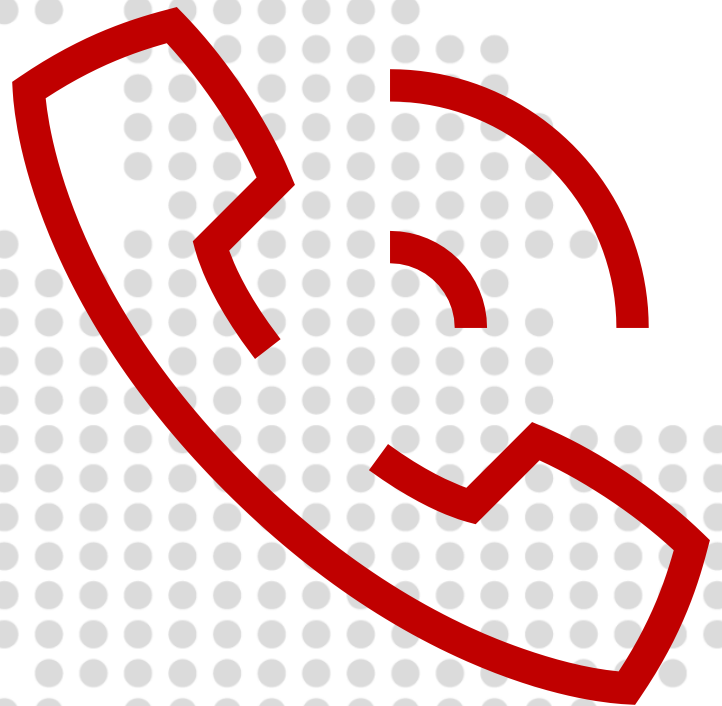


# SIP Trunking

The cost-effective, flexible  
alternative to ISDN for voice calls



# SIP Trunks

Reliable voice services with flexibility and continuity

**SIP trunking is rapidly replacing ISDN services for inbound and outbound voice calls. Gamma is the UK's leading SIP trunks provider. Our SIP trunks connect your site's PBX directly into the Gamma network via an internet connection to carry and terminate your calls across the public telephone network.**

**With BT due to turn off ISDN in 2025, there's never been a better time to discover how switching to Gamma SIP Trunking can benefit your business.**

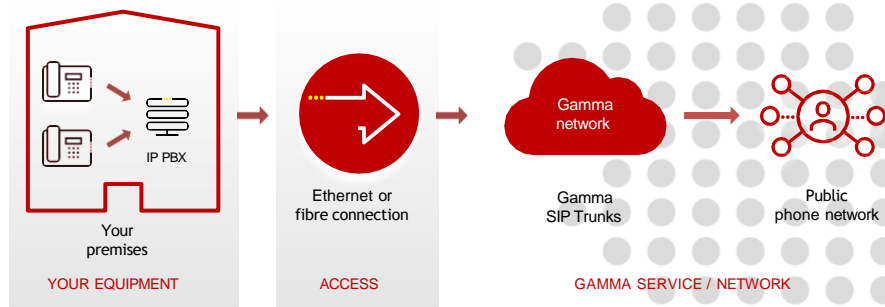
Gamma SIP Trunks provide a highly-flexible alternative to ISDN and are compatible with all the leading IP PBX brands in the UK market, giving you peace of mind that your PBX hardware works with the network service.

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.

Any business with a PBX can switch to our SIP trunking service and immediately benefit from a more flexible, less expensive and more resilient phone service.

# How it works

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 internet connection (broadband or ethernet) or a private access circuit for more secure services. The service is delivered end-to-end with a 99.99% availability, voice channel guarantees and voice Quality of Service.

