

O<sub>2</sub>  
business

S I P  
T R U N K I N G





# Make voice calling more flexible, scalable and cost-effective

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SIP Trunking gives you a reliable, secure and cost-effective way to manage your telephony. It connects your sites directly to the O2 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 gives you more flexibility than previous solutions. With BT having announced the end of ISDN services in 2025, now's the time to get moving.



Whether you need to get a new site up and running quickly or you want a solid foundation for your 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.

### Flex your connectivity

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

#### 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.

#### SIP over Ethernet

An Ethernet connection from your site to the O<sub>2</sub> network gives you telephony you can rely on, whether it's a single dedicated connection, or as part of our converged connectivity platform: O<sub>2</sub> Gateway.

#### 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.\*

#### SIP over Public

Connecting sites via the public internet can be a good option for smaller sites, or where you need a speedy setup.

#### 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 that have recently expanded their mobile estate. This package has a fair usage policy with a cap of 2000 minutes per channel per month.\*

#### SIP over Janet

SIP Trunking is 'Janet Connected'. We maintain at least two geographically diverse connections to Janet, so you can be sure of reliable, high bandwidth access at all times.

\* See our terms and conditions for more information.



# Four great reasons to choose SIP Trunking

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## Cut cost and complexity

Move to SIP Trunking and you'll be able to centralise and rationalise your telephony estate. It doesn't just make life simpler, it also reduces the cost of maintaining numerous PBXs.

## Manage your inbound calls

Add on the optional SIP Trunk Call Manager to manage inbound calls to all your geographic and non-geographic numbers from our easy to use portal and mobile app. Run reports and see call handling performance in real time, so you can adapt your call routing to meet business needs.

## 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. There's no ongoing call forwarding costs and no hassle of producing new stationery or updating online details.

## Is SIP Trunking right for you?

If you have a PBX, you could be reaping the benefits of SIP Trunking. From small businesses 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 and 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. Then, once our team has completed testing at your site and you're happy with the new setup, you can port over your ISDN numbers.

# Award-winning network



We won Best Business Network at the 2019 Mobile Industry Awards<sup>1</sup>



We won Best Network Performance at the Mobile News Awards 2019 and Best Network Coverage in the uSwitch Mobile Awards 2018, 2019 and 2020<sup>2</sup>

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

### Experience

We manage devices all across the world. We've been a leader in mobile-led business for 30 years, and we bring together the complete range of mobility solutions, including devices, applications, security and controls, connectivity and end-to-end management. All designed, delivered and managed in-life by platform experts to make sure everything runs smoothly.

### Expertise

Combining SIP Trunking with O<sub>2</sub> Gateway gives you the ultimate voice solution. Get the reliability of dedicated Ethernet connectivity plus the ability to bring together your WAN, mobile and wifi on a single platform, with one trusted partner, one contract and one point of contact.

### Integration

You can reduce complexity and make it easy for your customers to stay in touch by adding SIP Trunk Call Manager to your SIP Trunking and creating one powerful solution, which provides reporting and performance metrics on inbound calls across your entire number estate.

## Want to know more?

For more information on SIP Trunking and SIP Trunk Call Manager, speak to your Client Manager, call us on **01235 433507** or visit [o2.co.uk/business](https://o2.co.uk/business)

<sup>1</sup> Best Business Network: <https://www.mobileindustryawards.com/20/Winners>

<sup>2</sup> Best Network for Coverage: [uswitch.com/mobiles/broadband-and-mobile-awards/](https://uswitch.com/mobiles/broadband-and-mobile-awards/)

*Telefonica*

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