



# WHOLESALE SIP TRUNKING

The dawn of a new era of communications

BT Wholesale shows how new technology can bring new opportunities.



# The dawn of a new era of communications

The world of communications is changing, as more and more customers are moving over to IP-based solutions. At the same time, new competitors are entering the IP communications space and the unified communications revolution continues to gather pace. Now is the time to consider whether this should be part of your portfolio.

## Responding to change

So, how can you respond to these challenges if you're struggling to find the right resources to bring new products and services to market rapidly and easily? BT Wholesale has developed Wholesale SIP Trunking (WSIPT) to address this issue. Our solution has been developed specifically for you, to bridge the gap between your customers' existing call solutions and next-generation IP voice technology. It enables you to extend the life of a PBX whilst increasing its functionality.

Wholesale SIP Trunking is a secure, cloud-based IP voice solution that helps your customers to migrate towards unified communications with minimal disruption to their business. No initial capital outlay is required, and the solution is available on a 'pay as you go / grow' basis.



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# Wholesale SIP Trunking

Wholesale SIP Trunking isn't only a replacement of traditional ISDN services - it also offers you a wide range of additional features and benefits as well as new potential sources of revenues with great margins:

**A new market.** It provides you with risk-free entry into the SIPT market through a fully scalable commercial model, with no set-up fees. Furthermore, your customers won't have to replace their PBX or handsets.

**New openings.** WSIPT is suitable for any size of business, as it can handle anything from one to 10,000 channels per trunk group and supports high call rates to accommodate call centre dialler environments. It's also ideal for any type of business: for instance, corporates with large call centres or high call traffic profiles; large organisations with multiple sites; and small or medium-sized enterprises. Ultimately, WSIPT can provide any of your customers with a fully integrated service - all from a single, online portal.

**New flexibility.** WSIPT is much more flexible than ISDN. For instance, there is dynamic channel support for occasions such as seasonal changes in demand, so your customers can expand their capacity if and when required. WSIPT also provides in-built resilience to ensure that your business keeps on going.

## Did You Know?

- In comparison with ISDN, WSIPT can typically bring cost savings of between 30% to 50%
- 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.

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## Key benefits for you

### Significant cost savings

Compared with ISDN, our solution produces cost savings of up to 50%. You can also benefit from highly competitive wholesale call rates and licences.



### Increased profitability

You can enjoy 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%.



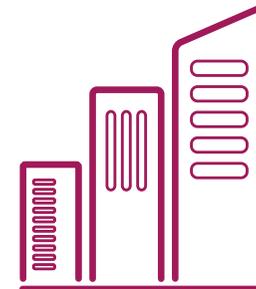
### Easy deployment

Wholesale SIP Trunking has been especially developed for your market and is fully self-service. You can set up and deploy SIPT services for your customers quickly and easily. These can all be accessed from a simple web interface, so you can control all of the functions from one location.



### Versatility

Whatever the size of your customers' organisations, WSIPT has a solution that will transform their communication capabilities whilst giving them a lower TCO.



### Peace of mind

Our offering brings peace of mind, as you can be confident of a BT communications platform that offers 99.9% availability, supported by strong SLAs.



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## Key benefits for your customers

### Lower costs

End users can enjoy free on-net calls; calls to mobile and international numbers are much cheaper; and there are no upgrade costs for the PBX features.



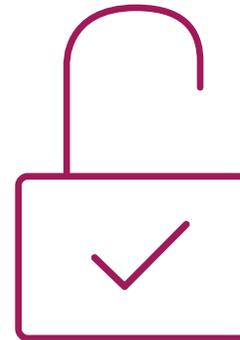
### Greater productivity

Wholesale SIP Trunking 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.



### Consistent reliability

Because WSIPT is part of the 21C UK BT backbone, customers can enjoy the best voice quality and network reliability available. Business continuity is also 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 has the advantage of being backed by BT's highly resilient voice networks, giving your customers confidence that it will be totally dependable and well supported.



### Powerful flexibility

Customers can create the type of service that meets their needs. They can choose from three channel service types and also benefit from the geographical freedom that WSIPT provides. Our fully scalable, 'pay as you grow' service includes the ability to add or remove end-user licences with ease, as your customers' business needs change.



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# 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 always strive to provide ease of connectivity to our platform. This means working in close collaboration with leading manufacturers 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 times.

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