

RAISE YOUR VOICE

Making calls has never been so
simple, scalable and secure

The days of traditional ISDN networks are numbered. By 2025, legacy telephony connections will be switched off for good. This is why more than half of UK organisations are embracing emerging technologies to modernise their existing workspace environments. The analogue switch-off is an opportunity to adapt to – and completely disrupt – today's IP-driven world.

**It's time to
outsmart tomorrow**



BUSINESS

SIP Trunking summed up

As one voice falls, the other rises

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

Plus, you can manage your costs by having the right number of channels according to what your organisation needs. You can even keep some in reserve to turn on during peak and busy times.

Our SIP Trunking service can be installed over leased lines (which we call Dedicated Internet Access) or IPVPN. This means that your voice traffic is delivered over secure, private networks, as opposed to an insecure public environment.



The results?

Your workforce gets to make secure IP-based calls. You get a simplified, future-proof architecture that's fully under your control, because voice and data run across 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.

Your voice is one of the most powerful and personal parts of your organisation. It helps define who you are and shapes what the world thinks of you.

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



So if you're looking to reduce costs through VoIP while encouraging collaboration via Unified Communications, voice is worth investing in.

In fact, it can help your organisation completely outsmart tomorrow.



**Vary the capacity in
your voice estate**

Choose a flexible friend

Want a more dynamic way of meeting internal demands in response to customers' needs?

Or how about adding, removing or rerouting lines and other services quickly?

With Virgin Media Business SIP Trunking, you can vary the capacity in your voice estate – week by week, if you need to. No more waiting for new circuits to be delivered.

Work together, in the office or on the move

Workspace is an area of growth where more than half of organisations expect to increase their investment in the next year¹

Get heard without added cost

What if we told you that upgrading every laptop didn't mean having to find additional budget? You might be able to evolve your voice estate using what's already there.

Here's the case for your Opex – ongoing bills are likely to decrease, with flexible tariffs helping you manage ongoing costs. Meanwhile, every office in your network becomes an internal extension. Add all this together and you may find your planned Opex is healthier than you thought.



Start fixed-mobile convergence

With VoIP, improving the mobility of your colleagues is first and foremost.

When a telephone line goes virtual, an employee carries it with them, wherever they are. On almost any device. VoIP is becoming essential for every digital platform.

Let's talk about how.



Why Virgin?

One of the key benefits of SIP Trunking is the chance to declutter your network operations – without disrupting your organisation. SIP Trunking sits at the core of your digital platform, so best choose best-in-class. Paired with our £13bn fibre-optic network – one of the largest in the UK – Virgin Media SIP Trunking makes for a compelling combination.

We've even extended our network to ensure end-to-end quality, guaranteeing the best possible call experience, and have another £3 billion of investment planned over the next three years. Add in other products from our security and services portfolios and you have complete peace of mind over the security of your network, while ensuring your organisation unleashes its true digital potential to outsmart tomorrow.

The key to better employee experiences? Integrated voice and Unified Communications



Our purpose in life is to help you outsmart tomorrow, 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 you need installation, we can help. 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 want to be. In the unlikely event that something doesn't go according to plan, we're the only people you'll 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 and SLAs promising a two-hour fix, 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. That's one single supplier for all your voice and supporting data services.

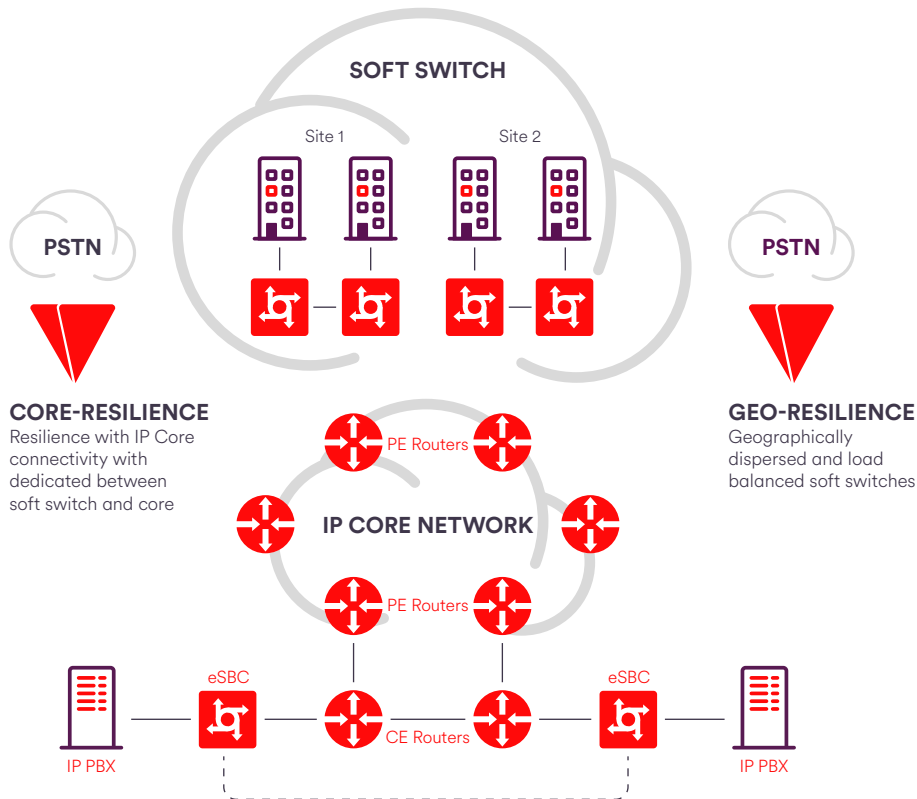
Our tried-and-tested technology ensures this is the case. There's no reason to expect anything but a quick, seamless transition.

