

# RAISE YOUR VOICE

## Converge and control with Virgin Media Business SIP Trunking

The days of traditional ISDN networks are numbered – it's time to disrupt or adapt, and quickly. Your key weapon? A high-performance Digital Platform. And as we trend towards a world where everything is delivered via IP, most consider VoIP, and SIP Trunking in particular, to be a core part of their digital architecture.

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**A core part of  
digital architecture**

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**BUSINESS**

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## What is SIP Trunking?

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# A simple, scalable, secure system for making calls

By converging your voice and data over a single connection, you get to migrate to a pure-play IP-based service, securing your investment in on-premise equipment while retaining all the benefits and features of traditional, enterprise-grade lines and calls.

Manage your costs by having the right number of channels. You can even keep some in reserve to turn on during peak load.

We can install SIP Trunking over leased lines (which we call Managed Internet Access) or IPVPN. Which means we can configure your service so your voice traffic is delivered over secure, private networks, rather than out there, in the wilds of the internet.



### The results?

Your workforce gets to make secure IP-based calls. You get a simpler architecture that's fully under your control, as voice and data are run through a single connection.

## Why choose SIP Trunking?

# The kind of reliability that gives you real peace of mind

Virgin Media Business SIP Trunking offers you unbeatable reliability. Everything is done on a managed IP network, with extra options available to secure your service even further.

For many of your colleagues, their voice is their Front of House - the most powerful and personal part of their business armoury. So, your voice helps defines your organisation and the world's experience of it.

Beyond the bells and whistles, bleeps and dings of digital, voices are what engage, reassure and activate customers, suppliers, shareholders and employees. As well as your board.



So voice is worth investing in, especially when moving to VoIP will reduce costs, all the while helping foster collaboration via Unified Communications.

In fact, it can help turn your business into a Digital Leader.



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**Flex the capacity in  
your voice estate**

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## **Choose a flexible friend**

Virgin Media Business SIP Trunking allows you to switch it up a gear, meeting internal requests being driven by customer need.

Add, remove or re-route lines and other services quickly. Flex the capacity in your voice estate – week-by-week, if you need to. No more waiting for new circuits to be delivered.

Bring everyone in  
your office together,  
wherever they are

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**The population  
of mobile workers  
is expected to grow  
from 3.35 billion in  
2014 to 3.71 billion  
by 2018**

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### **Talk is cheap (now)**

While the idea of upgrading every laptop might bring you out in the cold sweats, you might be able to evolve your voice estate using existing budget.

Because here's the case for your Opex – ongoing bills will likely decrease, with flexible tariffs helping you manage ongoing costs. Meanwhile, every office in your network becomes an internal extension. Add all this together and we think you might get some unexpected wiggle room out of your planned Opex this year. Which is nice.



### **Start fixed-mobile convergence**

Improving the mobility of your colleagues is table-stakes for VoIP.

When a telephone line goes virtual, co-workers carry it with them, wherever and whenever they are. On almost any device. VoIP is becoming essential for every Digital Platform.

**Let's talk about how.**



## Why Virgin?

One of the deepest joys of SIP Trunking is the chance to de-clutter your network operations. All without disrupting your business. SIP Trunking is going to sit at the core of your Digital Platform. So best choose best-in-class. And paired with our £13bn carrier-grade network, it makes for a compelling combination.

We've even extended our network to ensure end-to-end quality, guaranteeing the best possible call experience. Add in other products from our security and services portfolios and you can be fully de-risked, while ensuring your organisation has the potential to become a digital leader.

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**You cannot deliver your  
employees a better  
integrated voice and unified  
communications solution**

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## Our purpose in life is to help you meet your digital potential. And to make that as easy as possible

We'll explain everything and work with you to select, design and deploy the solution that best meets your needs.

If there's installation to be done, we'll help there. And if you need maintenance, we're there as well. From start to finish, front to back, we'll take responsibility for everything.

You choose how involved you are. And in the unlikely event that something doesn't go according to plan, we'll be the only people you need to call. You'll have one service desk and team. Engineers are always on hand because we're local everywhere, across the UK.

We even make the contracts and commercials painless. With 24/7 support, help is never more than a phone call away.

## Ready to upgrade to SIP Trunking? There's no need to take a deep breath

At Virgin Media Business, we're here to help you manage the switch, with zero disruption to your organisation. All of the expertise to manage the change is right here, in our business.

Our tried and tested technology ensures this is the case. There's no reason to expect anything but a quick, seamless transition.

But the devil's in the detail. And we're here to help advise with that tricky, knotty problem. Because, chances are, it's not new to us.

Customers tell us the change often feels daunting at the outset. But, after the switch, they cannot imagine switching back.

