

The cost-effective  
and flexible  
alternative  
to ISDN



# A cost-effective alternative to ISDN that provides flexibility and continuity

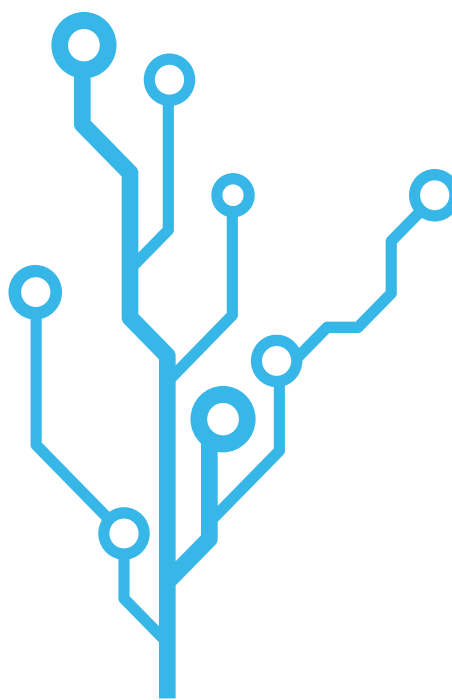
## Reliable voice services

SIP trunking is the fastest-growing telephony service and Gamma provides one of the UK's leading SIP trunk solutions. It connects your site directly into the Gamma network via an IP connection to carry and terminate your inbound and outbound voice calls across the public telephone network.

Gamma SIP Trunks provide a highly-flexible alternative to ISDN and are compatible with all the leading IP PBX brands in the UK market, giving you peace of mind that your PBX hardware works with the network service.

Compared to ISDN, Gamma SIP Trunks are cheaper on a per-channel basis and more flexible in terms of what telephone numbers you can have and the locations in which you can have them. In addition, they are quicker to install and offer a robust business continuity service that ensures your business never loses any calls.

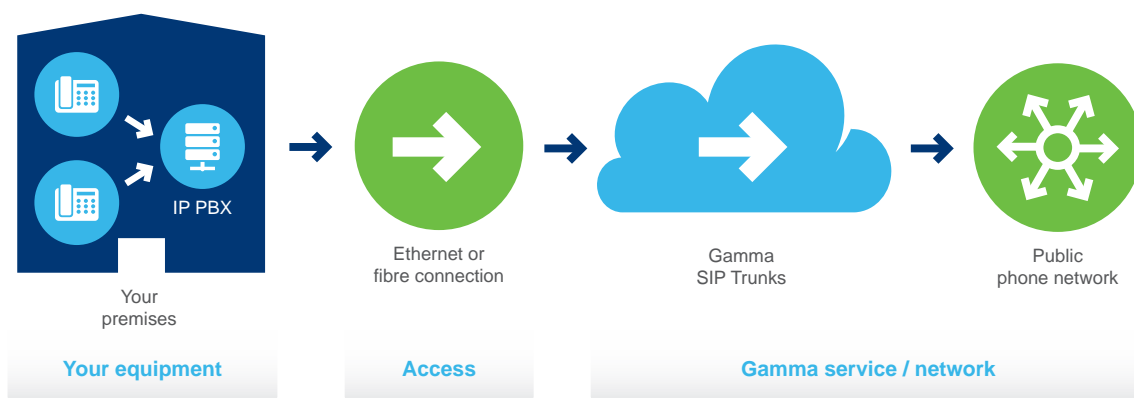
Our service can support connections ranging from two channels for businesses with small PBXs, with no limit on the number of channels that can be supported for large enterprises and contact centres.



# How does it work?

Gamma SIP Trunks connect your PBX to Gamma's network, enabling full PSTN breakout on the public telephone network. Connection from your site (or sites) to our network is via an IP connection (for example broadband or Ethernet) and is delivered as an end-to-end service with an availability guarantee, voice channel guarantees and voice Quality of Service.

