BT One Voice SIP trunk Ireland

A stepping stone to unified communications

Getting every last drop of value out of the communications infrastructure you've invested in **is key to surviving in a volatile, unforgiving global marketplace. But to really compete and succeed you need more − services that can flex with your business, expand or shrink in line with demand, and that give you complete control of your communications.**

Voice is still the heartbeat of an organisation. It gets the message across quickly. The focus used to be on calls and lines when comparing voice services, but this is changing and there's now much more to consider. Technology is moving fast and you can't afford to be left behind. A Multi - service converged infrastructure will enable you to run your voice services over the same network as unified communications tools like instant messaging (IM), video and collaboration.

BT One Voice SIP trunking gives you a foundation for unified communications, with the added benefit of allowing you to introduce new technology at a pace that suits you.

Flexible, consolidated and future-proof

Session Initiation Protocol (SIP) is fast becoming the standard for a broad range of IP applications (such as VoIP, instant messaging, presence and conferencing) and equipment (such as IP phone systems).

SIP trunking helps avoid having to buy additional hardware (such as local converters for PSTN breakout of VoIP services). This in turn will reduce your total cost of ownership (TCO) as newer PBXs come with SIP by default. And, by routing voice calls over the BT One Voice network, you remove the need for traditional voice circuits at each site so you'll benefit from lower voice connection rental charges.

What is SIP?

Session Initiation Protocol (SIP) is a signalling standard which underpins a unified communication and collaboration network infrastructure. It can manage additional communications (other than voice) over the IP connection, such as instant messaging, application sharing, video, and presence etc. It is anticipated that SIP will ultimately replace the current H323 Voice over IP (VoIP) Protocol.

And SIP trunking?

SIP trunking is a service offered by BT Ireland that enables you to use your PBX to take advantage of your investment in IP - enabled telephony. So you can use VoIP to make and receive calls from the Public Switched Telephony Network (PSTN), over your existing IP network. And get access to new audio, IM, presence and video capabilities beyond the enterprise.

SIP trunking is set up as follows:
- Secure access to a VPN
- Managed Service
- Flexible channels and tariff plans
- Scalability
- Competitive voice rates
- Multiple resilience and failover options

SIP trunking will help you:

- Consolidate your communications costs and centralise your telephony estate
- Gain more control over your services and flexibility to scale with your business.
- Prepare your infrastructure for unified communications solutions
- Prepare for Business Continuity: resilient access and Geographic redundancy

BT One Voice SIP trunking provides a full PSTN/ISDN service – but on VoIP technology. It supports outgoing and incoming PSTN calls, calls to emergency services and most call types to local (national calls within country) services including Premium Rate and Shared Cost numbers. It is fully compliant with Comreg national regulations in Ireland.
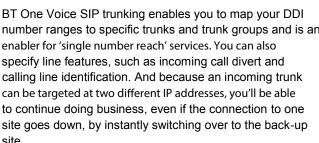
Business benefits of BT One Voice SIP trunking

BT One Voice SIP trunking builds on the core functionality of traditional voice services, and offers a number of new opportunities, such as:

- Number porting. Carry your existing phone numbers across
- Connectivity to the PSTN
- Centralised PSTN access. You don't need traditional voice circuits at every site
- Direct Dial In (DDI) reservation and allocation
- Directory listing

BT One Voice SIP trunking facilitates voice and data applications such as calls, presence, IM and conferencing, and will help you to reduce costs by:

- Consolidating and integrating fixed and mobile calling plans over the BT One Voice network
- Providing the option of free on-net calls via BT One Voice
- Reducing administration

BT One Voice SIP trunking enables you to map your DDI number ranges to specific trunks and trunk groups and is an enabler for 'single number reach' services. You can also specify line features, such as incoming call divert and calling line identification. And because an incoming trunk can be targeted at two different IP addresses, you'll be able to continue doing business, even if the connection to one site goes down, by instantly switching over to the back-up site.

Why BT?

BT is a trusted supplier throughout Ireland. With a proven track record in delivering network infrastructure, throughout the world. We do this to provide high quality network customers.

In Ireland, the scale and breadth of our local and global networks and services is unrivalled. We have a wide portfolio of services to support you as you evolve your voice strategy. With our capability to manage the traditional with the new, we are well positioned to provide a clear and convergence, tailored to your needs.

Our SIP developments are delivering the promises of unified communications and collaboration on a local and global scale, which will enable you to take advantage of features such as presence, conferencing and IM.

To learn more about BT One Voice SIP trunk Ireland, and how BT can help your business get the most from your Voice and UC investment, contact your BT Account Manager.

BT

Offices worldwide

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