



An introduction  
to SIP Trunks

**TalkTalk**  
Business

# What are SIP Trunks?

Traditionally, you had a phone line for making calls and an Internet connection for things like email and browsing

Now, you can deliver telephony services via your internet connection

## Put simply:

- + Our SIP Trunks service allows you to make calls over your Internet connection
- + It removes the need for additional phone lines
- + All you need is a phone system (PBX) and connectivity



# Provides a range of benefits

Cost  
Effective

Easy to  
control

Flexible

Robust

# The benefits



Voice and data delivered through one data connection



Low cost calls and great value Bundles/PAYG options



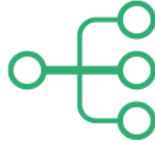
Choose a Super Gateway to convert a legacy phone system (PBX) to become SIP ready. Removes the need to upgrade your phone system



Superior call quality when measured against traditional voice



End-to-end Quality of Service (QoS) on our SIP ready connectivity to ensure voice traffic prioritisation



Multiple disaster recovery options available



Spend management tools for limiting the impact of unusual spend patterns



Be future ready. In 2025 BT will switch off the traditional ISDN network. SIP Trunks are an ideal replacement.

# Prepare for the future

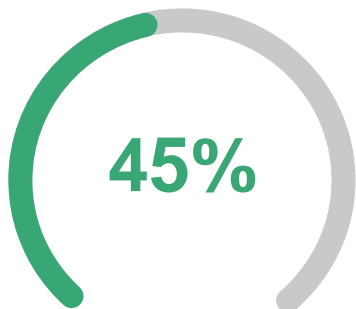


Are not aware that the ISDN telephone Network will be switched off in 2025

## Ideal for companies:

- + Looking for an ISDN replacement strategy
- + Who want to make the most of their in-house phone system (PBX) investment. Choose SIP Trunks with Super Gateway to convert a legacy PBX to become SIP ready
- + That need to stay connected and require greater disaster recovery options
- + That require greater flexibility and control in scaling up for seasonal demand

# Trusted technology



By 2016 **45%** of UK businesses had adopted IP Voice services (i.e. SIP Trunks and Hosted Voice)

## Why are so many businesses adopting SIP Trunks



**96%**

Of the businesses who adopted IP Voice reported making savings

**35%**

On average this saving was **35%** compared to traditional ISDN telephony services

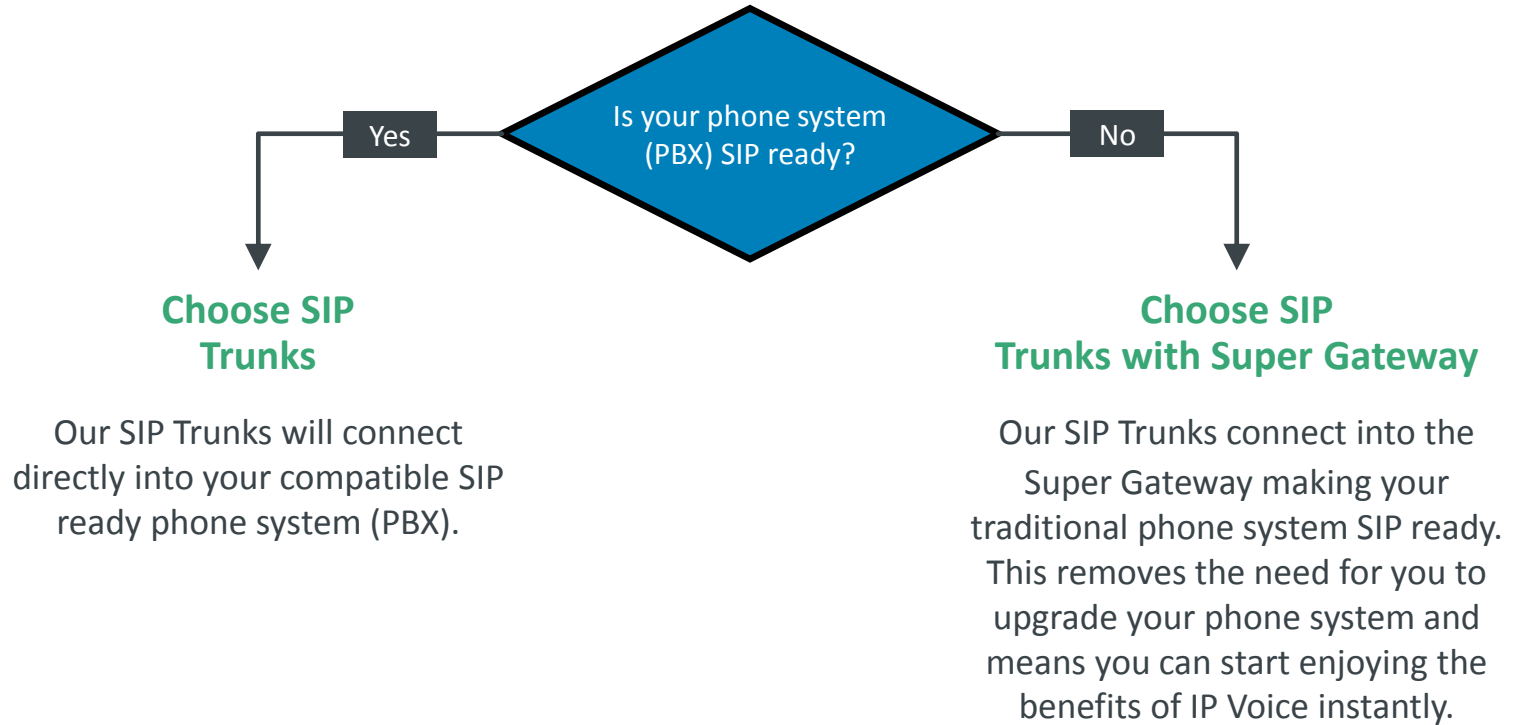
**39%**

Of businesses reporting losing telephony services in the past 12 months, with each outage costing them, on average, £24k



SIP Trunks are delivered with in-built Disaster Recovery to help you prepare for the unforeseen

# Choosing your SIP Trunks service

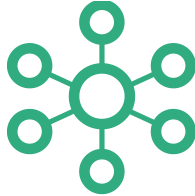


# Credibility and Business Grade delivery



**Huge network reach**

100% UK coverage, 95% covered by our network. We already carry over 3bn IP minutes a month, you're in safe hands



**All-IP Network**

TalkTalk Business delivers SIP Trunks across our all-IP Next Generation Network



**Delivering what matters to your business**

Highly resilient scalable network already supporting 180,000+ customers



# Service and support 24 x 7

- + Technical expertise and the latest knowledge in SIP Trunks
- + UK-based team provide specialist support
- + Access to the fault-management team backed by service level agreements
- + A service designed to help save you time and money



Get in touch and see how  
we can transform your  
business

[talktalkbusiness.co.uk](http://talktalkbusiness.co.uk)

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