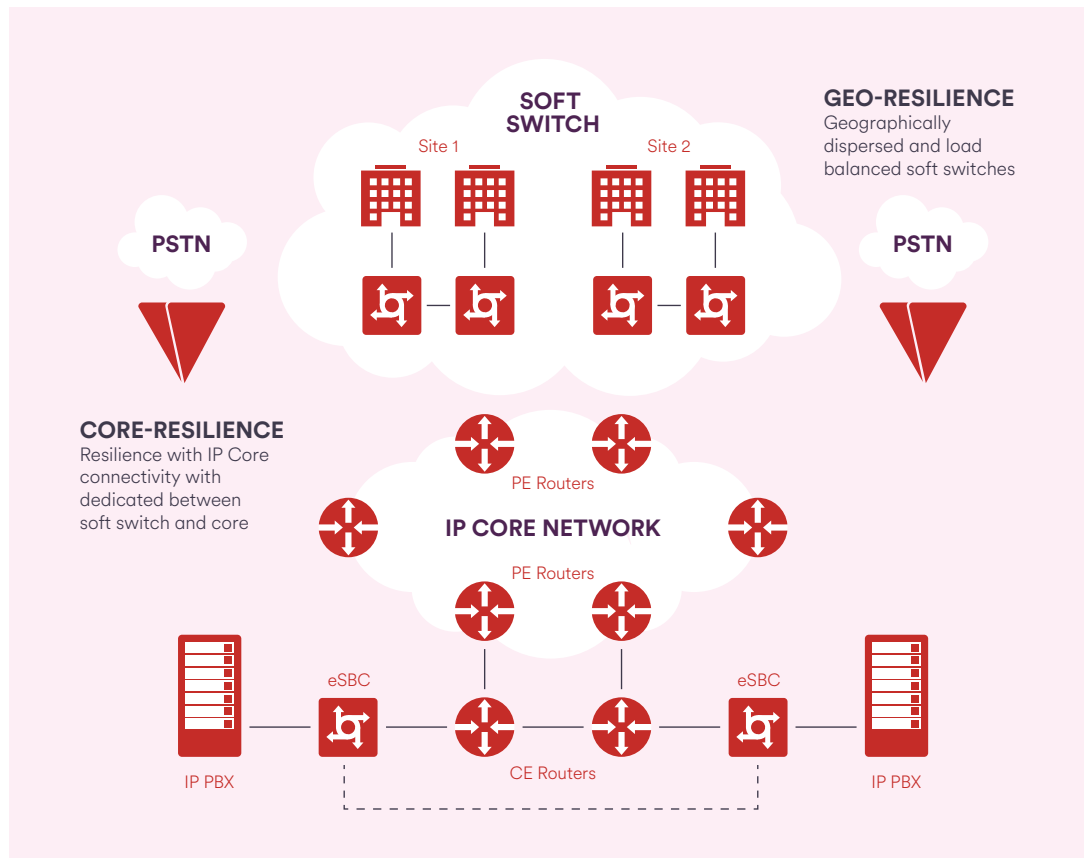
**Perhaps its time to seize the day?**

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**Saying 'no'  
to disruption**

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## Technical architecture of the SIP Trunking platform

### THE KEY FEATURES

Dynamic SIP Trunking channels

Call plan bundle options

Configure up to 5,000 channels

Compatible with leading manufacturers

All standard telephony functionality available

Priority and round robin routing for easy call management

3 channel variations (Basic, Standard, Premium) to meet your needs

Call Aggregation to enable further call control

Highly resilient service options available

## The key facts

### Customer Promise Equipment (CPE)

SIP Trunking supports a vast range of telephony vendors, which means that SIP Trunking can work with your existing voice estate.

### Access

SIP Trunking is delivered over our IPVPN or MIA service.

### Codec

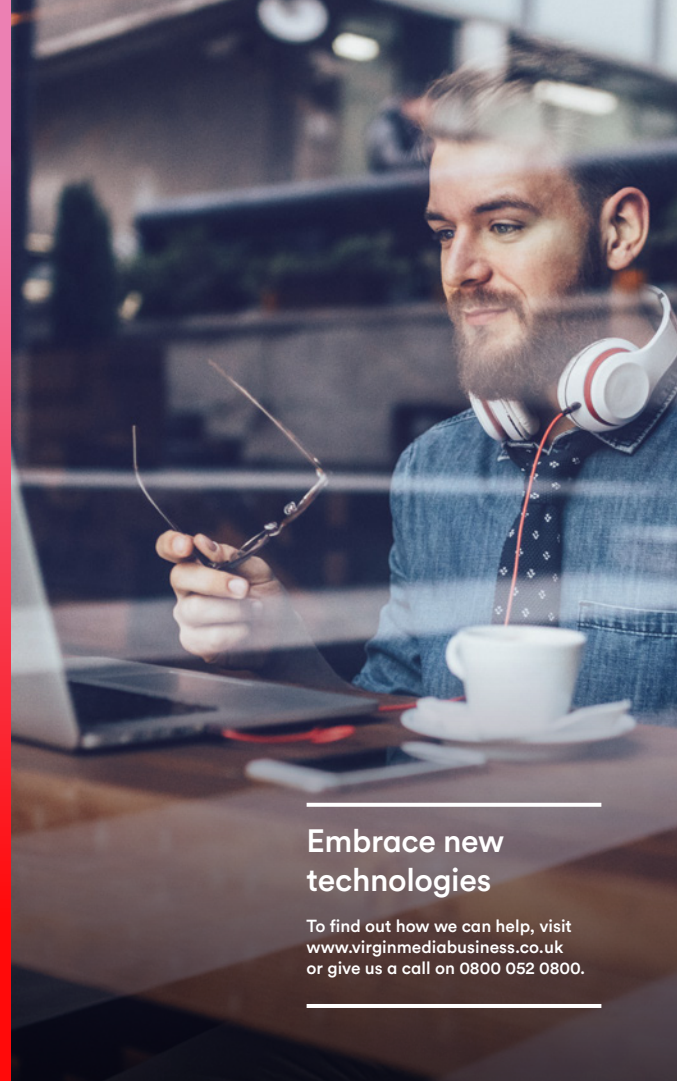
SIP Trunking uses the G.711 and G.729 codecs, so you get the same great voice quality as you'd get with traditional voice services.

### Inbound call routing

Configurable options mean you never miss a call. Plus, priority routing and round robin call distribution can be easily tailored to support your business needs.



# BUSINESS



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## Embrace new technologies

To find out how we can help, visit [www.virginmediabusiness.co.uk](http://www.virginmediabusiness.co.uk) or give us a call on 0800 052 0800.

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