

# SIP SERVICES OVERVIEW



## The cost-effective and flexible alternative to ISDN

Your voice and data connections are vital components of your business - but so are the costs of running multiple lines, their flexibility and how much control you have over them.

As a Gamma Gold Partner, 4Sight provides SIP Services that offers a highly-flexible alternative to ISDN. With our SIP Trunks you get a service that is more robust and cost-effective than ISDN. Our service can support connections ranging from two channels through to large enterprises and contact centres with no limit on the number of channels.



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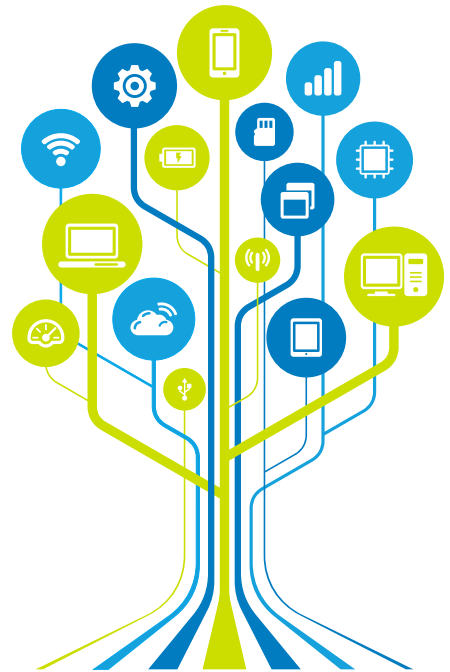
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# Reliable Voice Services

A cost-effective alternative to ISDN that provides flexibility and business continuity



4Sight provides SIP Services that offers a highly-flexible alternative to ISDN. Our SIP trunks connect your site directly into the Gamma network via an IP connection to carry and terminate your inbound and outbound voice calls across the public telephone network.

4Sight Gamma SIP Trunks provide a highly-flexible alternative to ISDN and are compatible with all the leading IP PBX brands in the UK market, giving you peace of mind that your PBX hardware works with the network service.

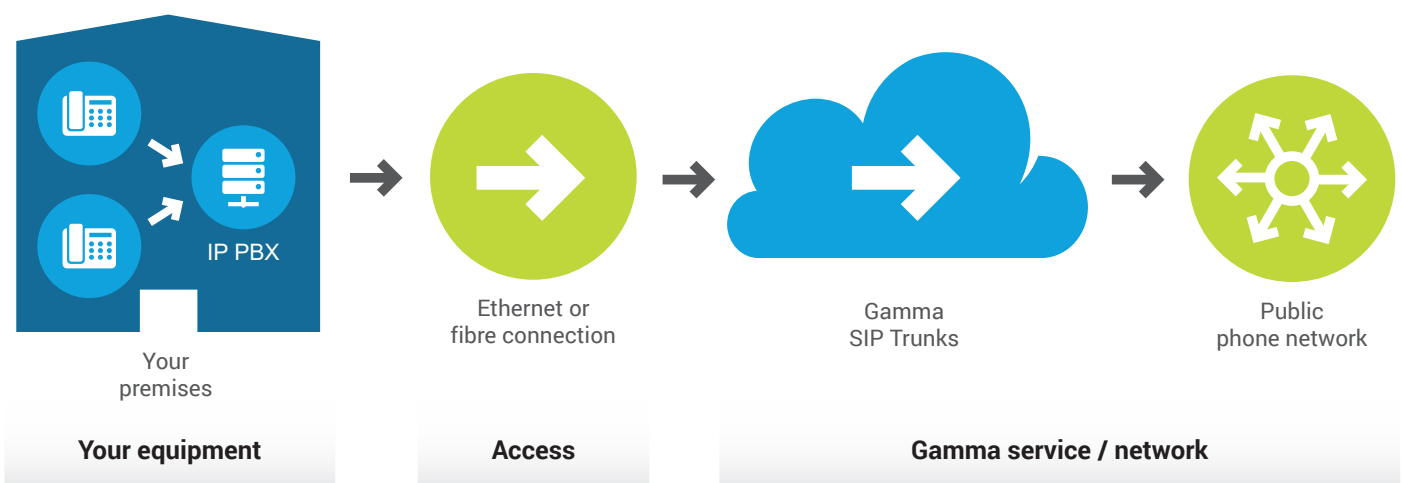
Compared to ISDN, SIP Trunks are cheaper on a per-channel basis and more flexible in terms of what telephone numbers you can have and the locations in which you can have them.