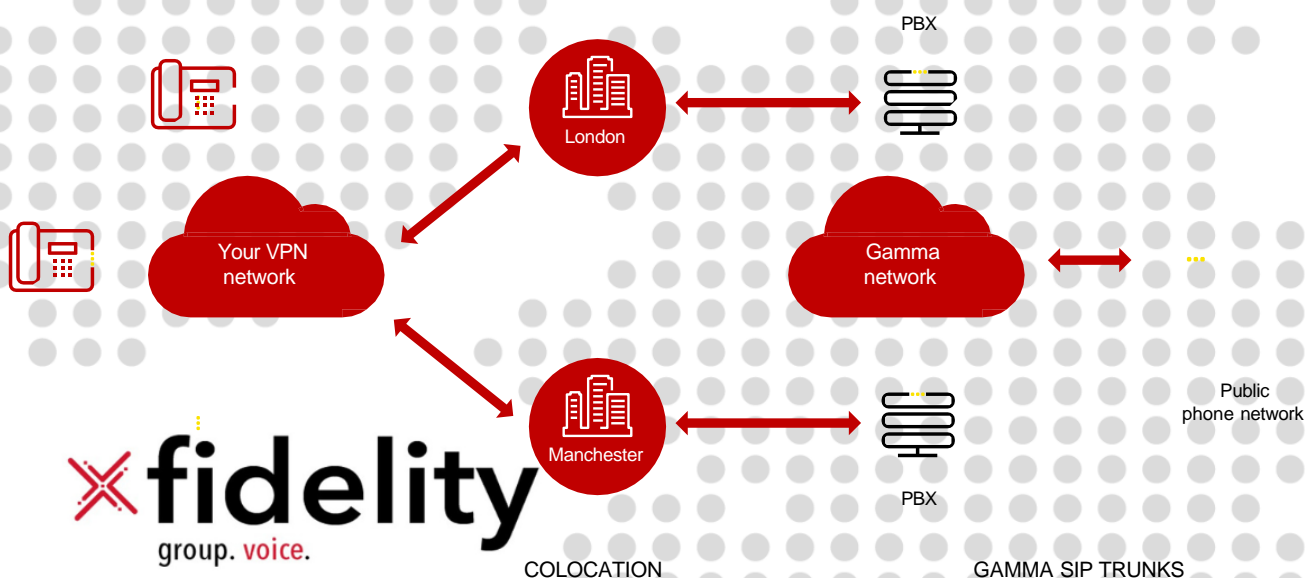


Gamma SIP Trunks are conformance tested with all UK IP PBX manufacturers. These are some of the IP PBX and SIP Gateway vendors we work with:



## 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.



# Save money, work flexibly and collaborate

## Save money on calls and line rental

SIP trunking delivers less costly, more reliable connectivity than ISDN over an internet connection.

It can save up to 50% on line rentals and 25% or more on call costs.

## Great features with free internal calls

Perfect for medium or large organisations with multiple sites, SIP Trunking will you save on your line rental and call costs and you'll get free internal calls within your organisation together with a whole host of great features.

## Scale up and down when you need to

SIP trunks are ideal if you are moving, upsizing or downsizing and want to keep your existing numbers. Scale up lines during busy periods and back down again afterwards. You can add lines, take them away, split calls at any time. You are always in control.

## Compatible with business networks and apps

Gamma has built a tailor-made Direct Routing architecture to enable full voice capability natively into Microsoft Teams.



Any company using Microsoft Teams as their unified communications tool can choose to implement Gamma as their preferred provider for voice and benefit from cost savings, increased functionality and support for migration.

Direct Routing provides connectivity to your Microsoft Team's tenant enabling full PSTN breakout on the public telephone network. Connection from Microsoft Teams to our network is via an IP connection (for example Gamma Broadband or Ethernet) and is delivered as an end-to-end service with high service availability.

## Business continuity built in

SIP trunks can handle emergencies easily. They are inherently disaster recovery / business continuity ready, letting you reroute calls to an alternative location quickly and easily.

