

# SIP TRUNKING

A cost effective alternative to ISDN that gives your business flexibility and business continuity.

## HOW DOES IT WORK?

SIP Trunking connects your PBX to our network enabling full PSTN breakout on the public telephone network. Connection from your site or sites to our network is via an IP connection, for example broadband or Ethernet, and is delivered as an end-to-end service with an availability guarantee, voice channel guarantees, and voice quality of service assurances.

## WHAT ARE THE BENEFITS?

- Flexibility with your phone numbers: allows you to move office and keep your same geographic number without any on-going call forwarding costs and costs associated with new company stationery.
  - Business continuity: if your office has to be temporarily relocated in an emergency, this can quickly and cost effectively be achieved with SIP Trunking.
  - Line rationalisation: for businesses with multiple sites, SIP Trunking provides ISDN line rationalisation options and reduces the number of PBXs you need to maintain – all with full control of the numbers associated with your business.
  - Save money: IP connectivity costs less than ISDN with lower call costs, free internal calls between extensions and offices (including international calls) and lower line rental costs for multi sites. Also, no expensive call-forwarding costs are required should you relocate or need to divert calls in the event of a disaster.
- Resilience: a phone service that will cope with any situation and give you 100% up time on your telephony. Whether you need to keep your business running without expensive call forwarding costs in a disaster or emergency or you need to load balance your calls between sites during peak hours, SIP Trunking delivers.
  - Voice and internet convergence: with SIP Trunks delivered over Ethernet, you can have both a high quality voice and data service all over one connection, giving you significant cost savings.