## How it works



# The benefits of SIP trunking



## Flexibility with phone numbers

SIP trunking enables you to move office and keep the same geographic number without any ongoing call-forwarding costs or those associated with producing new company stationery.



## Save money

IP connectivity costs less than ISDN with lower call costs, free internal calls between extensions and offices and lower line rental costs for multi-sites. Also, no expensive call-forwarding costs are required should you relocate or need to divert calls in the event of a disaster.



## Business continuity

If your office has to be temporarily relocated in an emergency, this can be achieved quickly and cost-effectively with SIP trunking to keep your business working.



## Resilience

SIP trunking provides a phone service that will cope with any situation and give you business-grade resilience for your telephony. Whether you need to keep your business running in a disaster or emergency or you need to load balance your calls between sites during peak hours, SIP trunking delivers.



## Line rationalisation

For businesses with multiple sites, SIP trunking provides the opportunity for line rationalisation and reduces the number of PBXs you need to maintain – while retaining full control of the numbers associated with your business.



## Compatible with Microsoft® Lync 2013™

Gamma SIP Trunks are integration tested and approved to interoperate with Microsoft Lync 2010 and 2013, allowing you to directly connect to the MS Lync platform to make external calls.



# Supporting your collaboration strategy



## Compatible with Skype for Business™

Skype for Business (previously Microsoft Lync™) delivers a simple and fast communications platform for businesses that lets you instantly see any colleague's presence status and communicate with them using instant messaging, conferencing and voice. The visibility provided by Skype for Business helps businesses reduce operating costs and time wasted by chasing colleagues that might otherwise be engaged.

Our earlier Lync 2010 accreditation saw us become one of the UK's first SIP providers to gain such certification and this latest accreditation adds to the expanding list of platforms already qualified for use with Gamma SIP Trunks.

Whilst it's widely acknowledged that SIP is going to replace all other terrestrial voice protocols, the reality is that in a unified communications environment (such as with Skype for Business), this transition from legacy to VoIP is likely to happen more rapidly than in any other. For this reason alone, we believe that enterprise voice is now an integral part of the Skype for Business proposition and by gaining this accreditation, users now have access to one of the UK's leading SIP providers.



Skype  
for Business





# Gamma SIP Trunks and your PBX



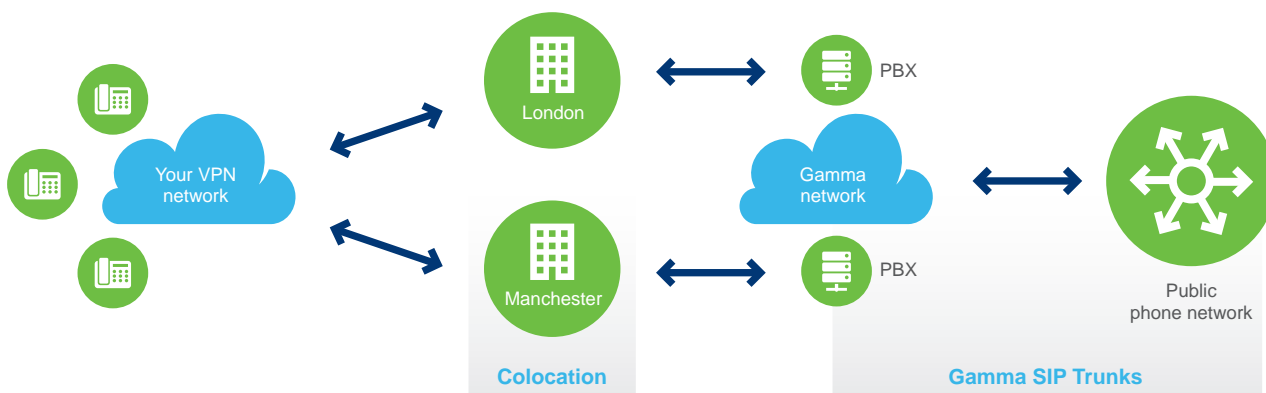
Gamma SIP Trunks have been conformance tested with all of the UK's IP PBX manufacturers. Here are just some of the IP PBX and SIP Gateway vendors we work with:



## SIP trunking - PBX on your premises or in the cloud?

Using Gamma SIP Trunks, your PBX can be located either at your company site or housed within a managed colocation centre provided by Gamma where you don't need to be concerned about space, power or support engineers to look after your PBX. Either scenario is possible and for added resilience and flexibility you may wish to use a combination of both support models.

### A typical dedicated hybrid hosted PBX implementation



# Business solutions using SIP trunking

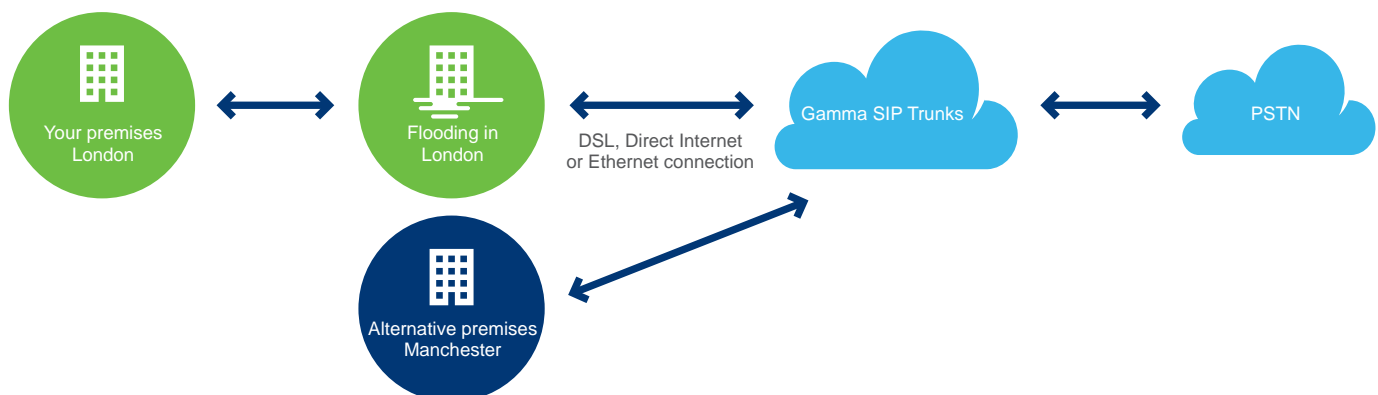
With Gamma SIP Trunks you get a service that is more robust and cost-effective than ISDN. Because SIP trunking is an IP-based telephony service, you also get number flexibility, which gives you a whole host of other added benefits that can solve real business issues. Here are just some of the other ways that Gamma SIP Trunks can enhance your business:

## Business continuity

Use Gamma SIP Trunks to protect your office environment in case of fire, flood or other natural disaster. For example, if your London branch has to close in an emergency and you need calls routed to Manchester immediately, Gamma SIP Trunks can do this and at no extra charge to you. Set up at your new location is quick and easy and there are no call-forwarding costs for each inbound call.