In addition, they are quicker to install and offer a robust business continuity service that ensures your business never loses any calls.

Our service can support connections ranging from two channels for businesses with small PBXs, with no limit on the number of channels that can be supported for large enterprises and contact centres.

# How does it work?

Our Gamma SIP Trunks connect your PBX to Gamma's network, enabling full PSTN breakout on the public telephone network. Connection from your site (or sites) to our network is via an IP connection (for example broadband or Ethernet) and is delivered as an end-to-end service with an availability guarantee, voice channel guarantees and voice Quality of Service.



## Who is SIP aimed at?

Our SIP Trunks are suitable for any size of business from small businesses to large enterprises and government organisations that currently have a PBX, unified communications solution or key system. Here are some typical examples of how our SIP trunks are being used:

- ✓ Businesses looking to move premises out of the local area but wishing to keep their business-critical number without paying for expensive call forwarding services.
- ✓ Companies needing disaster recovery measures that will provide a resilient phone service to cope with any emergency.
- ✓ Customer service-driven businesses where a local presence is important across the UK and the ability to deliver multiple UK numbers into a single service centre is required.
- ✓ Multi-site organisations that are looking to aggregate individual site PBXs and lines into a resilient, centralised solution.
- ✓ Businesses with seasonal voice capacity requirements – for example, where more lines for a sales campaign can be quickly and easily implemented with no long-term commitments.

# The benefits of SIP trunking



## Flexibility with phone numbers

SIP trunking enables you to move office and keep the same geographic number without any ongoing call-forwarding costs or those associated with producing new company stationery.



## Business continuity

If your office has to be temporarily relocated in an emergency, this can be achieved quickly and cost-effectively with SIP trunking to keep your business working.



## Line rationalisation

For businesses with multiple sites, SIP trunking provides the opportunity for line rationalisation and reduces the number of PBXs you need to maintain – while retaining full control of the numbers associated with your business.



## Save money

IP connectivity costs less than ISDN with lower call costs, free internal calls between extensions and offices and lower line rental costs for multi-sites. Also, no expensive call-forwarding costs are required should you relocate or need to divert calls in the event of a disaster.



## Resilience

SIP trunking provides a phone service that will cope with any situation and give you business-grade resilience for your telephony. Whether you need to keep your business running in a disaster or emergency or you need to load balance your calls between sites during peak hours, SIP trunking delivers.



## Compatible with Skype™ for Business

Gamma SIP Trunks are integration tested and approved to interoperate with Skype™ for Business, allowing you to directly connect to the platform to make external calls.

