



# SIP TRUNK SERVICES





# SIP TRUNKS

## What is SIP Trunking?

SIP trunking is a cost-effective way of making calls (and other communication services) using an internet connection instead of a traditional ISDN & PSTN phone line.

By using Voice over Internet Protocol (VoIP) and Session Initiation Protocol (SIP) together, you no longer need separate phone lines, saving you money, consolidating services, and increasing flexibility.

SIP trunks can ensure call quality and performance (using QoS) as well as increasing service reliability, security and better business continuity options.

## How does it work?

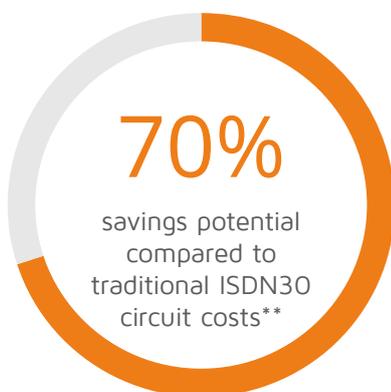
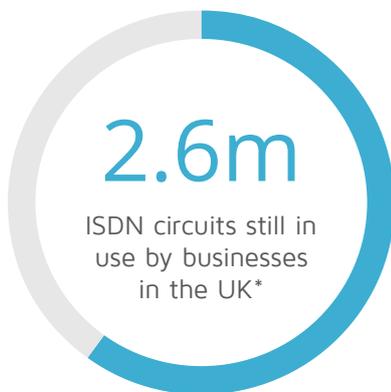
SIP trunks work by connecting your existing PBX (or IP-PBX) phone system to the outside world using a data connection (either internet, Ethernet, or IP VPN), without losing the features and services you use every day.

You can use either your existing internet connection, or speak to us about providing a guaranteed QoS-enabled circuit that will support both your SIP and data traffic.

## Why is it important?

BT have said that they will be turning ISDN off in 2025. Before that, in 2020 you will not be able to buy new or additional ISDN services.

With less than 3 years to go, according to Ofcom there are over 2.6 million ISDN circuits still in use by businesses throughout the UK. While it sounds a long way off, you need to start acting on how you plan to transition to the post-ISDN era. Not least, you could be making significant savings.



\* OfCom, 2016

\*\* Based on BT ISDN30

\*\*\* BT, 2015



## SIP's RELEVANCE

### Lower costs

SIP trunks enable a host of cost benefits. By using existing data circuits there are no installation or additional maintenance charges. Line rental is significantly cheaper, as are call charges, and all internal calls (wherever they are geographically) are free.

### Better business continuity

SIP Trunks offer better continuity than traditional circuits as you are not constrained by physical connectivity.

SIP allows numbers to be redirected to any alternate number you choose. So if you have to operate elsewhere, whatever the reason, you can be happy in the knowledge that your calls will still reach you. And because your voice calls are transmitted as data, you can use any back-up or DR data connections in place to support your calls too.

### Service consolidation

When it comes to multi-site locations, SIP trunking helps consolidate ISDN line requirements across your telephony estate. That's less maintenance and much less complexity.

### Line flexibility

If you have changing or seasonal line requirements, you can flex up and down your SIP trunk requirements on a month by month basis through our monthly plan service.

### Transition to the cloud

Businesses with legacy PBX systems can now use this opportunity to transition to a cloud PBX solution without throwing away their existing PBX (and even handsets) all at once.

### Moving or adding offices

Relocating, starting up, or even expanding, SIP trunks enable frictionless movement of geographic and non-geographic numbers to your new base, with no call-forwarding expenses or other associated costs.

COMPARE	SIP	ISDN
Lower cost	✓	✗
Highly scalable	✓	✗
Geographic nos.	✓	✓
Non-geographic nos.	✓	✗
48-hour delivery	✓	✗
No hardware	✓	✗
HD call quality	✓	✓
Call re-routing	✓	✗
Long term availability	✓	✗



## BENEFITS

### Ongoing savings

SIP trunk monthly charges are a fraction of equivalent ISDN channel rates. There's no minimum number requirement, so the savings are significant from the start, often well above 70% over the contract period.

### Return on investment

By lowering fixed and recurring costs, plus removing the need for additional equipment, SIP trunking makes a positive impact on a company's financials. Significant savings can be achieved within six months to a year of switching over.

### Scalability

Unlike traditional PSTN lines, SIP trunking can be scaled as your business grows, or as demand rises and falls throughout the year. This pay-as-you-go model is cost-effective and suited to today's business approach.

### Mobility

SIP trunks are far more mobile friendly. When you are travelling or working from home, calls can be easily rerouted to mobiles or other numbers, without dialling different numbers, allowing consistent call experiences.