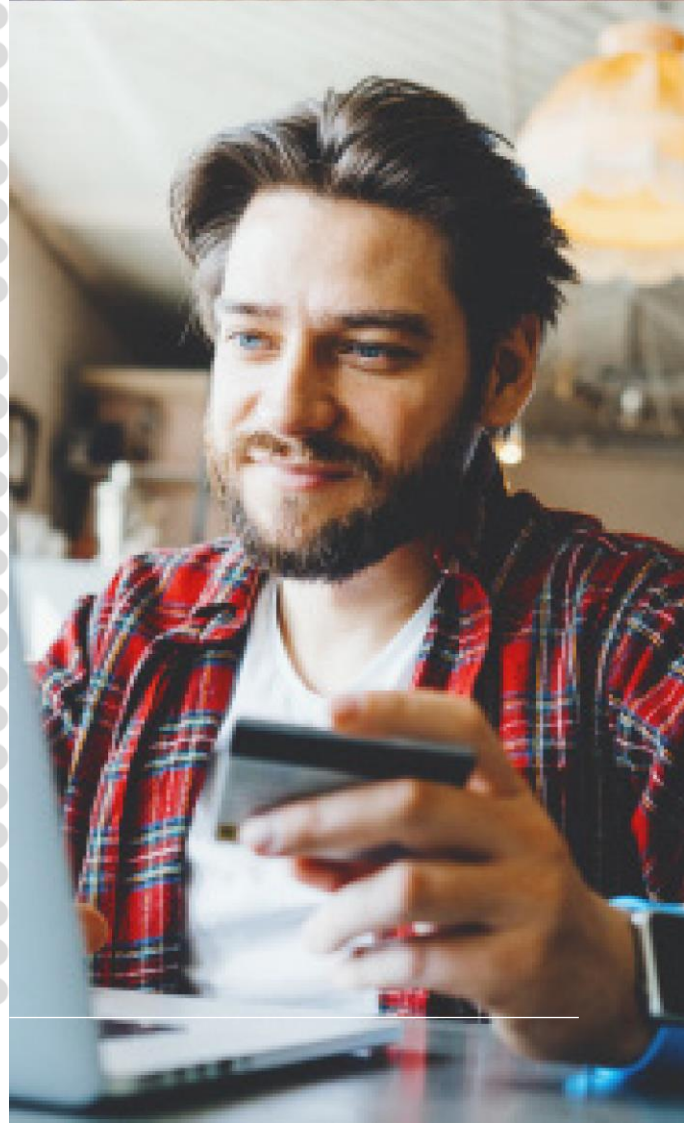
# PCI DSS compliance

The Payment Card Industry Data Security Standard (PCI DSS) is the proprietary information security standard defined by the major card companies to help combat fraud and protect consumer card data. Its members include Visa, MasterCard, American Express, Discover and JCB. PCI DSS applies to all organisations that store, process or transmit cardholder information, from any of these members' cards. The type of annual assessment required varies according to "level", which is defined according to the volume of payment transactions that are handled.

With 327 controls to consider in total, it is vital to ensure you have them all ticked. The effects of being non-compliant can be disastrous for a business due to the very real financial risk of opportunistic agent fraud and the associated reputational risks. Some of these include:

- **Compromising your customers' payment data**
- **Loss of customers, damage to brand and reputation**
- **Expensive lawsuits and insurance claims**
- **Substantial payment card user and Government fines**

We've partnered with Semafone to offer a flexible and cost-effective telephony solution to ensure your organisation remains compliant when taking Cardholder Not Present (CNP) payments over the phone. Combining our market leading Gamma SIP Trunks with Semafone's award winning solution protects your business from risk.



# Taking the worry out of SIP migration

## How good is call quality?

From the moment we connect your SIP trunking service, you will enjoy all the reliability, resilience and quality that comes from working with the UK's leading SIP trunk provider. We proactively monitor and manage quality of service across our entire network – it's the underlying network quality that makes a real difference to SIP trunking. As a consequence, we can support both G.729 and G.711 codecs.

## What if we want to move offices?

Number flexibility with SIP trunking means that you can keep your existing number, even when moving out of the area 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 too so that you can avoid expensive remote call forwarding or call diversion charges. With CLI flexibility you can also decide which number you want to display on a call by call basis – great for contact centres.

## Is SIP resilient?

SIP trunking is now a mature service enjoyed by thousands of UK organisations and this alone is testimony to the reliability of SIP. For added reassurance while you switch to us, SIP trunking can even be used with existing ISDN connections to ensure the transition goes smoothly. Owning our own national network means we can identify and fix issues faster, through our advanced monitoring and diagnostic tools.



## What if we lose internet or power?

Should the unthinkable happen, you can use SIP trunking to minimise disruption to your business. For example, if your London branch has to close in an emergency, and you need the calls routed to Manchester immediately, Gamma SIP Trunks can do this and at no extra charge to you.

## Can we add or remove some lines?

SIP trunks are valuable for businesses with seasonal voice capacity requirements where more lines can be quickly and easily implemented with no long-term commitments, for example when running sales campaigns. Conversely, if your business has multiple sites with ISDN connections into each, using Gamma 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 the remote sites you are left with just the cost of an internet connection and the handsets that you need, and you can then pull all the telephony traffic back into your centralised PBX.

BUSINESS BENEFITS	GAMMA SIP TRUNKS	ISDN
SAVINGS	✓ Save up to 50% on line rentals and 25% on calls.	✗ Expensive.
FLEXIBILITY	✓ Add lines, take them away. Split calls - your in control.	✗ Can't do flexible, sorry.
CONTROL	✓ Make changes instantly. Choose how and where you want calls delivered.	✗ Changes can take months; at the mercy of suppliers.
FUTURE	✓ Well mapped out and ready for voice/data convergence.	✗ Going nowhere fast. Gone by 2025.
CONTINGENCY	✓ Handles emergencies with ease. Re-route calls to backup sites in seconds.	✗ Hope nothing bad happens.
	AVAILABLE NOW	

# Helping your business thrive, with built-in protection



## Number flexibility

Gamma SIP Trunks support business relocations by enabling a geographic number to be retained without call forwarding costs. This ensures business continuity and reduces the costs of having to change company stationery, listings and advertisements. As a leading UK communications provider, we can also supply out-of-area geographic number ranges to make your organisation appear local, even without a physical presence.