# 4Sight SIP Trunks and your PBX

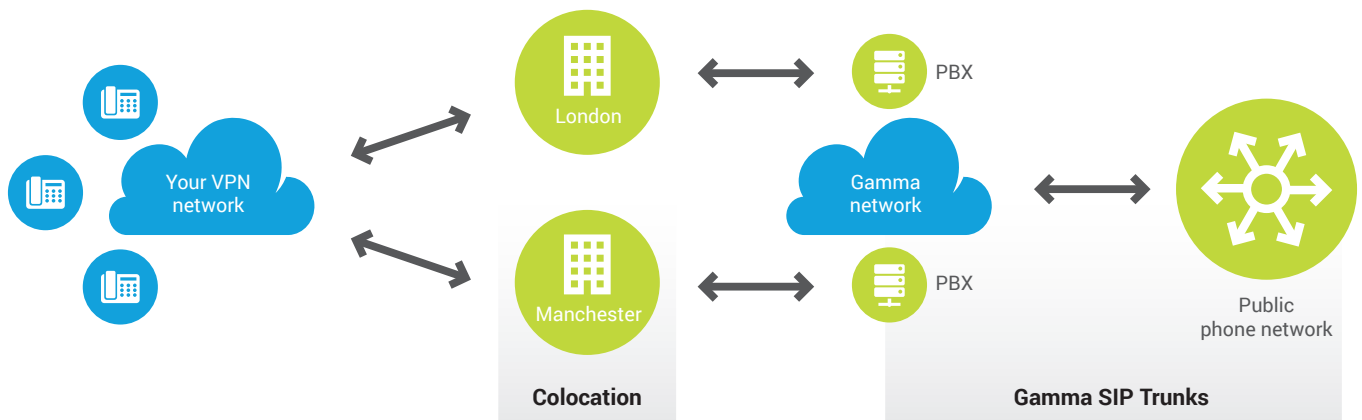
Our SIP Trunks have been conformance tested with all of the UK's IP PBX manufacturers. Here are just some of the IP PBX and SIP Gateway vendors we work with:



## SIP trunking - PBX on your premises or in the cloud?

Using Gamma SIP Trunks, your PBX can be located either at your company site or housed within a managed colocation centre provided by Gamma where you don't need to be concerned about space, power or support engineers to look after your PBX. Either scenario is possible and for added resilience and flexibility you may wish to use a combination of both support models.

## A typical dedicated hybrid hosted PBX implementation



# SIP Trunk Call Manager

SIP Trunk Call Manager provides you with all the features and benefits of 4Sight SIP Trunks together with feature rich, centralised call control. This includes our market-leading call bundles and the only fraud management tool that protects you and your customers by enabling them to set spend limits.

SIP Trunk Call Manager offers a powerful business continuity solution, giving you the ability to manage your number estate and all aspects of your inbound calls. Consolidate all your numbers onto a single platform and never miss a call!

SIP Trunk Call Manager comes with a great range of features such as:

Call Queuing	Day and Time of Day Routing	Hunt Group
Voice Mail	Date Routing	Destination / Pass Through
Announcement	IVR	Notification
Divert (on busy, on no reply, on failure)	Short Cut	Advanced Statistics

Combine this with the ability for the end user to fully control all aspects of the service via an app and you get an incredibly powerful solution.

## Benefits:

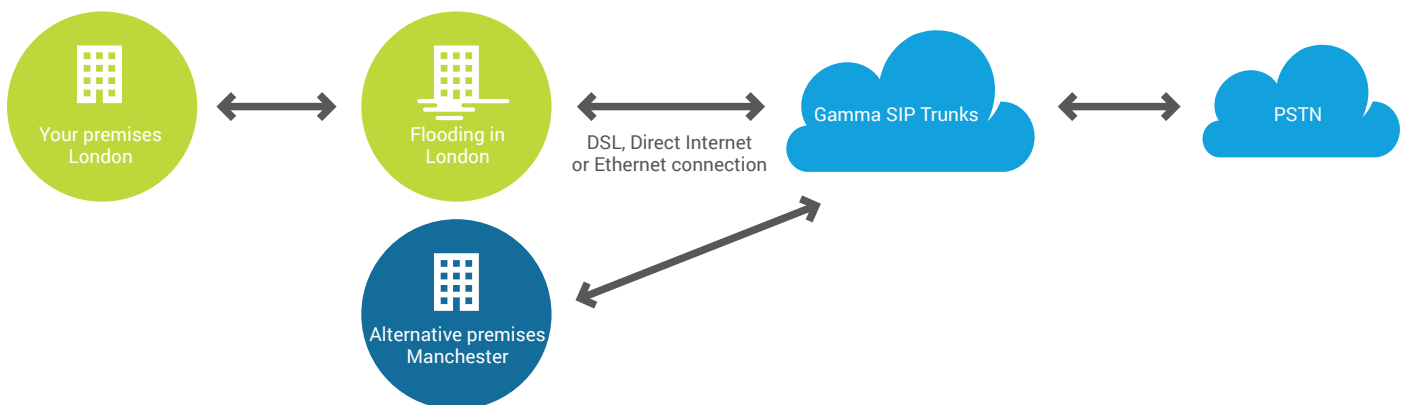
- ✓ Call Manager takes SIP beyond a connectivity service and into a world of feature rich applications and end user led control which will deliver additional value:
- ✓ Tailored Business Continuity – never miss a call
- ✓ Accelerate ISDN conversion – why buy a simple SIP trunk when you have so much more?
- ✓ SIP is evolving. If you already have SIP trunks, you can benefit from an enhanced service
- ✓ Direct control - allows users to configure and control their own solutions
- ✓ 01, 02, 03 and 08 termination on subscribed Gamma SIP Trunks – no number translation
- ✓ Seamless provisioning via the Gamma SIP portal