## Business continuity

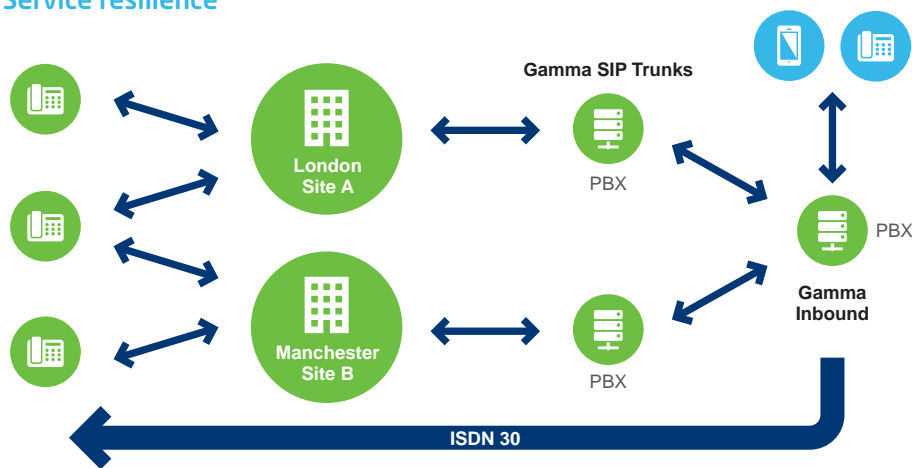


## Disaster recovery and service resilience

By having two PBXs, each at a separate site and each with its own connection, you will always have service availability. Should one site go down, your inbound and outbound calls can automatically be rerouted to the second site in an instant and without any prohibitive call-forwarding charges. With this set-up, you can also share the load on inbound calls to two or more sites. You may choose to have your second PBX off-site at a colocation centre, thereby avoiding the full cost of a second PBX. Alternatively you may wish to use your existing ISDN line as a back up.

For absolute resilience Gamma SIP Trunks can be combined with our Inbound service. In the unlikely event that all of your SIP trunking services are unavailable, you can still instantly reroute your inbound calls to any destination by redirecting them to your number of choice.

### Service resilience



### Seasonality

Gamma SIP Trunks are valuable for businesses with seasonal voice capacity requirements where more lines need to be quickly and easily implemented with no long-term commitments, for example when running sales campaigns or during major sports or entertainment events.

Unlike ISDN, SIP trunks are a highly cost-effective system that can be scaled up and down according to the requirement, enabling more effective use of IT team resources by making the provisioning of new users with voice and data systems quick and easy.





# SIP for total flexibility

## Multi-site rationalisation

Does your business have multiple sites? Do you have an ISDN connection into an individual PBX at each site? Using SIP trunks you can reduce the number of ISDN connections that your business requires and also reduce the maintenance costs on all of your various PBXs. At remote sites you are left with just the cost of an IP connection and the handsets that you need. You can then pull all the telephony traffic back into your centralised PBX.

