

# BT Wholesale Customer Case Study

# TrunkS-IP

## What is TrunkS-IP?

Put simply a SIP trunk allows you to connect your existing PBX equipment to the telephone network using an IP network such as Broadband or Ethernet.

## Why connect existing equipment using an IP network?

- Free calls between sites on the IP network
- Lower cost calls
- Combination of Broadband IP network and SIP trunks are lower cost than ISDN
- Optimise your voice network by having the flexibility to add SIP trunks on a channel by channel basis as your business demands
- Real time provisioning through web page allows immediate delivery of service – no more waiting for upgrades
- Available over any IP Network – although the voice service will be quality assured over BT Wholesale Ethernet and BT Managed Broadband connections
- Is compliant with Ofcom General Condition 4: Emergency Calls, offering full 999 Emergency Services support
- Through the addition of an IP-TDM media gateway the service can be utilised by an analogue PBX ensuring that you get all the flexibility and cost benefits of IP telephony whilst leveraging your investment in existing telephony infrastructure

## How does it work?

- Simply take an IP connection from your service provider – or utilise an existing connection if you have one
- Take a TrunkS-IP service, specifying the number of concurrent calls (trunks) you require
- Connect your PBX directly or via a media gateway
- Make free inter-site and cheaper UK, mobile and international calls

## Which businesses will benefit from a TrunkS-IP service?

- Businesses wanting to realise the cost benefits of converged voice and data networks
- Businesses who want to retain their existing PBX infrastructure, but want lower calling costs and increased flexibility
- Businesses who require a cost effective and simple back up and disaster recovery solution
- Businesses who wish to split DDI ranges between physically separate sites
- Businesses looking for a telephony solution that provides a seamless failover in the event of network faults
- Businesses looking to gain productivity through increased control over their telephony service and the real-time provisioning of those services
- Business looking to maximise their recent investment in an IP PBX
- Businesses that want increased visibility of their daily call costs and the ability to easily configure call barring
- Businesses which require a mix of hosted telephony and SIP trunks to be managed through a single web page and who require on-net calls between hosted and SIP Trunks to be free