# Business solutions using SIP trunking

With SIP Trunks you get a service that is more robust and cost-effective than ISDN. Because SIP trunking is an IP-based telephony service, you also get number flexibility, which gives you a whole host of other added benefits that can solve real business issues. Here are just some of the other ways that SIP Trunks can enhance your business:

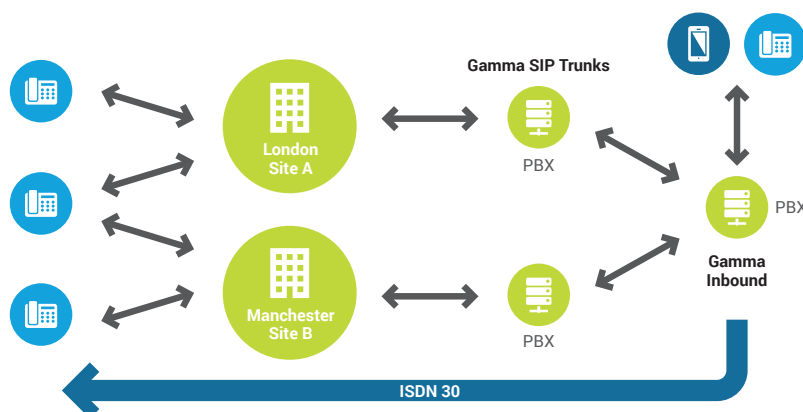
## Business continuity

Use our SIP Trunks to protect your office environment in case of fire, flood or other natural disaster. For example, if your London branch has to close in an emergency and you need calls routed to Manchester immediately, our SIP Trunks can do this and at no extra charge to you. Set up at your new location is quick and easy and there are no call-forwarding costs for each inbound call.



## Disaster recovery and service resilience

By having two PBXs, each at a separate site and each with its own connection, you will always have service availability. Should one site go down, your inbound and outbound calls can automatically be rerouted to the second site in an instant and without any prohibitive call forwarding charges. With this set-up, you can also share the load on inbound calls to two or more sites. You may choose to have your second PBX off-site at a colocation centre, thereby avoiding the full cost of a second PBX. Alternatively you may wish to use your existing ISDN line as a back up.



# SIP for total flexibility

## Multi-site rationalisation

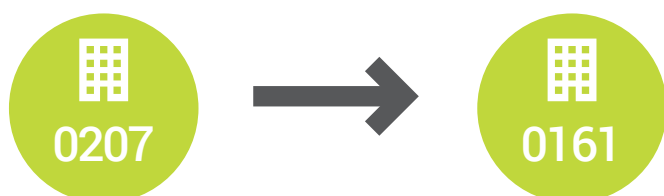
Does your business have multiple sites? Do you have an ISDN connection into an individual PBX at each site? Using SIP trunks you can reduce the number of ISDN connections that your business requires and also reduce the maintenance costs on all of your various PBXs. At remote sites you are left with just the cost of an IP connection and the handsets that you need. You can then pull all the telephony traffic back into your centralised PBX.

