



## What is the SIP Trunk Networks Service?

**SIP Trunk Networks provide organisations with a voice termination service over private IP networking. It is a completely managed service with a stringent Service Level Agreement (SLA) which provides organisations with a safe migration path to IP. Existing PBX systems and ISDN connections can be retained and resiliently configured.**

## Maximise Existing Assets

SIP Trunk Networks allow organisations to use their existing infrastructure. The service also enables different vendor PBXs to communicate with each other, resulting in businesses continuing to use their assets whilst still gaining the benefits of IP technologies. This provides organisations with a safe migration path to IP telephony, therefore new PBX systems, phones and sites can be added using new or old technology.

## Resilience

The solution can be resiliently deployed to a site with the PBX system simultaneously connecting to the ISDN and the SIP Trunk Networks service, providing resilience in case of a service failure. The resilient configuration enables organisations to perform their own least cost routing, as they can choose which service to terminate their voice minutes on.

## Cost

Due to the fact inter-site calls are 'on-net' they are free; minute rates for other calls are also reduced as they are running over IP. These factors provide an immediate and palpable cost saving. Networking costs are reduced when compared to separate ISDN and data networks. This inclusive network can be dedicated to voice if required.

## Scalable & Flexible

The service can be provisioned on a more flexible basis than traditional services. Additional PBXs, phones and sites can be added easily as the solution is vendor agnostic and the provision of the network is quick and completely scaleable. Numbers can be ported so that businesses can move them between sites. Numbers are not geographically fixed, for example a Manchester number can be used even if the business is located outside of the Manchester area.

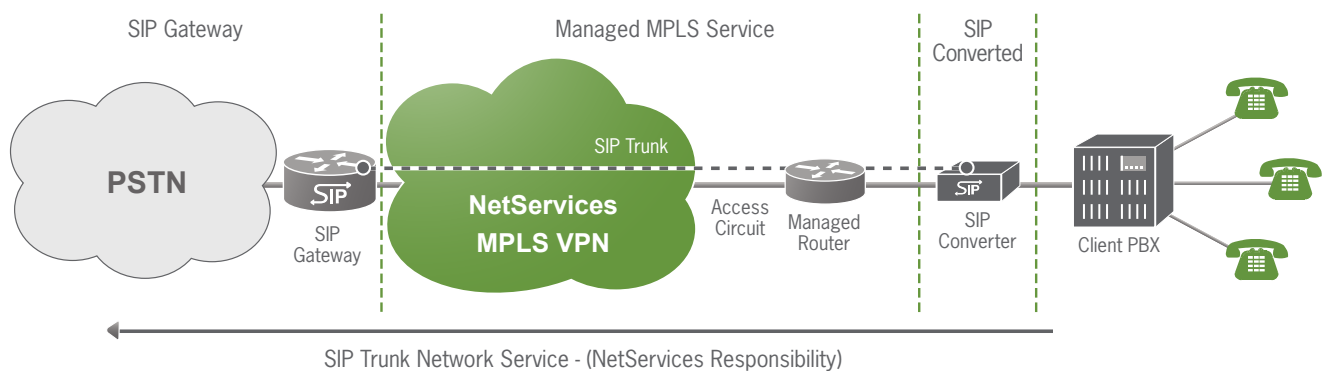
## Benefits

- Save on line rental with converged networking
- Save on call costs; IP minutes are cheaper
- Free on-net calls
- Safe migration path to IP
- Low cost resilient service
- Easier to scale services as and when things change
- Geographic or non-geographic numbers can be ported
- PBX vendor agnostic

## How does it work?

ISDN signalling is converted to SIP, a multimedia signalling standard that allows voice communication over IP networks. A SIP Trunk is created from the egress of the PBX on the SIP Converter to the SIP Gateway. The SIP Gateway acts as a replacement for ISDN and provides voice termination on to the PSTN.

A SIP trunk enables a business to create a single converged connection between the customer site and NetServices and their telephony provider. The MPLS access circuit used to carry the SIP Trunk can also be used for internet and data connectivity.



## Service Components

### SIP Gateway

The SIP Gateway is the PSTN voice termination component of the service that provides inbound and outbound voice telephony calls using IP telephony protocols to and from client sites.

### Managed MPLS Network Connectivity

NetServices provide private IP connectivity to facilitate SIP trunks using MPLS networking technology. This can be dedicated for voice only, or converged (voice and data) services.

Unlike many other providers all NetServices networks operate over the private MPLS network where quality of service (QoS) is guaranteed - unlike the public internet where service performance issues are likely to occur.

NetServices will install and manage a Cisco router at the client site to terminate the MPLS access circuit as a part of the solution.

## Advantages

Through the delivery of the SIP Trunk Networks service you can achieve:

- Centralised control of the dial plan
- One bill for all voice communications (office and remote sites)
- Replacement of traditional CPS with IP minutes
- Risk free technology implementation with new functionality