handsets and app-based calling depending on the user role and working style.



Remote and hybrid working

Users can stay reachable from the office, at home or on the move without losing business calling identity.



Number retention

Existing business numbers can be reviewed and migrated as part of a planned move to the platform.



Visibility and control

A central administration approach helps businesses keep day-to-day telephony changes and user setup more manageable.



NetLinQ can help shape the setup around users, call flows and preferred ways of working.

WHY BUSINESSES CONSIDER WAVE

Practical reasons to review a cloud phone system

Wave is typically considered by businesses that want clearer administration, more flexible working and a modern calling experience without the limitations of ageing on-site phone systems.



Professional caller experience

Support a cleaner front-of-house calling experience with routing, greetings and user options that can be planned around the business.

- Call flow clarity
- Reception or team routing
- Voicemail options



Easier adds, moves and changes

User setup, changes and day-to-day administration can be handled more simply than with many older systems.

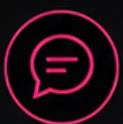
- New starters
- Leavers and changes
- Feature adjustments



Lower complexity

A cloud-first model reduces the need to depend on legacy on-site PBX equipment for everyday communications.

- Less on-site dependency
- Cleaner support model
- Future-ready approach



The right setup still depends on user count, call handling needs, locations and connectivity.

HOW NETLINQ HELPS

From enquiry to working phone system

NetLinq can help turn the product into a working customer solution by planning the user setup, understanding existing numbers and call flows, arranging migration steps and supporting the business after go-live.

1

Discovery

Understand users, locations, numbers and call handling requirements.

2

Design

Map users, handsets, apps, call routing, voicemail and porting needs.

3

Configure

Support setup, platform configuration, testing and customer readiness.

4

Handover

Provide simple guidance so users know how to answer, transfer and work with the system.

5

Support

Assist with future changes, billing clarity and wider telecoms or IT questions.

BEST-FIT SCENARIOS

Where Wave is likely to fit well

Wave is a strong fit where a business wants flexible cloud calling, quick user changes, remote-working support and simpler day-to-day management than older on-site phone systems.



Growing small business

Teams that need a professional phone system without overcomplicating the setup.

- New starters and leavers
- Simple call routing
- Clear user management



Hybrid or remote team

Users that move between office, home and mobile working but need consistent communication.

- App-based calling
- Remote access
- One business identity



Legacy system replacement

Businesses moving away from ageing phone systems or preparing for a cleaner cloud-first setup.

- Less on-site dependency
- Easier administration
- Future-friendly calling



Questions to ask before quoting

How many users are needed? Which numbers need retaining?
How should inbound calls route? Are desk phones required, or will apps be enough? Is the broadband connection suitable for hosted voice?

Recommended handset choices

Alongside the platform itself, NetLinQ can help match Wave with handset options that suit reception users, everyday office staff, managers and more mobile teams.



W73P DECT Phone

Cordless DECT option for flexible users and light office environments.



T87W

Premium touchscreen business phone for high-end executive or front-of-house use.



T85W

Advanced desk phone with a modern interface for busy office users.



T74W

Versatile colour business phone suited to regular daily call handling.



T73W

Dependable SIP desk phone for core office users needing clear, reliable calling.



T31G

Entry-level gigabit phone for straightforward everyday business telephony.



Handset choice should be based on user role, call volume, mobility and preferred working style.