### Unlimited channels

Unlike ISDN where you are limited to 30 channels per circuit, SIP trunks are only limited by the size of your data connection, making it easier and cheaper to grow the number of lines required.

### Geographic freedom

By using data connections to deliver your voice calls, you can now use geographic numbers even when you are away from that location. This improves user mobility and productivity without sacrificing caller access, ensuring responsive services to your callers.

### Fast delivery

SIP trunks can be provisioned really quickly. Typically within 48 hours. So, no more waiting weeks or even months for your new lines.

### No additional hardware

Because SIP trunks run over your existing data connectivity, there's no requirement for additional hardware or related installation and maintenance services.





## BENEFITS

### Supports more features than ISDN

SIP powers unified communications too. By adding SIP trunks to your service, you can now integrate your existing Comms with other apps, services and devices that use the IP network to communicate.

### Preserving call quality

It's a myth that ISDN is better quality than SIP. As long as your data circuit supports quality of service (QoS), you can make sure your calls always get through without degradation. QoS is enabled on all the data circuits we provide to our customers.

### Improve resiliency

Just like a data network, service integrity is possible just by adding additional connections. SIP isn't tied to a specific line, and will use the best or most available connection.

### Better continuity

SIP allows numbers to be redirected to any alternate number you choose. So if you have to operate elsewhere, whatever the reason, you can be happy in the knowledge that your calls will still reach you. And because your voice calls are transmitted as data, you can use any back-up or DR data connections in place to support your calls too.

### World class

Built upon Cisco infrastructure and operating across our highly secure and redundant data centres, you can be confident that your service is underpinned and powered by a class-leading global brand.

### Utilise existing assets

In most situations you can continue to use your existing handsets and PBX without having to replace them. This is great for cloud migration strategies.

### Secure connectivity

Security is a big issue in business, so it's reassuring to know that your SIP trunks are also treated with the same integrity as your data service, and can be connected securely via dedicated connectivity, or you can use your own connectivity if you prefer.



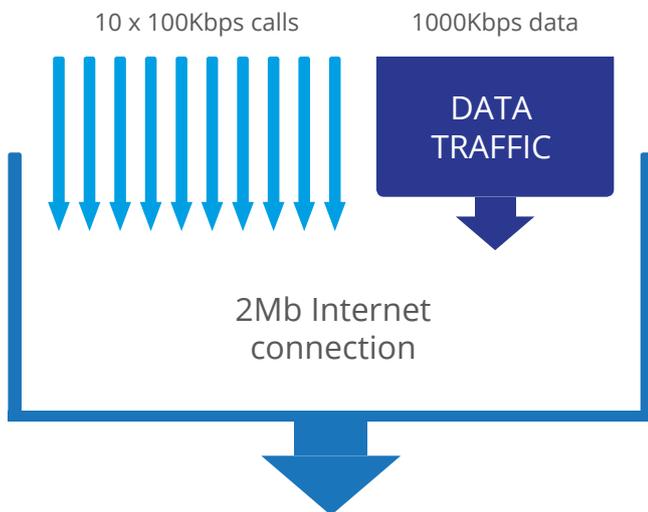


# OPTIONS

## Scalability

When adding SIP trunks, your only limitation is the bandwidth of your data circuit. You can add as many trunks as you like so long as your data connection is big enough to support it.

### SIP CONCURRENCY EXAMPLE



SIP TRUNKS ARE ONLY LIMITED BY YOUR AVAILABLE DATA CONNECTION

Calculating what you need is simple by using this rule of thumb; assume every trunk uses 100kbps, therefore if you want 10 concurrent calls at a time, you'll need  $10 \times 100k = 1Mb$  set aside for calls.

## Geographic reach

Our SIP trunks can be delivered wherever there is an appropriate internet connection. Users can use their allocated number wherever they are and called parties will only see that number.

## Quality of Service (QoS)

If persistent high quality calling is paramount to your business, we provide quality of service controls on all our connectivity services. QoS works by 'reserving' bandwidth solely for voice calls, so that no matter how much data your internet connection is using, there'll always be enough to support you calls when you make them.

## Number porting

Wish to retain some or all of your numbers when you move to SIP Trunking implementation? No problem. We'll help you apply for and port all your key numbers to your new service.

What you need to do:





# CONNECTIVITY

## We've got connectivity covered

Whether you have reliable and QoS-enabled data services in place or not, our connectivity options will help you. We can deliver everything from a wires-only scenario, all the way through to a fully managed and SLA guaranteed QoS-enabled end-to-end service.

