

## SIP Trunking Data Sheet

### 1.0 Wholesale SIP Trunking Background

As an ISDN replacement product our SIP trunking service is less costly per channel and more flexible in how and where geographic telephone numbers can be used. It's also quicker to install. The service can support connections ranging from two channels for small PBX-equipped businesses to thirty channels for a medium single site enterprise.

### 1.1 Key Features

- > It enables line and PBX estate rationalisation and is Interoperability tested with most utilised PBX's
- > It's business-grade voice and internet convergence. Local calls staying 'on net' ie routed internal to the KCOM Hull network. National and international calls routed via KCOM Carrier grade network to other providers
- > We are directly resilient connected to all major UK carriers (eg BT, Vodafone) at both a TDM and IP, ensuring carrier grade voice resilience that you would expect from a major UK carrier
- > Number Port Multi-line and Number Allocation, new numbers allocated from a pool of 01482 numbers
- > Calls package can be included of inclusive 01,02,03 and UK mobile minutes

### 1.2 Who is it aimed?

Customers who have invested heavily in their traditional telephony estate or those not correctly positioned for a move to a Hosted PBX service for all sites. It also covers those operating a single site with a large number of users. It is possible for these customers to still enjoy the cost and functionality benefits of IP telephony. In its simplest form this involves using SIP as a direct replacement for phones lines like ISDN.

### 1.3 Our advice to partners?

- > A product that significantly reduces your churn
- > A simple, easy-to-sell product that you can use to target your existing base
- > A cost-effective service
- > A dedicated order desk providing you with pre and post-sales questions

## 1.4 How SIP Trunks Work?

SIP Trunks are a virtual voice service made up of a number of SIP channels that are delivered to your customers premises over an internet connection, breaking out to the PSTN/IP networks allowing both 'on-net' and traditional telephone calls. Most PSTN and ISDN numbers (including Direct Dial In (DDI) and can be easily ported. They service is also compatible with most leading PBX systems (eg Panasonic, Avaya, NEC) so any business with an existing PBX or ones in your portfolio can switch to using the service immediately. The service supports 2-30 SIP channels. This is dependent on the number of simultaneous inbound and outbound calls the end customer needs to make.

