

# BT SIP TRUNK.

YOUR COSTS WILL DROP OFF,  
BUT YOUR CALLS WON'T.

We've saved a lot  
this month.



I hear ya!



- More flexible than a traditional phone service.
- Take your number with you.
- Market your business locally.

# SIP – MAKING CALLS OVER YOUR IP CONNECTION AND MUCH MORE.

SIP (Session Initiation Protocol) is a technology that allows you to make calls over an IP connection, rather than a traditional phone network. This reduces costs and helps businesses maximise their network investment. So if you've invested in, or are considering investing in, a network, or fast internet access, SIP can help that investment go further.

You'll get more flexibility than with a traditional phone service, you can take your number with you if you move, or market your business locally around the country. You can also take advantage of more cost-effective and comprehensive disaster recovery options to help protect your business.

## The business migration to SIP.

More and more organisations are considering moving to SIP voice. The reasons for this are the obvious cost savings combined with the greater flexibility. In short, enabling organisations to do more for less.

From our BT Business Usage & Attitude study, October 2014.  
For organisations with 100-249 employees:

- 33% use SIP or hosted IP voice (16% use SIP, 18% hosted)
- 30% of IP users have reduced traditional comms estate by 50%+

TO MAKE THE MOST OF THE SIP BENEFITS IT'S CRITICAL TO FIND THE RIGHT PROVIDER

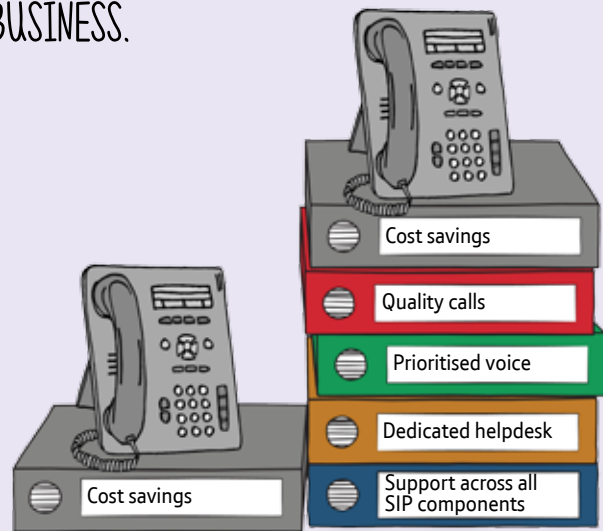
## WHY BT SIP TRUNK IS THE ONLY CHOICE FOR BUSINESS.

We know you can't afford to miss calls. You need to make and receive calls every second of the day, otherwise it may affect your business and its reputation. This is where BT SIP Trunk delivers a key advantage.

Because BT SIP Trunk runs over BTnet, our market-leading dedicated internet access circuit, it only runs over the parts of the infrastructure controlled by BT.

You'll get the benefit of Quality of Service (QoS) that prioritises your voice data across your connection and the BT network, delivering quality calls. This all makes BT SIP Trunk fast, reliable and secure.

And with BT you'll get the best of both worlds – saving on costs without compromising on call quality.



SIP

BT SIP TRUNK

## HOW WILL YOU BENEFIT?

### Reduced call costs.

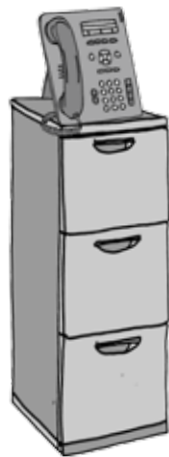
You get free on-net calls, a simple low-cost pricing structure and price-package options with no spend commitments. You also benefit from having just one price on all calls and line rental from as little as £8.95 per channel per month as well as 5,000 minutes to UK fixed line and International Direct Dial numbers and 500 minutes to UK mobiles.<sup>1</sup>

### Make the most of your existing network investment.

Using a data network for all your calls saves on the rental costs of running a separate traditional voice network. You'll have just one network which means it's simpler for your IT team to manage.

### Reassurance that calls won't be missed.

The Quality of Service ensures your calls are given priority over other data. Even if the rest of your bandwidth is being used your voice calls will always be prioritised.



### You can market your business nationally with local numbers.

You can promote yourself wherever you are. Local numbers can be used outside of local areas to help open up new business opportunities.

### Make it easier for customers to contact you.

Number portability is simple and flexible with BT SIP Trunk, if you move premises you can keep the same business number. This helps your business keep operating effectively and makes business moves simpler.

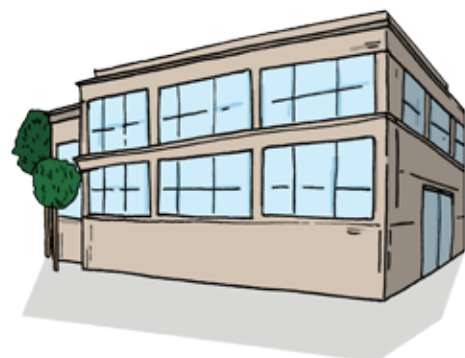


### Keep people connected.

BT SIP Trunk offers a number of business continuity options. For example, with BT SIP Trunk, you can redirect individual extension numbers to numbers of your choice. This offers much more robust resilience than on a traditional voice network. Also, with voice calls running over your data connection, your voice will also automatically run over any back-up or resilient BTnet that you have in place for disaster recovery. This can help save money on a separate and dedicated voice back-up option.

