[PRODUCT NAME]

BRIDGES LEGACY AND   
NEXT GENERATION TECHNOLOGY

IT’S THE IDEAL REPLACEMENT FOR ISDN, AS WELL AS ENABLING CUSTOMERS TO UPGRADE TO UNIFIED COMUNICATIONS. THEY CAN KEEP THEIR EXISTING PBX WHILST BENEFITING FROM ENHANCED FUNCTIONALITY AND SIGNIFICANTLY LOWER COSTS - IN MANY CASES SAVINGS OF UP TO 50%.

SIP trunking is the fastest growing IP telephony service in the world and every major communications company and manufacturer of SIP devices is developing or deploying services for its customers. SIP trunking is replacing a declining ISDN market, giving a highly flexible, cost-effective, feature-rich and robust business continuity alternative, far beyond that of traditional ISDN services.

[COMPANY NAME] CAN HELP CUSTOMERS TO…

Future proof their business – by upgrading to richer and scalable communications options. The evolving world of IP is forecast to be worth £1.2bn\* by 2015.

Enjoy cost savings – [Product name] can, in many cases, offer up to 50% savings compared to ISDN.

Respond to demands for greater workplace flexibility - numbers aren’t tied to a physical exchange, allowing customers to move locations easily. They can enjoy seamless number changes between premises; and can have local numbers irrespective of where they are. This reduces the costs associated with moving premises etc (such as having to reprint collateral with new numbers).

Control their costs - there are no major set-up costs or any need to invest in R&D, manage infrastructure or systems. [Product name] offers complete monitoring of bills and full visibility with pay-as-you-grow pricing.

[Product name] is an alternative to ISDN, providing many additional features and benefits. It can be deployed quickly and provides our customers with the opportunity of taking a ‘first step’ towards unified communications. Backed by BT’s highly resilient networks, [Product name] provides a secure and more flexible service compared with ISDN. Business continuity is built-in as standard and services are purchased on a true PAYG basis, giving customers the flexibility to scale up or down according to their needs.

\* Source: ILLUMIN 2012 Hosted and Trunking reports

We can help BY PROVIDING...

* **Market-leading services** - we can leverage the scale of BT’s investments and vendor relationships. BT has formed a strategic partnership with Broadsoft, which will give BT exclusive access to their development roadmap. Our [Product name] services are embedded within BT’s next-generation network, providing built-in quality of service, security and resilience as standard.
* **Solutions for all businesses** - [Product name] suits all sizes and types of businesses, including public sector organisations. Our services can be quickly and easily set up and deployed to customers via a simple web interface. From creating the initial service to porting and assigning new numbers - it’s all controlled in one place.
* **Breadth of portfolio** - [Product name] is the starting point on the journey to IP and can lead to opportunities for upselling and cross-selling items such as lines, calls, access, CPE, apps and services.

WHO DO YOU NEED TO ENGAGE IN YOUR CUSTOMER’S ORGANISATION?

**The IT Director** will be interested in reducing complexity and ‘de-risking’ any investments. Show how [Product name] is ‘future proof’ from a technology perspective and can be fully integrated via a seamless migration path.

**The Finance Director** will be championing cost efficiencies and keeping tight control over capital investments. We can clearly demonstrate TCO savings and offer a more flexible or lower risk approach, thanks to the operating cost model and ‘pay as you grow’ pricing.

**The Service or Operations Director** will want to know how costs can be reduced, through streamlining processes and increasing automation, whilst in parallel continuing to improve customer satisfaction.

**The Product or Marketing Director** will want to understand how [Product name] will help to differentiate their business from the competition, improving perception and raising their profile in the market. Demonstrate how [Product name] could complement or expand their portfolio or help them to enter new markets.

**The Sales Director** will want to know how [Product name] can drive revenues and margins and increase the overall share of wallet with customers.

[PRODUCT NAME]

BRIDGES LEGACY AND NEXT GENERATION TECHNOLOGY

How to HANDLE COMMON OBJECTIONS

**It will cost money to change to [PRODUCT NAME]...**

Read BT’s TCO white-paper - a SIPT solution will cost less, thanks to:

* Free on-net calling, plus cheaper channel and off-net calls
* No ‘in-life’ charges such as PBX feature upgrade costs
* ‘Pay as You Go and Grow’ model - per user/licence costs, rather than minimum channel requirements, so more scalable/flexible.

**I’m happy with my current set-up...**

Do you realise how much more [Product name] could give you, including:

* More flexible/cheaper DR solutions
* Ability to move with seasonal change (upscale/downscale)
* Geographical freedom - not tied to local area numbers, so better continuity and cost controls if you do need to move or expand your business
* A simple upgrade path giving the ability to introduce new services such as Mobility, Voicemail, Auto Attendant, Call Recording etc.

How to COMBAT OUR COMPETITORS

Here are some of the claims of our competitors in the SIPT market – and our response:

**“Free UK geographic calls”**

This is actually masking a price rise - and in many cases we can demonstrate we are equivalent or up to 30% cheaper by comparing call pricing and licence pricing. With competitors, calls are often only free to a certain threshold, and their licence prices are higher.

**“Free fraud protection and management tools”**

It’s not in ‘real-time’, so not as robust as some competitors claim. We have automated systems and enhancements coming next year.

**“Simple pricing model with no volume commitments”**

Our pricing structure gives customers the flexibility to choose their own package and margins.

Competitors have also launched IP products – for instance, one claims that its solution is reliable and robust, thanks to the associated EFM service being ‘tuned for voice’. Other players are more focussed on multi-national corporations or the European market than the UK channel. In comparison, we have a wide range of ‘voice ready’ broadband and Ethernet access options, and our services can be delivered over any of these - giving greater flexibility to meet differing customer needs and budgets.

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