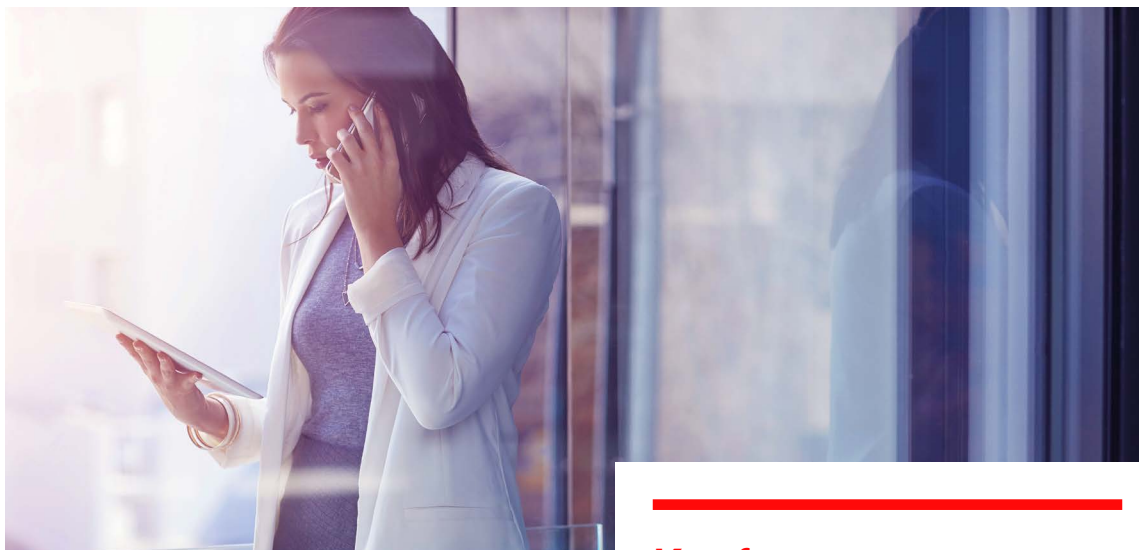


SIP TRUNKING

BRINGING VOICE AND DATA TOGETHER



With so many different channels of communication in business today, it can be costly trying to stay on top of it all. By simplifying voice and data networks, we can help put an end to your headaches.

SIP Trunking isn't VOIP as you probably know it. It's a high-end business grade solution that brings together your voice and data, engineered over a single fibre-optic data network. The result? A simple solution that can bring you savings today, while providing better communications services for your business.

How does it work?

You can continue to speak to your local office or around the world across your data network, with no change to the quality that you're already used to. You can also mix existing

(legacy) services such as ISDN30 with SIP Trunking to ensure a successful transition. It all adds up to a service that's cost-effective, more efficient and future-proof.

Benefits for your business

First off, there's no office space upheaval, because SIP Trunking is more flexible in terms of moving or

Key features

SIP Trunking also supports the business telephony features you rely on:

- DDI – Direct Dialling Inwards
- CLI – Caller Line Identity
- CLIP – Caller Line Identity Presentation
- CLIR – Caller Line Identity Restriction
- Presentation Numbers

changing your services. And, equally importantly, there's less need to modify phone sockets or re-route cabling, so you can keep your existing PBX infrastructure, saving on your original investment. But the benefits don't end there:

Sip trunking is scalable

Your service is designed to grow as you do – you can increase capacity or integrate new services as you need to.

Save as you go

By using your existing Virgin Media Business network to carry your calls, you could make savings on your voice traffic, compared with traditional voice services.

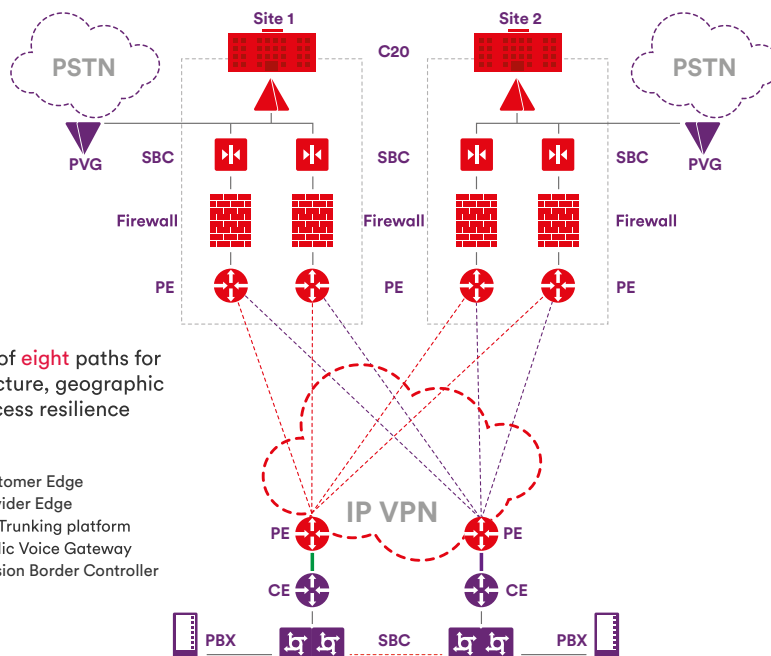
Easy migration

If you are migrating from traditional voice services, we will work with you to make the migration trouble free.

An investment for your future

SIP Trunking features state-of-the-art technology so you can relax, knowing that your business is ready for the future of Unified Communications. In business, there's nothing quite like peace of mind.

Technical architecture of the SIP platform



A total of **eight** paths for architecture, geographic and access resilience

KEY

CE: Customer Edge
PE: Provider Edge
C20: SIP Trunking platform
PVG: Public Voice Gateway
SBC: Session Border Controller

Technical facts and features

Customer Premise Equipment (CPE)	Customer provides. SIP Trunking supports a growing range of E-SBCs (Enterprise Session Border Controllers), which means that SIP can work with a wide range of IP PBXs.
Access	SIP Trunking is delivered over a Managed or Unmanaged IPVPN service.
Codec	SIP Trunking uses the G.711 codec to ensure you get the same great voice quality as you'd get with traditional voice services.
Security	As a minimum, CPE should support SIP Digest .
Inbound call routing	Configuration available in 2 options, either Primary Secondary Fail-over or Percentage Split – both are multiple trunk options allowing calls to re-route on failure.

Increased resilience

You can benefit from multiple layers of resilience, giving you end-to-end reliability:

- Geographic Resilience is offered as standard, from our two geographically separated SIP Trunking platforms.
- DDI Resilience is available for users of full number range blocks – we host the numbers directly which provides additional resilience.
- Access Resilience is optional for multi-site users, and introduces a second resilient SIP Trunking service across an additional access circuit, ensuring service availability at 99.99%.

To find out how we can help you just give us a call on 0800 052 0800 or visit virginmediabusiness.co.uk