




## How do I know if I need SIP Trunking and what is it anyway?






**What is it?** SIP trunking is a type of technology that lets you make calls over a data connection. With SIP trunking you just need an internet connection and a phone system.

For many years organisations have managed their requirements for multiple lines to the same location through ISDN. With the ISDN network due to close by 2025 there is a need for businesses of all shapes and sizes to consider a replacement strategy. For those organisations not already using ISDN, but making or taking a significant number of enquiries either as voice calls or in other digital formats it might be the time to consider if SIP Trunking has a role in your organisation.

Before we go any further though, for the uninitiated, a brief explanation of what SIP Trunking is! SIP trunking is a type of technology that lets you make calls over a data connection. With SIP trunking you just need an internet connection and a phone system. No phone line. Calls are translated into data 'packets' and sent over your data network. Importantly, you're able to continue using your existing phone system and handsets, so there shouldn't be any noticeable disruption.

There are many commercial benefits to using SIP Trunking and the rate of adoption is growing rapidly. There is a very real danger that your competitors are already making the move, cutting costs, benefiting from flexibility and being able to provide additional services. Can you afford to miss out on these kind of competitive advantages?

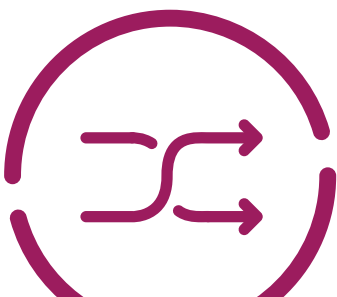


**Conclusion:** If your business deals with significant changes in volume across the year, SIP Trunking can provide you the flexibility and cost control you require to meet demand

## What are the use cases for SIP Trunking?

A SIP Trunk provides the same service that you get from a traditional analogue or ISDN telephone line but with the significant benefits of being cheaper, whilst providing flexibility and scale to meet your needs as an organisation. The main difference between the two technologies is instead of the physical wires used in ISDN, a SIP Trunk is a virtual telephone line supplied by your communications provider.

Virtual infrastructure is particularly useful in instances when businesses are looking to move location but keep hold of their old number, with no need to have the line routed back to a local exchange, restrictions around geography are removed. Ensuring that their customers can continue to communicate with them in the same way they had previously.





Similarly, for organisations looking to cut costs through consolidating the number of sites they operate across or reduce the reliance on multiple voice platforms, the ability to rationalise and centralise PBX servers by adopting SIP will have a transformational effect on an organisation.

Another significant use case is with businesses that experience big changes in demand over time, for example retailers around Christmas or Travel and Tourism organisations in the summer. The ability to increase capacity or reduce it as necessary is an enormous benefit allowing better cost management and ultimately a better service to end customers. Using SIP Trunking allows for changes to be made almost instantaneously, unlike with ISDN where additional time-consuming physical changes would be required, potentially even as extreme as digging the road up to lay additional lines.

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# Centrally managed communications

In recent years businesses have had to adjust to the changing demands and expectations of the end customer. In particular the requirement to be available for contact through a whole range of communication channels.

Video calling, social media enquiries and instant messenger conversations have all become basic requirements. For organisations using ISDN this has to be dealt with through separate data and voice lines. But for those using SIP Trunking all communication channels – voice and digital – can be delivered and managed centrally through one data line.



**Conclusion:** Do you need to be able to handle enquiries through a whole range of channels? You might be able to cobble together separate data and voice lines to achieve this, but wouldn't it be simpler and easier if you could just do it centrally with SIP Trunking?



**Conclusion:** If you have a geographically dispersed team who require to access to a range of communication channels, SIP Trunking will provide the flexibility and options to enable this without the need for installing expensive physical infrastructure.

## Never miss a call again!

Improvements in connectivity and technology in recent years have meant that the need for employees to have a permanent office space is no longer a necessity. Unfortunately businesses using ISDN technology do still require staff to be in the same location as the calling infrastructure.

With SIP Trunking because of its virtual nature, this is no longer an issue and so, irrespective of where in the country they are located, staff are still able to access the same wide range of functionality. Users of SIP Trunking benefit from fantastic call quality which they can access through their existing PBX removing the need for additional infrastructure purchases. The other big benefit of a virtualized infrastructure is that calls can be re-routed as required, between employees, offices or teams. Thus ensuring you never miss a call again!