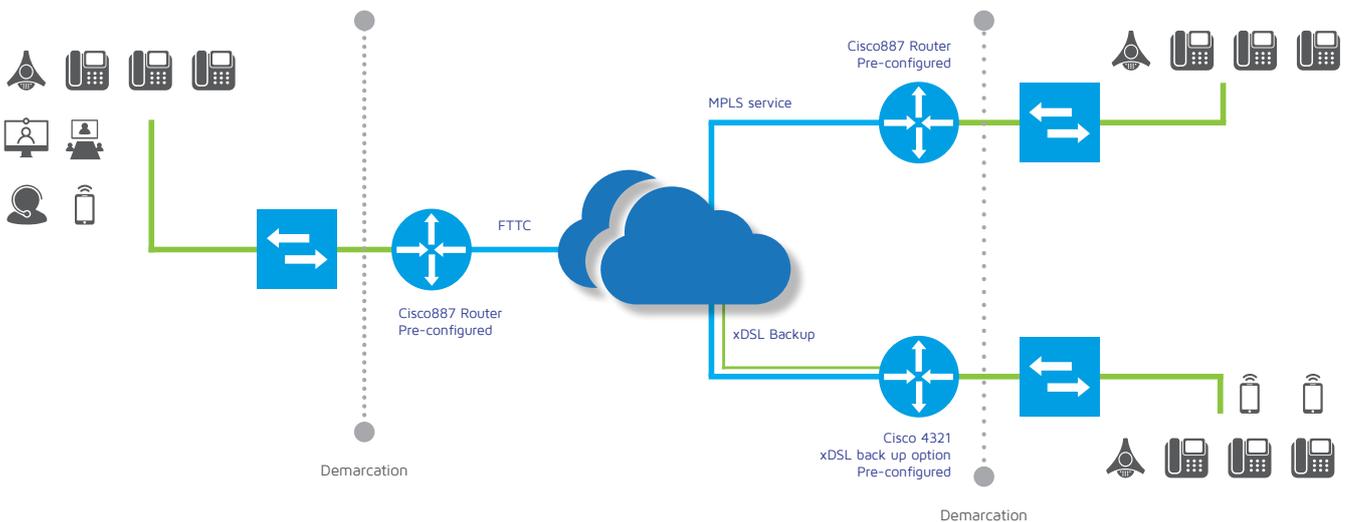
We're experts at helping organisations experience superior call quality over combined data and voice services.

Depending on the size and distribution of your organisation, we'll give you practical and efficient

SERVICE	MANAGED	QoS	SLA
Assured	✓	✓	✓
Wires Only	✗	✗	✓
Customer Circuit	✗	✗	✗

solutions that are designed, configured and installed promptly.

## Example: Assured connectivity





## WHY CHOOSE US?

### Born in the cloud

Our service, platform and development began and continues to evolve in the cloud only. For you, this equates to a service that has no legacy systems, only cloud-ready functionality that is under continual development, adding new features and value every day.

### Better Value

Often said, seldom seen. Why shouldn't you have the assurance of great quality service for a reasonable price? Our focus has always been to develop features and services you need to do good business, and not overload you with functionality that doesn't.

### Fast Provisioning

No one likes waiting. Our cloud services have dispelled the myth that you have to wait months for a solution or connection. Instead, we aim to deliver your solution in days. Whilst we cannot always alter third-party delivery schedules, we'll do our best to get you up and running as soon as we possibly can.

### A personal experience

Automation is definitely an empowering thing, but sometimes it can go too far - where you have no one to talk to but machines. We automate where it makes sense and serves you, yet always have easy to access human technical support and assistance.



### Cisco Powered

We're proud of the fact that we have one of the very few Cisco powered hosted communications platforms in the UK. It not only enables us to deliver a far more flexible service to you, it also comes with a heritage of reliability and world-class performance that businesses both big and small appreciate.

### Dedicated account team

Everyone we provide service to is supported by a dedicated team of technical and advisory personnel. It means that when you need our help, we know more about you and your business, so we can help you find and do what you need that much faster.

### 24/7 support

We probably don't expect you to call on us at 3am in the morning, but you just never know when you might have a Priority 1 or Priority 2 emergency. Our round the clock service is there to make sure that whatever the hour, help is always on hand to keep your experience and service at its best.



## WHAT NEXT?

### Got some more questions?

We know that its not possible to answer everything in a single document. That's why we encourage all our customers to get in touch directly with us.

Whatever your query, we'll do our best to get you the answer. You can contact us by phone, email, or through our website.

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### We're helping businesses with:



SIP



Voice



Video



Presence



Messaging



Conferencing



Contact



Collaboration

### Built for the World's favourite devices:



iOS



SIP BENEFITS

SAVE MONEY

FAST ROI

UNLIMITED SCALABILITY

IMPROVED MOBILITY

UNLIMITED CHANNELS

GEOGRAPHICAL FREEDOM

FAST DELIVERY

NO ADDITIONAL HARDWARE

USE EXISTING EQUIPMENT

QOS ENABLED CALLING

IMPROVED RESILIENCY & CONTINUITY

SECURE CONNECTIVITY

# SIP



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