

A product sheet for

# SIP Trunking



Making voice more flexible, scalable and cost-effective.

SIP Trunking gives you a reliable, secure and cost-effective way to manage your telephony. It connects your sites directly to the O<sub>2</sub> network using an IP connection, passing voice calls between your sites and the public telephone network (PSTN).

As more organisations modernise their comms technology, SIP Trunking is an increasingly popular alternative to ISDN services. It's more cost-effective than ISDN on a per-channel basis, and you'll have greater flexibility. With BT beginning the consultation around the potential end of ISDN services in 2025, now's the time to get moving.

So whether you need to get a new site up and running quickly or you want a solid foundation for the journey to converged infrastructure, SIP Trunking is the ideal choice.

## Simplify your spend

Three easy-to-understand pricing options so you'll always be on top of your spending.

### Package 1: Pence-per-minute (ppm)

Pay for only what you use – you don't need a bundle. Your ppm rates will be defined upfront in the contract you sign.

### Package 2: UK domestic

Includes calls to all numbers starting with 01, 02 and 03. This package has a fair usage policy with a cap of 5000 minutes per channel per month.\*

### Package 3: UK domestic + mobile

Includes calls to mobile numbers beginning 07 in addition to the UK domestic minutes above, making it particularly good for organisations who have recently expanded their mobile estate. This has a fair usage policy with a cap of 2000 minutes per channel per month.\*

## Flex your connectivity

Different connection methods so you can choose the solution that works best for you.

### SIP over Ethernet

An Ethernet connection from your site to the O<sub>2</sub> network gives you telephony you can rely on.

### SIP over Public

Connecting sites via the public internet doesn't provide the reliability or assurance of an Ethernet connection but it's a good option for smaller sites, or where you need a speedy setup.

### SIP over Janet

SIP Trunking is 'Janet Connected'. We maintain at least two geographically diverse connections to Janet, so you can be sure of direct traffic flow at all times.

## Three great reasons to choose SIP Trunking



### Scale on-demand

Give your business the flexibility to add and remove phone lines during busy periods, for campaigns or special events.



### Get flexible phone numbers

Keep the same geographic numbers when you move office, without any ongoing call-forwarding costs or the hassle of producing new stationery or updating online details.



### Cut cost and complexity

Move to SIP Trunking and you'll be able to centralise and rationalise your telephony estate. It makes life simpler, but also reduces the cost of maintaining numerous PBXs.

## Is SIP Trunking right for you?

If you have a PBX then you could be reaping the benefits of SIP Trunking. From small business to enterprises and public sector organisations, we can help you make the move to a more flexible solution.

### Do you have multiple sites?

SIP Trunking can lower your costs by reducing the number of ISDN connections you need. You'll also make savings if you centralise your PBX and remove hardware costs from remote site locations.

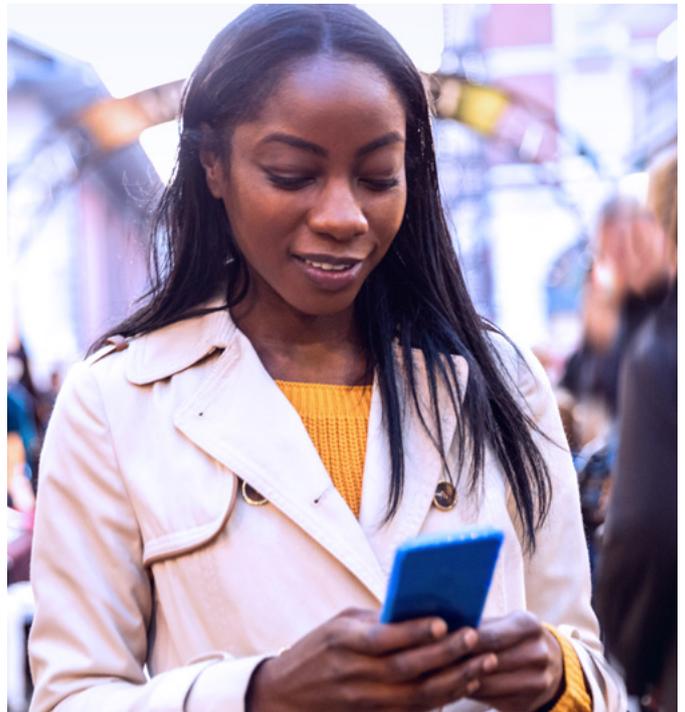
### Do you need greater resilience?

SIP Trunking-based telephony can cope with any situation – giving you business-grade resilience. For additional surety you can plan for automatic failover or load balancing between different sites or locations.

### It's time to make the move

Worried about taking the leap? Don't be. It's a proven technology that's already helping thousands of organisations of all sizes across the UK to improve their business agility, scalability – and to make significant cost savings.

If you're still cautious, you can keep your existing ISDN lines operational during implementation. You can then port over your ISDN numbers once our team has completed testing at your site and you're happy with the new setup.



## Why O<sub>2</sub>?

We have a clear vision of the future and there's never been a better time to be looking ahead at how your voice services can help drive your business objectives. Combined with our mobile heritage we're well placed to deliver the flexible solutions you need. We'll help you build a picture of where you are and where you want to be, with the roadmap to get you there. Whether it's for your voice and data, or fixed and mobile networks. We have the resources to keep your people connected so they can work better together.

## Want to know more?

For more information on SIP Trunking contact your Account Manager.