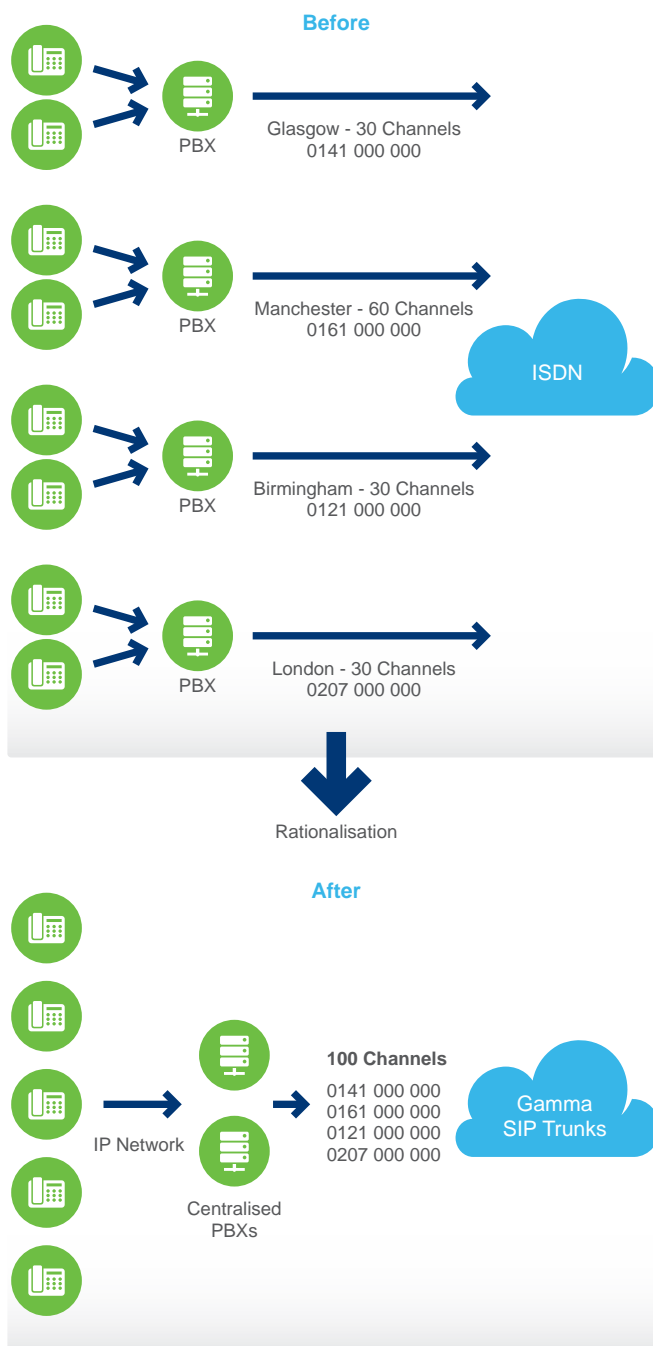
You can also benefit from increased resilience by building an automatic failover system into your communications strategy for lines and calls should your main site go down. With SIP trunks you can instantly centralise and distribute the calls somewhere else, to another site or to homeworkers, for example.

## Business relocation

Number flexibility with Gamma SIP Trunks means that you can keep your existing number, even when moving out of the area, saving you costs on printed company literature and stationery whilst maintaining the perception that you still have a presence in the area you've moved from. We can easily transfer your old or existing numbers to Gamma SIP Trunks so that you can avoid expensive Remote Call Forwarding (RCF) or call diversion charges.



## Multi-site rationalisation



# Who is SIP trunking aimed at?

Gamma SIP Trunks are suitable for any size of business from small businesses to large enterprises and government organisations that currently have a PBX, unified communications solution or key system. Here are some typical examples of how our SIP trunks are being used:



Businesses looking to move premises out of the local area but wishing to keep their business-critical number without paying for expensive call-forwarding services.



Multi-site organisations that are looking to aggregate individual site PBXs and lines into a resilient, centralised solution.



Companies needing disaster recovery measures that will provide a resilient phone service to cope with any emergency.

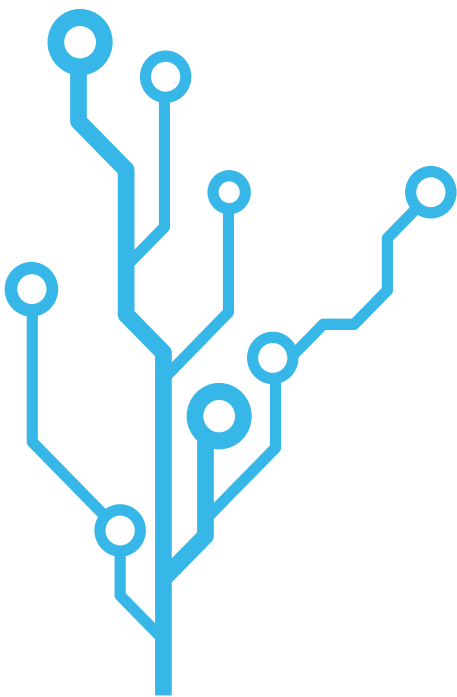


Businesses with seasonal voice capacity requirements – for example, where more lines for a sales campaign can be quickly and easily implemented with no long-term commitments.



Customer service-driven businesses where a local presence is important across the UK and the ability to deliver multiple UK numbers into a single service centre is required.







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