



## What is Sip Trunking?

Put simply a SIP trunk allows you to connect your existing PBX / switching equipment to the IP Voice service from Talk Internet. SIP stands for Session Initiation Protocol and is designed to set up connections between differing devices such as phones and PBX's over the IP protocol. Talk Internet's VoIP service allows you the ability to deliver voice traffic over the Internet. Talk Internet's IP Voice Services is a fully integrated managed telephone service delivered using next generation IP technology.

**Cost Effective** – Combination of Broadband connections and SIP Trunks to existing PBX's are a cheaper alternative to ISDN rental costs.

**Optimise** – your existing voice network by adding in SIP trunks on a channel by channel basis as (and when) your business demands.

**Free Calls** – All calls between VoIP users are absolutely FREE. With no connection charge or other hidden cost charges being applied.

**Management** – Using the web based business portal changes to the systems are easily made and effected, in real time.



## Features and Benefits

SIP Trunks offer benefits to customers who already have a phone system on site, which allows the connection of the VoIP cloud into the existing infrastructure. If your PBX is not SIP compatible then you can still utilise the VoIP cloud and benefits by use of a media gateway.

**Improved Call Control** – Customization of call forwarding and diverts is possible from a toolbar that can be added to internet explorer and Outlook. Complete call history is additionally available and customised inbound call routing is achievable.

**Home Working** – By adding the softphone application, users can now work from wherever there is an internet connection. Users receive and make calls from the office number no matter where they are. You can also use a full telephone as if you were sat in the office.

**Destination Unreachable and Disaster recovery** – The phone system knows if the destination of a call becomes unreachable for any reason (loss in connection – phone unplugged – no power etc) and can route the call to a predefined location such as your mobile. In the event of a disaster you will now never miss that important order as all calls are routed to the alternate defined location. SIP Trunking enhances the disaster recovery by enabling your phone system to route the calls over a different path in the event of a line failure.

**Media Gateway** – The media gateway is a device that converts the ISDN signals from your PBX into IP traffic for the VoIP network. Thus ensuring that you benefit from the reduced call costs and functionality of the VoIP system.

**Number Porting** – You can port over all your existing numbers into the system, including none geographic numbers to ensure business continuity.

**Cost Effective** – SIP trunks are available in single channel increments. As they are added directly to your existing infrastructure you are able to utilise the VoIP network without any additional outlay. When adding additional SIP trunks there is no requirement to upgrade your hardware in the traditional manner that additional ISDN lines would require.

**Additional Features** - As well as providing the same standard set of features as a traditional PBX, hosted VoIP can additionally provide Auto Attendant services, Receptionist Console, Call Centre Management and customised on hold music.

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## Configuration

Utilising SIP trunks is simple, once the order is completed then the SIP trunks are ready for configuration and connection to your systems. If you require one a media gateway can be added to the system to ensure that you gain the best quality of service and cost reduction on your outbound calls.

**Management** - A full user interface is available for configuration of services. All Phones ordered from Talk Internet are preconfigured for your system, enabling plug and go functionality from the box.

**Remote working** – Remote workers can plug the preconfigured phone into the broadband connection and start to receive phone calls straight away. No additional configuration required.