### Extensively tested offering peace of mind.

BT SIP Trunk has been extensively tested and works seamlessly with BTnet and BT IP Communications Systems. A dedicated helpdesk provides support across all your SIP components, should you need it.



# BTNET AND BT COMMUNICATIONS SYSTEMS – ADDING VALUE TO BT SIP TRUNK.

For BT SIP Trunk you'll need a BTnet connection and an IP Communications System (or a BT SIP Trunk Gateway). These can bring advantages to your business.

## BTNET – MARKET-LEADING INTERNET ACCESS.

You'll need a BTnet connection to support BT SIP Trunk, which comes with unique advantages for your business. It means you'll have your own dedicated internet access, so you won't be sharing it with other businesses, and that means it's faster and more reliable. Some of the features and benefits of BTnet are:

### RELIABILITY

- Market-leading 100% target availability backed by a money-back Service Level Agreement.
- Guaranteed uncontended bandwidth.
- Fault target fix time of just 5 hours (7 hours on BTnet EFM).

### AVAILABILITY

- Speeds from 2Mb up to 100Mb available. (SIP service only available from 3Mb upwards).
- Easily expand your service within your circuit capacity.
- Unlimited static IP addresses.

### PRODUCTIVITY

- Unlimited data and no fair usage policies.
- Free online reporting to identify bandwidth usage and allow you to flex up or down according to your needs.

### REASSURANCE

- BT managed Cisco router.
- Wide range of resilience and disaster recovery options available.

## AWARD WINNING BT IP COMMUNICATIONS SYSTEMS.

By installing BT SIP Trunk your business will save money on calls. These savings could be used to invest in a modern BT IP Communications System. Features from unified communications to audio conferencing, can help you improve productivity and control unnecessary costs.

Don't forget, if you are in contract with your current supplier or aren't ready to upgrade, you can still get the benefits of BT SIP Trunk with our BT SIP Trunk Gateway.

### The best for business.

We work with the best technology providers in the world. We are the only UK business to achieve Avaya Platinum Partner status, we are a Premier Partner of Mitel, a Cisco Gold partner and a Cisco European partner of the year. Because we're not tied to one supplier, we can recommend the best system for your needs and budget.

Plus, you'll receive unrivalled support. We have 1,800 highly skilled engineers and 90% of faults are fixed by the end of the next working day, while over 65% are fixed remotely without the need for an engineer call-out.

Running IP over MPLS? We can also support this, offering the reassurance that it will run over our network that's been rated as "outstanding"<sup>2</sup>

Call your Account Manager to find out more.



WE RELY ON BT FOR VOICE AND DATA...

...and they have always delivered what was asked of them, so there didn't seem much point in looking elsewhere for a SIP solution.



WILL HAMILTON, WATSON-MARLOW'S GROUP IT MANAGER.



## WHY CHOOSE BT FOR SIP TRUNK?

- **Reassurance** – we'll help deliver cost savings but not at the expense of delivering quality calls, so people always have the tools they need to speak to one another.
- **Predictable costs** – all inclusive calls packages from £8.95 per channel per month so there's no surprises with unexpected costs.
- **Trust** – BT SIP Trunk has been extensively tested and works seamlessly with BTnet and our IP Communications Systems offering you peace of mind.
- **Smooth implementation** – we'll work with your IT team to make sure there's a smooth switch over. We'll even help identify if there's any changes needed to your infrastructure, such as LANs and firewalls.
- **Service** – you'll be supported in-life by a single point of contact and dedicated helpdesk.

**BT has a proven record of providing excellent service and reliability. With BT SIP you'll get the best of both worlds, saving on costs without compromising on call quality.**

1. A Fair Use Policy of 5,000 minutes to fixed UK/international\* numbers (in any combination) and 500 minutes for calls to UK mobiles applies per line per month. If minutes exceed the monthly allowance you will be charged for any calls from the next calendar day until the end of that calendar month. See <http://business.bt.com> for details. \*IDD fixed destination calls except for those specified in the following list (also excludes calls to IDD Mobiles, IDD PRS and ISDN 64k International data calls). Antarctica Australian Territory, Bhutan, Cambodia (Kingdom of), Christmas Island, Cocos Islands, Comoros, Cook Islands, Cuba, Diego Garcia, Djibouti, East Timor, Fiji, French Guiana, French Polynesia, Greenland, Guam, Guinea Bissau, Kiribati, Korea PDR ( North), Laos, Marshall Island, Mayotte, Micronesia, Mongolia, Nauru, New Caledonia, Niue, Norfolk Islands, Northern Marianas, Palau ( The Republic of ), Papua New Guinea, Reunion, Rodriguez Islands, Ross Island, Samoa ( US ), Samoa ( Western ), Sao Tome & Principe, Solomon Islands, St Helena, St Pierre & Miquelon, Tokelau, Tonga, Tristan da Cunha, Tuvalu, Vanuatu, Wallis & Futuna. 2. Rated as "outstanding" in Gartner's new Critical Capabilities for Pan-European Network Services, 26th March 2013. For full terms and conditions please visit <http://www2.bt.com/static/i/btetail/panretail/terms/index.html> - go to Broadband and Internet Services and follow the link to BT SIP Trunk.

### Offices Worldwide

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