We understand that, for many of our 40,000 voice customers, the change can often feel daunting at the outset. That's why we make it our mission to stay with you every step of the way – supporting you from the off.

Are you ready to make your move?

**Saying 'no'
to disruption**





Technical architecture of our 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

Are you ready to outsmart tomorrow?

It's no secret that digital disruption is here. But what happens next is entirely down to you. Simply getting up to speed is no longer enough; it's about how you outsmart tomorrow. And SIP Trunking is the next step along your digital transformation journey.



The key facts

Customer Promise Equipment (CPE)

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

Access

SIP Trunking is delivered over our IPVPN or DIA service.

Codec

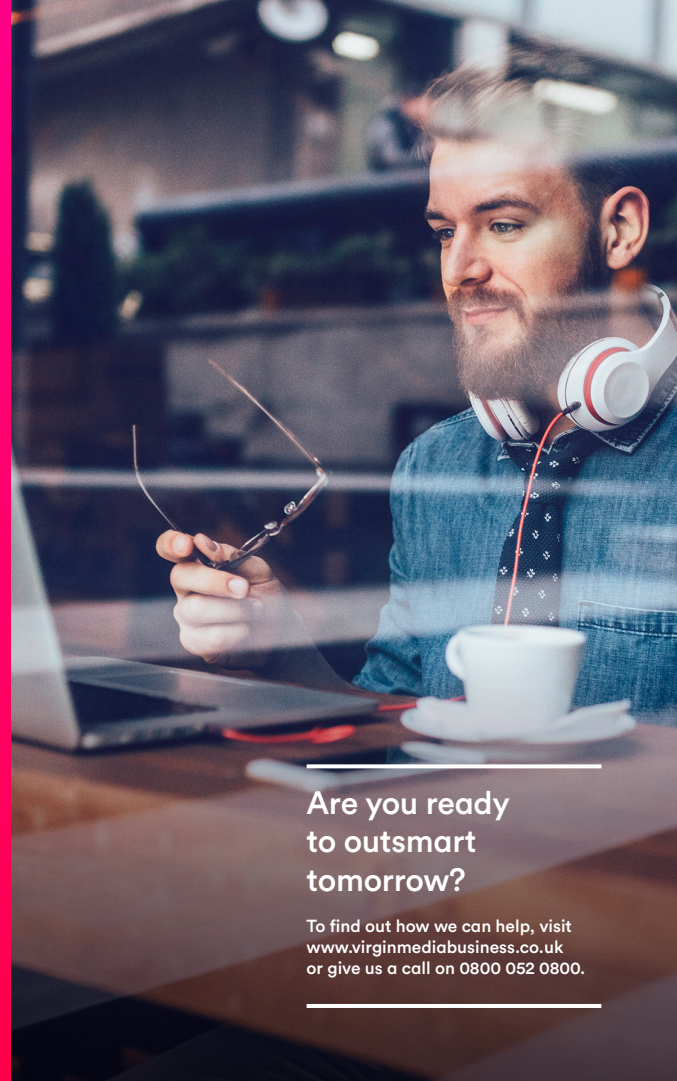
SIP Trunking uses the G.711 and G.729 codecs, so you get the same great voice quality you'd get with traditional voice services.

Inbound call routing

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



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**Are you ready
to outsmart
tomorrow?**

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