You can also benefit from increased resilience by building an automatic failover system into your communications strategy for lines and calls should your main site go down. With SIP trunks you can instantly centralise and distribute the calls somewhere else, to another site or to homeworkers, for example.

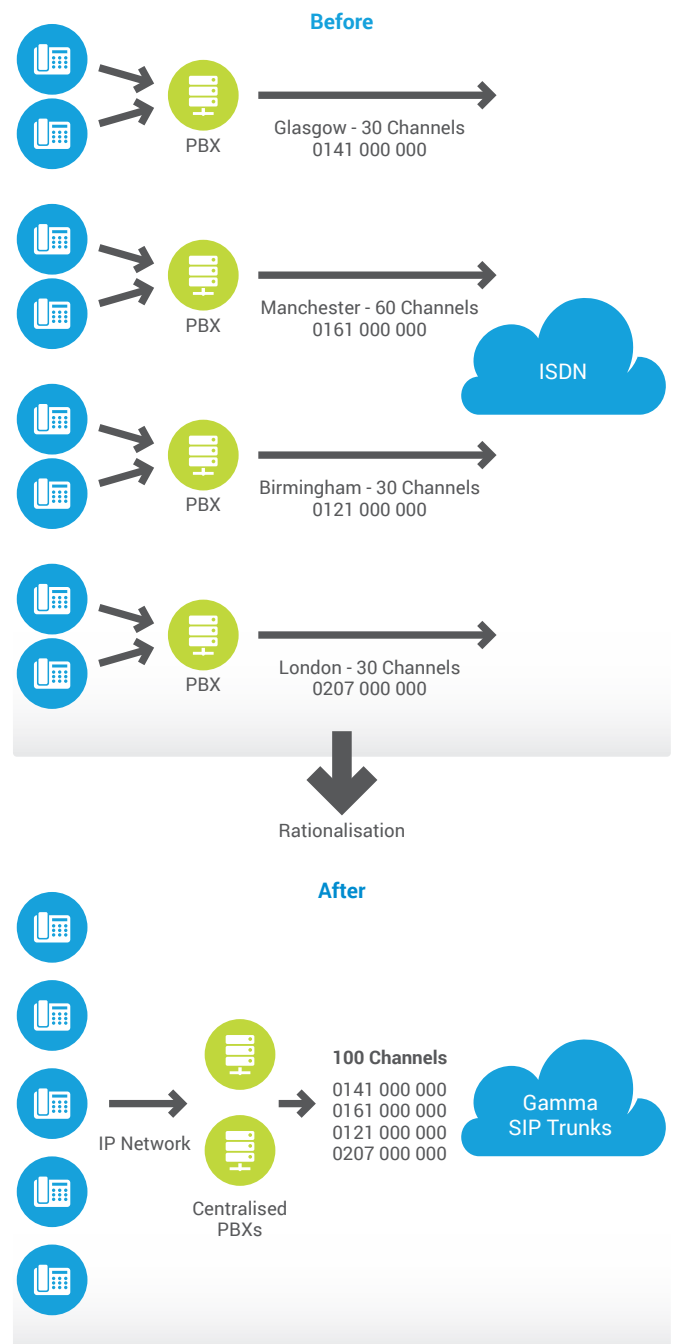
## Business relocation

Number flexibility with our SIP Services means that you can keep your existing number, even when moving out of the area, saving you costs on printed company literature and stationery whilst maintaining the perception that you still have a presence in the area you've moved from.

We can easily transfer your old or existing numbers to our Gamma SIP Trunks so that you can avoid expensive Remote Call Forwarding (RCF) or call diversion charges.



## Multi-site rationalisation





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## GET IN TOUCH

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