

BT Wholesale SIP Trunking

Why opt for SIP Trunking?



Email clientreception@bt.com or call

0800 671 045

www.btwholesale.com/wsipt

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You're probably aware of the huge interest in SIP at the moment, so we thought we'd prepare a short question-and-answer session that will help to explain what it is and why it could have a major impact on your future business opportunities and revenues.



What is SIP?

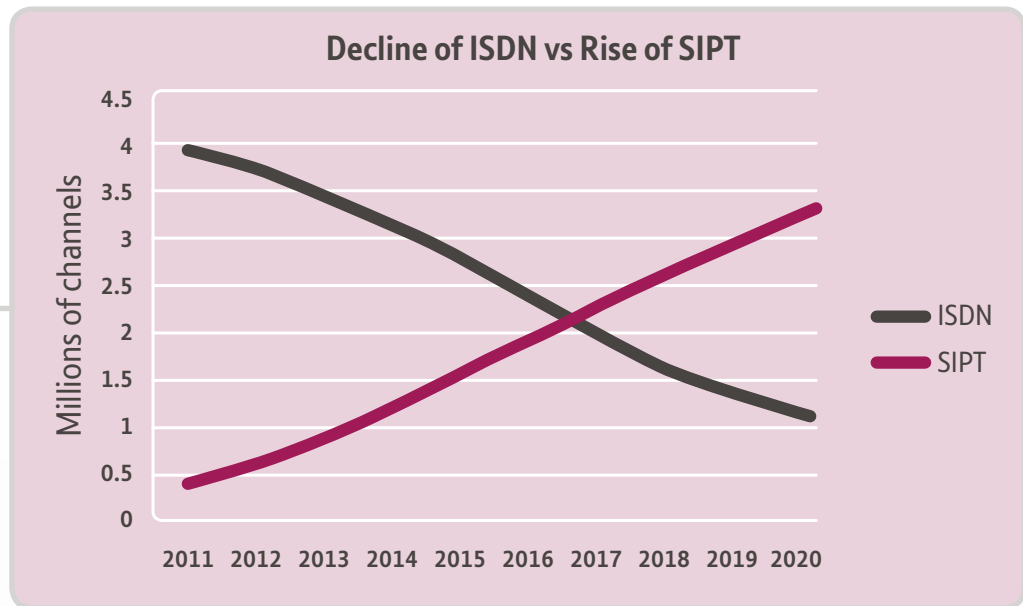
Session Initiation Protocol (SIP) is a new standard that's already proving very popular and is rapidly replacing ISDN. It's a secure IP solution for voice, video and unified communications that provides businesses with an important stepping stone on the path from ISDN to a fully hosted unified communications solution.

I'm already offering ISDN to my customers - why should I change to SIP?

ISDN is on the way out – an increasing number of incumbent providers (including BT) are phasing it out and this will force many of your customers to migrate to an alternative over the next few years. SIP Trunking is the bridge that spans the gap between your customers' existing call solutions and the new world of IP and cloud-based solutions.

- SIP Trunking enables you to deliver telephony and unified communications to customers with a PBX.
- Most modern PBXs already have both ISDN and SIP interfaces, which makes the transition even easier.
- Your customers will then be able to make simultaneous calls over the Internet or a dedicated IP network.





Why change now? I'd prefer to wait to see how things develop.

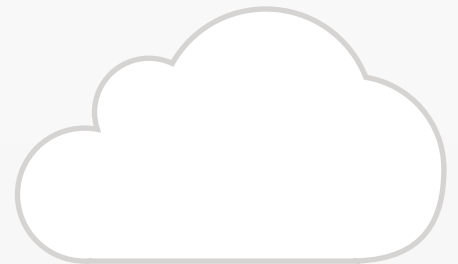
At the moment, there's a short window of opportunity that will enable you to take maximum advantage of the benefits available from selling SIP Trunking:

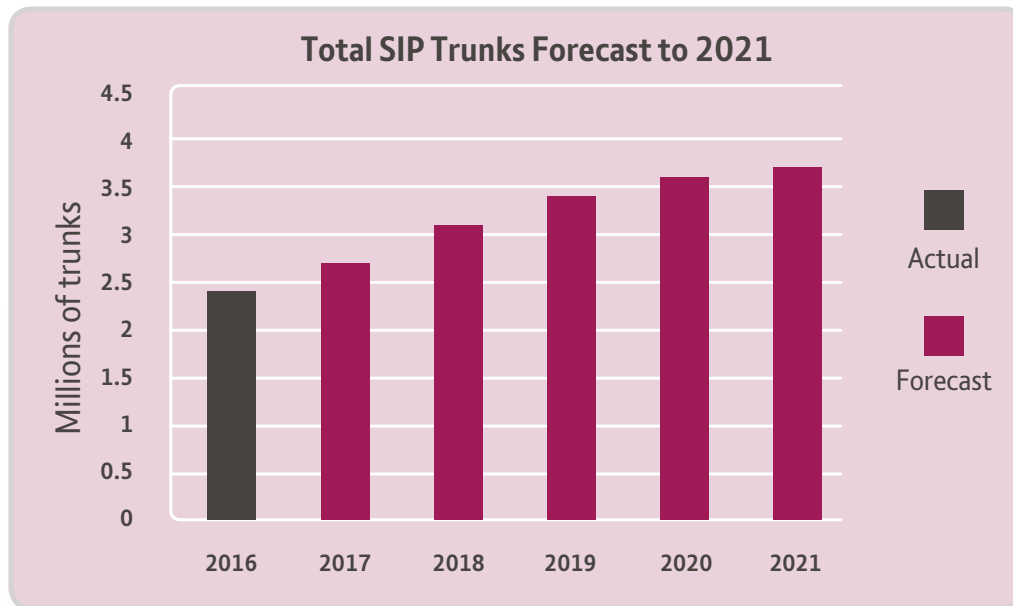
- Half the ISDN market still ripe for picking.
- The SIP market is worth approximately £700m and this will grow to over £850 in the immediate future.
- The SIP market is enjoying double-digit growth and accelerating toward maturity in 2020.

Are there any other reasons?

There are three main reasons why your customers might want to move over to SIP Trunking:

- As a direct replacement for ISDN.
- For a private cloud solution, so that they can maximise their existing PBX investments.
- To meet the needs of high-capacity environments, such as contact centres.





How will SIP Trunking help me?

There are many benefits, but here are three key ones:

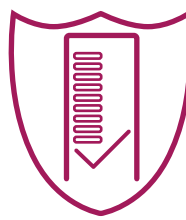
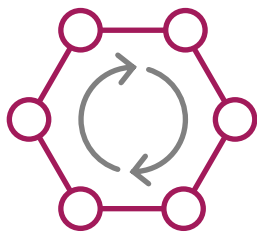
- **Responsiveness** – By offering SIP Trunking, you'll be ready to meet your customers' changing needs quickly and easily. You can set up and deploy our SIP trunking solution yourself, as it's fully self-service.
- **Revenues** – SIP Trunking will also enable you to enjoy new revenue streams, with margins of up to 50%. For instance, you can sell a complete solution that includes lines, calls, access, CPE, apps and services.
- **Acquisition** – You'll be able to acquire new customers who are moving to IP voice – bringing together their voice and data communications, all for a lower Total Cost of Ownership.

How will it help my customers?

Again, there are numerous benefits, including:

- **Costs** – Your customers can reduce the number of PBXs and lines they have and can save up to 50% compared with the cost of a traditional ISDN solution. They'll also enjoy much lower call charges.
- **Performance** – They'll be able to enjoy superb call quality and great business continuity, as calls can be automatically rerouted to another site.
- **Capabilities** – SIP Trunking opens up the path to a range of versatile unified communications solutions, such as video and Skype for Business integration.





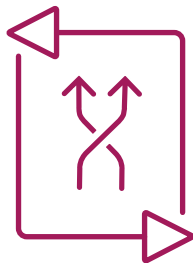
Your customers will also benefit from:

- **Flexibility** – They can have as many geographic telephone numbers as they want; and can also have a local presence.
- **Adaptability** – They will have greater control over their calls, as they can prioritise how they are delivered, or can configure call diverts on busy numbers.
- **Scalability** – With SIP Trunking, call capacity can easily be increased or decreased, enabling your customers to handle seasonal fluctuations in demand.

Why should I choose BT Wholesale's version of SIP Trunking?

We believe that BT Wholesale's SIP Trunking offering is unparalleled for its:

- **Resilience** – Our SIP Trunking solution is integrated into our highly resilient core BT network, with each customer trunk being connected to two Points of Presence to provide built-in business continuity.
- **Choice** – We offer a choice of SIP Trunking solutions, designed to meet your customers' differing needs.
- **Partnership** – We work in partnership with you, offering you the benefits of our comprehensive support capabilities, both now and in the future.



What other benefits does BT Wholesale offer?

Other advantages include:

- **Easy ordering** – You can provision our services online at any time via our simple ordering portal in Business Zone.
- **Expert support** – Our dedicated service teams and Account Managers are here to help you.
- **Additional resources** – We have a wealth of further resources available both online and offline, including support from Marketing and Sales Specialists.

How much will it cost compared with ISDN?

Major savings can be made by changing to SIP, and these savings will only grow larger as time goes by:

- The average cost of a SIP trunk is below £4 and this will reduce with even more price competition in the future.
- In addition, SIP Trunking has lower installation costs and lower call charges (and calls between SIP sites are free).
- End users can also make significant savings (up to 50%) by reducing the number of PBXs and associated lines they have compared with a traditional ISDN.

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.

Heard about our Wholesale Hosted Communications?

It's a combined Hosted Centrex and SIP Trunking service in one unique proposition. **Find out more here.**



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