



# SIP Trunking

## Evolving your voice services

Today's PBXs are smart communications centres. They allow you to control how all your voice services work, from call routing to screening and voicemail. But you can't get the most from your phone system if it's still connected to the traditional phone network. SIP Trunks provide links that let you do more with your voice services.

### Make your phones more flexible

SIP Trunking lets you do much more with your phone system than you can by connecting straight to the traditional landline phone network.

- **Flexible geographic numbering** – choose how you route your calls. Allows you to move office and keep your existing number, even when moving out of an area.
- **Business continuity** – if your office has to be temporarily relocated in an emergency, SIP Trunking allows you to sort the diversions and redirections you need, quickly and easily. This kind of flexibility is also valuable when setting up project teams.
- **Line consolidation** – if you have multiple sites, you can replace your individual ISDN connections with SIP Trunking and reduce the number of PBXs you need.
- **Save money** – typically between 10% and 40% compared with ISDN 30.

- **Flex your bandwidth according to demand** – ideal for seasonal businesses, or for sales campaigns.

### How it works

If you already have an IP-based phone system, then you can probably connect your existing PBX to our SIP network with a simple Ethernet connection. We'll manage the change for you, making it all happen smoothly; your users shouldn't notice the difference. Calls between remote offices are free, because they don't have to cross the traditional phone network.

### Take control

Your SIP Trunking will be a fully managed and maintained service. We'll take care of everything. We can also manage your PBXs for you, taking away the labour and cost of routine operations, while you focus on your business priorities.

## Why O<sub>2</sub>?

We have a clear vision of the future. And there's never been a better time to be looking ahead at how your voice services can help drive your business objectives.

IP voice services are a key part of our overall Joined Up Communications approach. With our mobile heritage we're well placed to deliver flexible solutions that integrate fixed and mobile.

Our consultants can build a picture of where you are and where you want to be, with the roadmap to get you there. Whether it's for your voice and data, or fixed and mobile networks.

We have the resources to keep your people connected so they can work better together.

## And we'll support you all the way

We'll keep your service levels simple and clear and tailored to your specific needs. We'll monitor your SIP Trunking solution 24/7. Choose the support plan to suit you.



**Talk to your Account Manager  
to find out more or visit  
[o2.co.uk/enterprise](http://o2.co.uk/enterprise)**