

WHOLESALE SIP TRUNKING

The dawn of a new era of communications



ISDN channels are yesterday's technology. The future of telephony and unified communications lies with SIP Trunking, a Voice over Internet Protocol (VoIP) and streaming media service. BT Wholesale's Wholesale SIP Trunking (WSIPT) solution enables businesses to keep their existing PBX whilst benefiting from **significant enhancements and major cost savings**. WSIPT provides a **secure, flexible and scalable service** that's available on a 'pay as you go' basis - **with solutions available for businesses of all sizes**.

Wholesale SIP Trunking

Our WSIPT solution is versatile and can handle anything from one to 10,000 channels, from a single online portal. This means that it's suitable for organisations ranging from SMEs though to corporates with large call centres and multiple ISDN 30 installations or those with high call traffic profiles. It's a central, common 'cloud' communications service that can be controlled via the portal.

An existing PBX can be retained but WSIPT will enhance it considerably by offering a wide range of additional features and functions. Combined with dynamic channel support, it also enables your customers to cater for unexpected or seasonal changes in traffic.

Did You Know?

- In comparison with ISDN, WSIPT can typically bring cost savings of up to 50%
- The SIP Trunking market is forecast to be worth £630m by the end of 2016¹
- WSIPT services integrate seamlessly with our next-generation connectivity products (e.g. Fixed to Mobile, Fibre to the Cabinet etc.) to deliver end-to-end solutions
- WSIPT eliminates geographical restrictions: users can have any number, anywhere
- It fully supports environments with high traffic volumes
- It provides a fully secure environment within BT's next-generation network
- All major manufacturers have adopted SIP into their systems and IP phones, opening up further possibilities of new revenues.



[1] Source: ILLUME SIP Trunks report 2014



Email clientreception@bt.com or call

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www.btwholesale.com/wsipt

Big Benefits

- **Significant cost savings.** There are no major set-up costs with Wholesale SIP Trunking: our 'pay as you go' approach eliminates the need for any initial capital expenditure. Compared with ISDN, our solution produces cost savings of up to 50%. You can also benefit from highly competitive wholesale call rates and licences. Meanwhile, end users can enjoy free on-net calls and there are no upgrade costs for the PBX features
- **Increased profitability.** You can benefit from new revenue streams, as WSIPT enables you to sell a complete solution (including elements such as lines, calls, access, CPE, apps and services). The sale of WSIPT solutions can provide you with margins of up to 50%
- **Greater productivity.** WSIPT can help to boost both productivity and profitability by bridging the gap between Unified Communications SIP services and old legacy networks, giving more efficient and richer communications and the ability to deploy new applications and solutions rapidly
- **Enhanced reliability.** Business continuity is built into our solution as standard, with all services and features held in the cloud, minimising disruption in the event of a disaster. Our service also has the advantage of being backed by BT's highly resilient voice network
- **Powerful flexibility.** With WSIPT, you can enjoy a risk-free entry into the SIP / Centrex unified communications market, with a fully scalable 'pay as you grow' service. Meanwhile, the dynamic capacity of our solution enables your customers to cope with seasonal fluctuations in demand. They can choose from three channel service types and also benefit from the geographical freedom that WSIPT provides
- **Easy deployment.** Wholesale SIP Trunking has been especially developed for you and is fully self-service. You can set up and deploy WSIPT services for your customers quickly and easily. These can all be accessed from a simple web interface, with all functions controlled from one location
- **Peace of mind.** BT Wholesale's offering brings peace of mind, as you can be confident of a BT communications platform that offers 99.9% availability, supported by strong SLAs.

BT Wholesale means total confidence

As a world leader in communications, we guarantee high quality and competitive services. Through our customers, we supply many FTSE 100 companies and SMEs. Our integrity, stability, scale and resources enable us to continue to invest in the very best networks in the industry, to design new products and to resource the future of business technology.

We provide ease of connectivity to our platform. This means working in close collaboration with leading manufactures such as Avaya, Cisco, Siemens and Microsoft. This leaves you free to focus on other important issues, such as sales and marketing.

We're committed to meeting and supporting the communications needs of all of our customers, whatever their size. This includes the continual development of the breadth and depth of your portfolio to ensure that you can maintain a competitive edge.

Wholesale SIP Trunking is part of a clear roadmap, leading you and your customers towards unified communications.

Next-generation telephony that prepares you for the future of communications - now. We make it possible.



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.

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