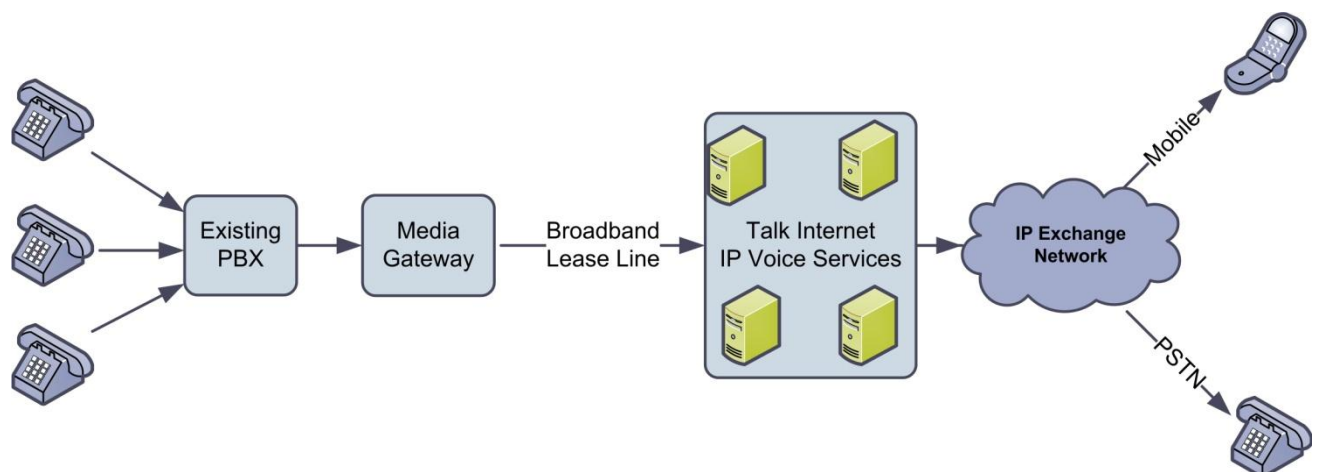
**Media Gateways** – All Media gateways are preconfigured to communicate to the VoIP services provided by Talk Internet. Additional work may be required to connect to your PBX however once done the gateway will automatically route the calls correctly over the IP network.

**Extension Dialling** – Using site number ID's it is possible to dial extensions no matter what physical site they are located upon by using the short extension dialling method.



## How does SIP Trunking work ?

SIP trunking works by allowing your existing PBX to transmit packets across the VoIP network. This is achieved by the use of a Media Gateway as shown below which sits in-between the PBX and the broadband / leased line services. This gateway converts the standard ISDN signals from your PBX into IP traffic for transmission across the internet.



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## SIP Trunking Comparison Chart

Options	SIP Trunk Line (channel)	Base user with DDI	Mobility user with DDI
Basic functionality, including Calling plans, Intercept group, trunk group and Voice messaging group	Yes	Yes	Yes
Integrate with Hosted VoIP	Yes	Yes	Yes
Basic Call Logging	No	Yes	Yes
Client Call control	No	Yes	Yes
Call forward no answer or busy features	No	No	Yes
Remote Office	No	No	Yes
Auto Attendant and Call Centre	Add In	Add In	Add In
SLA Provison and porting of Existing numbers	Yes	Yes	Yes

## Technical Facts and Features

<b>Low Cost Calls</b>	Calls to the BT National and International network are at a lower cost. Call cost reduction can be guaranteed due to the media gateway redirecting calls to the IP network.
<b>Low TCO</b>	No need to dispose of the costly PBX as the SIP Trunks are added to your existing infrastructure.
<b>Resilience</b>	The Talk Internet VoIP network is both location and system resilient
<b>Expandable</b>	Spread across multiple sites easily and efficiently, inter office extension number dialling as standard
<b>Easy to use</b>	VoIP services are "plug and go" with pre configured phones shipped as standard
<b>Keep Existing numbers</b>	All existing numbers can be ported into the VoIP service including non geographic numbers
<b>Free Calls</b>	All calls to other VoIP users are free of charge

## About Talk Internet

A quick glance at the market will reveal that there are many ISPs that you could be talking to - so why deal with Talk Internet? The answer is simple, flexibility. We do not believe in a "one-size fits all" approach. We customise our solutions to meet our customers' specific requirements and this approach has been at the core of our success.

Established for over 15 years, we are a UK-based operation, with our data centres and support function located in the UK. This means that if you have a problem you can quickly get through to one of our highly-trained support technicians who will help you find a resolution.

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