

## SIP Trunking

Make voice calling more flexible, scalable and cost-effective – a reliable and secure way to add external calling to your existing phone system.

In the UK, the PSTN and ISDN analogue networks will be switched off in 2025. A number of exchanges already can't accept new orders for these services.

This means you may need to move away from your current voice lines if you haven't already, including ISDN. That said: some business want to continue making the most of investments they've made in their current telephony systems.

SIP Trunking is the answer.

#### Why SIP Trunking?

It is a popular option for businesses looking to simplify their approach to telephony and provides a reliable, secure and cost-effective way to manage voice calls using the data network.

Deploying SIP Trunking also means you could still use your existing on-premises phone system even after 2025, putting you in control about when to choose to move to a cloud-based unified communications solution in the future.

## How does SIP Trunking work?

SIP Trunking connects your phone system to our network using an IP connection, passing voice calls between your sites and the wider network.

We also provide access to a SIP Trunking Portal where you can configure call diverts, create business continuity plans and access detailed statistics and usage reports for both incoming and outgoing calls.

# What can SIP trunking do for your business?

#### **Reduce costs**

Unlike traditional ISDN that can require multiple lines into a site, with SIP Trunking you can use a single connection – no more paying for lines and channels you don't need. You can also run telephony over existing data networks, consolidating your physical lines.

#### Get ready for the future

SIP Trunking enables you to keep using your existing telephony system even after the 2025 PSTN switchoff. It helps you to transition to a centralised telephony system model and the cloud, at your own pace, with timing that works for you.

### Increase visibility and control

The SIP Trunking Portal gives you visibility and control of your SIP Trunking service. You're in control and you can access analytics for both incoming and outgoing calls from the Portal.

### Gain number flexibility

You can keep existing telephone numbers even if people move to a new location. And you can present different numbers for outbound calls too. This increases numbering flexibility and adds further credibility to your business.

#### Scale to your needs

We all know that businesses have busy periods. And your services need to be able to flex to accommodate your needs. SIP trunking allows you to scale up or down at short notice, providing you the peace of mind so you are ready.

### Choice of connectivity options

We can provide our SIP Trunking service over any IP network.
Choose from our data connectivity options or use your own internet service. We offer encryption as standard, as well as a choice of codecs across any connectivity option.

#### Why work with us?



Our approach to SIP Trunking puts you at the centre, with a secure SIP Portal that allows for granular levels of control and visibility.



One provider for all your communication and connectivity needs, with seamless delivery when you need to make changes.



We have many years of experience providing services and working with a range of technologies so we can find the best fit for your business.

#### **WANT TO TALK?**