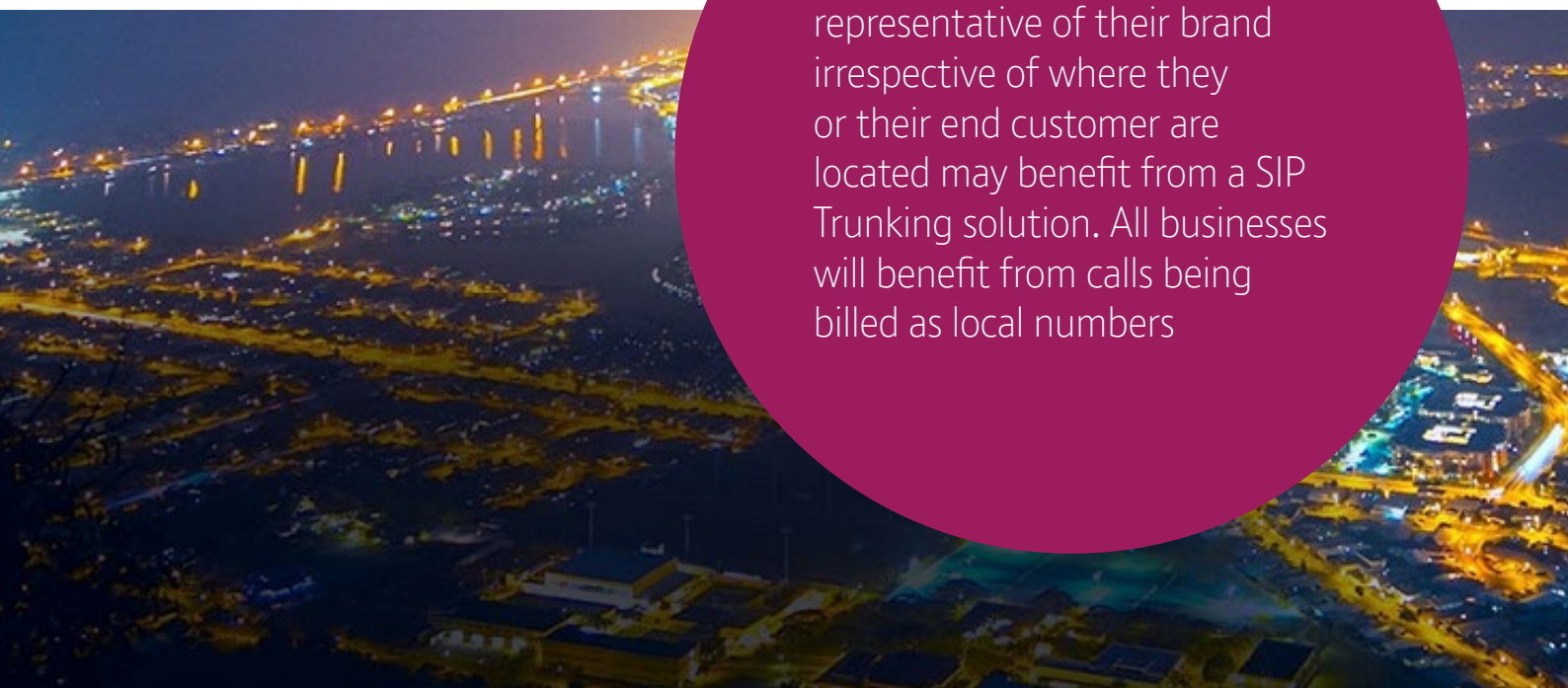


## Choosing the right number

People often make judgements about businesses based on their contact details, for example local dial code numbers can make the organisation seem small and regional, while national numbers can give off the impression of a company being too big to care. For this reason having flexibility over the assigned number is important.

As SIP Trunking is a virtual environment there is no requirement to be tied to the local exchange numbers, allowing businesses to adopt the number format which best suits them. An added benefit for people within the same organisation is that all on-net calls are free and calls to mobile and international numbers are much less expensive than with a traditional solution, so you can make significant cost savings.

The ease of setting up phone numbers related to specific geographies is of particular interest to organisations who want to provide different local numbers for customers located in different parts of the country, but have them all serviced through one central contact centre. A SIP Trunking solution allows for these calls to be routed easily and cost effectively.






A large, dark purple circular graphic is positioned in the lower right quadrant of the page. The background of the page is a night-time aerial photograph of a city, showing a bridge with lights reflecting on the water, and various city lights and buildings.

**Conclusion:** Organisations who need a phone number representative of their brand irrespective of where they or their end customer are located may benefit from a SIP Trunking solution. All businesses will benefit from calls being billed as local numbers



# Be future ready

Overall, SIP Trunking allows businesses to generate significant savings, benefit from greater flexibility and provide additional multi-channel services. All safe in the knowledge that the system is future ready.

What do I want to achieve?	SIP Trunking	ISDN
 Savings	SIP costs less than ISDN, plus the saving from rationalising the PBX estate. Plus users benefit from free on-net calls	Expensive to run, operate and scale
 Flexibility	Scaling up and down to deal with demand can be done quickly and easily	Not possible without a time consuming, long-term investment in capacity that you may not need next month!
 IP Technology	Ability to communicate through voice, video and instant messenger as standard	Separate voice and data lines required
 Future ready	New developments always happening	Scheduled to close in 2025
 Resilience	Should the worst happen, calls could be automatically re-routed to another site or number as required	Not possible, without rewiring and reconnecting due to the physical nature of the network



## What should I do next?

To find out how BT Wholesale SIP Trunking could help your business, please contact us on 0800 671 045 for further details.



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Registered office: 81 Newgate Street, London,  
England EC1A 7AJ.

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Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

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