

THE EASY AND AFFORDABLE ROUTE  
TO IP VOICE TECHNOLOGY OF THE

# FUTURE



## WHOLESALE SIP TRUNKING (WSIPT)

Wholesale SIP Trunking (WSIPT) bridges the gap between your customers' existing call solution and next-generation IP voice technology. It's a secure, cloud-based IP voice solution – and one of the best ways to move towards unified communications with minimal disruption to business.

There's no up-front investment in hardware for you or your customers because it's all hosted in the cloud, built and run by BT Wholesale and it's compatible with an existing PBX\*. And it offers cost savings of up to 50% over the legacy TDM solution. What's more, many advanced business continuity features are built in as standard – and due to our extremely resilient network we offer very high availability SLAs.

### DID YOU KNOW?

- **Great value replacement for ISDN30.** WSIPT is a more powerful and flexible replacement for ISDN30 and can cost between 30 to 50% less
- **Suitable for any size of organisation.** With the capacity to handle anything from 1 to 10,000 channels per trunk group, there's a right-sized WSIPT solution for all businesses
- **Easy and cost effective to implement.** With a pay-as-you-grow service that has highly competitive wholesale call rates and licenses
- **Powerful and flexible.** WSIPT offers up to 100 calls per second†, and will support all calling patterns, including predictive dialers and contact centre deployments.



HOSTED  
COMMUNICATIONS  
SERVICES

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

# 0800 671 045

[www.btwholesale.com](http://www.btwholesale.com)

## THE BEST USE OF BUDGET FOR VOICE TECHNOLOGY UPGRADES

WSIPT is the ideal replacement for ISDN30. It's a perfect bridge from your customers' legacy solution to next-generation IP call technology, because they won't have to replace their PBX and handsets, which would be a cost that's hard to justify. It's also scalable so customers can pay as they grow.

WSIPT is up to 50% cheaper than a comparable TDM / ISDN30 solution, and the longer it's in use the more economical it is. That's partly because the monthly reoccurring charges per channel are much lower. You can also offer WSIPT on a dynamic basis, with the ability to switch on and off when required – that means customers have total control and can easily scale according to their future needs.

## SECURE, RESILIENT AND RELIABLE

WSIPT runs on our secure next-generation network, which is the result of our significant and ongoing investment – so you can have confidence that you're selling a solution that's reliable and well supported. WSIPT includes advanced disaster recovery and business continuity features, such as 'round robin' and priority routing. Up to six different sites can be linked in this way – so if one fails for any reason, there's another server ready to stand in. Or if there's an issue with the local access network, WSIPT's call forwarding options can re-route the trunk to an alternative destination.

## YOU'RE IN CONTROL

The demand for IP voice technology is growing fast and will be worth an estimated £1.2bn by 2015 – that's 400% growth in just three years<sup>‡</sup>. With WSIPT you can offer your customers a smooth transition from their existing solution to a next-generation, unified communications solution without any major investment or disruption. WSIPT is also a great base for building an integrated portfolio of voice and data solutions, including high-speed broadband, Ethernet connectivity and hosted services such as conferencing and whiteboarding. All of which helps you build your business for a successful future.

## BIG BENEFITS

- **Made to measure.** WSIPT is a suitable fit for businesses of all sizes with deployments from 1 channel up to 10,000 channels per trunk group. And it's quick and easy to add or remove additional end-user licenses as your customers' businesses grow
- **Do business better.** Your customers can improve business efficiency and customer service with advanced call handling features
- **Low cost.** WSIPT offers savings of up to 30 to 50% over ISDN30. It also has lower installation costs because the solution is already set up in the cloud – there's no hardware investment, and customers can use any existing handset
- **Fast to deploy.** It's easy for you to deploy using our fully automated portals for provisioning and maintenance. In addition, there are no major changes or disruptions at your customer's site
- **Reassuring reliability.** WSIPT is a highly resilient and secure solution that offers your customers continuity without expensive call forwarding costs. Dual platforms hosted on separate servers in secure data centres also ensure the service keeps on running.



## BT WHOLESALE MEANS TOTAL CONFIDENCE

WSIPT is part of our extensive portfolio of Hosted Communications Services. Our integrated voice and data solutions can help you make the transition into the evolving IP World – helping you build a better business for the future. We have the largest fibre broadband network in the UK and for Ethernet offer more access options than any other UK network provider. You can rely on us to provide you with industry-leading, future-proofed solutions that are cost-effective and flexible.

The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

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\* Subject to your equipment being compatible with WSIPT. If not interoperability tests will be required.  
† Standard deployment without scheduled planning is up to 50 calls per second, with planning up to 100 calls per second.  
‡ Illume Hosted & Trunking Report 2012.

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