

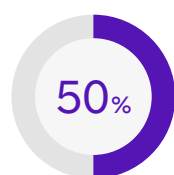
# Control costs, meet business demands and embrace new ways of working

Getting every last drop of value out of the communications infrastructure you've invested in is key to surviving in a global marketplace. But to really compete and succeed you need more – services that can flex with your business, expand or shrink in line with demand, and that give you complete control of your communications. Global Session Initiation Protocol (SIP) enables you to accelerate your transformation to digital voice and collaboration solutions, by consolidating your infrastructure and using your data network to make voice calls.

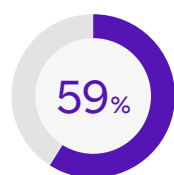
All across the globe, we're seeing the shutdown of traditional phone networks, as the world goes digital. At the same time, hybrid working is here to stay, and organisations are having to rethink their communication strategies to equip their people to do their best work.

We've seen the rise of collaboration platforms (such as Zoom, Teams and Webex) recently. They're easy to use and put everything in one place. So it makes sense to integrate voice services in the same way – and provide one familiar interface to cover all your communication and collaboration needs.

By consolidating your voice and data networks with GlobalSIP, you'll optimise costs, simplify billing and reduce administration. It'll make it easy to integrate voice with your preferred collaboration solution so everyone can work effectively, from wherever they are.



**50%** of end users say phoning is the best way to get a result.



**59%** of IT decision-makers want to be able to make external phone and video calls from their collaboration app.

## Get more flexibility and scalability – and connect your people globally

### Reduce costs

Optimise costs by consolidating your voice and data network. Simplify billing and reduce administration.

### Connect voice to your platform of choice

Integrate voice with collaboration solutions such as Cisco Webex, Zoom or Microsoft Teams.

### Accelerate your journey to net zero

GSIP is 95% more efficient than a traditional on-premises set up, and it has an underlying network powered by 100% renewable electricity.

### Enjoy reliability and resiliency

Easily monitor calls, add or remove users, and set up features. If something goes wrong, divert calls automatically or manage them manually through an online portal.



# Lay the foundations for cloud transformation with Global SIP

Global SIP offers an IP alternative to traditional voice services. It helps you take control of your costs, while keeping up with growing business demands and embracing new collaboration tools.

## Key features

### Our Global SIP solution:

- provides domestic and international calling, carrying all voice traffic
- supports calls to emergency services and most call types to local services including premium rate, shared cost numbers and directory services (listing and calling)
- includes both new number allocation as well as number porting (carry existing phone numbers across)
- provides centralised PSTN access (no need for traditional voice circuits at every site)

## What is it about our SIP service that makes it superior quality?

Our key differentiators to support business-critical communications...

### Service availability



### Voice quality



### Incident management



### Fraud prevention



### Regulation and compliance



With lots of SIP providers in the market, particularly aggregators using 3rd party providers, it's important to call out how our service stands out from the crowd.

## Why work with us?

### We keep your services secure and compliant

We've worked through the compliance aspects of every country, so you don't have to. And we build end-to-end security into every one of our solutions. So, you can embrace change, without compromising your data or reputation.

### With us you'll get a truly global solution

We host over 5 million users and carry 10 billion minutes annually across our global voice network. Our services outbound calling across 73 countries with full PSTN replacement available in 24 locations\* globally.

### Our network quality is outstanding

We are constantly monitoring voice quality and proactively resolving faults giving your people a brilliant ear-to-ear experience. Plus, we'll give you an access to our Voice Quality and SIP Performance platform allowing you to get insights into your SIP usage and service behaviours analytics helping you to identify any anomalies.

## What could Global SIP do for you? Visit [bt.com/global](https://bt.com/global)

### Offices worldwide

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\*24 locations include: Australia, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Luxembourg, Netherlands, Norway, Mexico, Poland, Romania, Singapore, South Africa, Spain, Sweden, Switzerland, United Kingdom, and United States.