## Business-grade voice and internet convergence

With our SIP trunks delivered over Gamma Broadband or Gamma Ethernet, you can have a high-quality voice and data service from just one connection, making for significant cost savings.



## Line and PBX estate rationalisation

For businesses with several locations, our SIP trunking service provides ISDN line rationalisation; the ideal way to reduce the number of PBXs requiring maintenance.



## Free UK calls

Our SIP trunking service provides free call termination to UK fixed destinations, including 01, 02 and 03 number ranges. It also provides free calls between connected sites, including international locations.



## Business Continuity

Businesses of all sizes need a business continuity plan for telephony. Combine our SIP trunks with our Inbound service and your callers will always get through. Set automated call plans or simply divert published numbers to backup locations or mobile devices – instantly and from anywhere.



## Affordable resilience

If you've ever had to deal with a service outage, you'll know that speed of response is key. Our active/standby and load sharing designs are engineered to cope with any situation to maintain telephony uptime. Whether you need to keep your businesses running in an emergency without the high cost of call forwarding or simply need to balance call loadings between sites during peaks, Gamma SIP Trunks will provide a business grade solution.



## Phone hacking and misuse protection

Hacking and abuse of business telephony is becoming as big as credit card fraud. With this type of abuse, the cost of the calls falls to your business. But with our CallGuard service all of your existing business numbers are protected from such activity.

- Your calls protected from usual usage
- Avoid unwanted, expensive bills
- Tailor your protection - opt numbers in and out
- Peace of mind

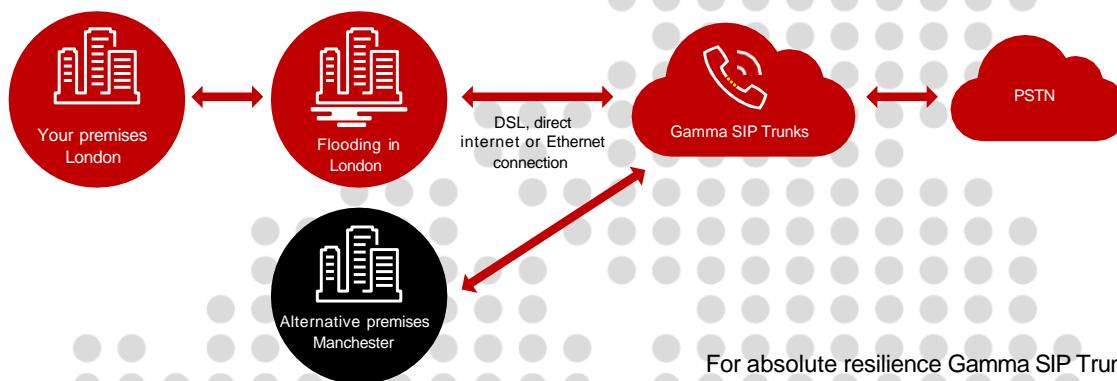
# Flexible SIP Trunks

## Solving real business issues

With Gamma SIP Trunks you get a service that is more robust and cost-effective than ISDN. Because SIP trunking is an internet-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 ways that Gamma SIP Trunks can enhance your business:

### Business Continuity

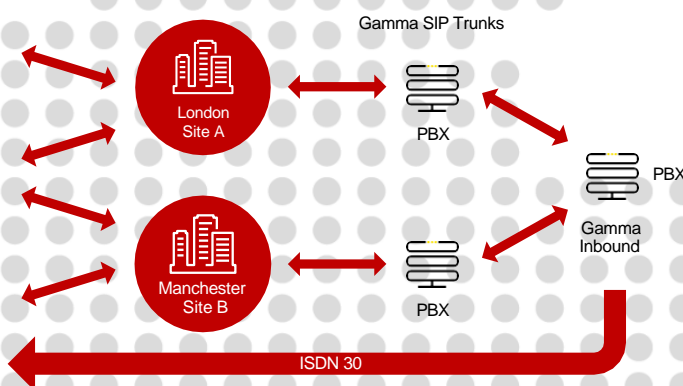
Use Gamma SIP Trunks to protect your office environment in case of fire, flood or other natural disaster. For example, if your London branch has to close in an emergency and you need calls routed to Manchester immediately, Gamma SIP Trunks can do this and at no extra charge to you. Set up at your new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



### 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.





## Multi-site rationalisation

If your business has multiple sites or if you have an ISDN connection into an individual PBX at each site, using SIP trunks can reduce the number of ISDN connections that your business requires and can also reduce the maintenance costs on all of your various PBXs. At remote sites you are left with just the cost of an internet connection and the handsets that you need. You can then pull all the telephony traffic back into your cloud-based PBX.

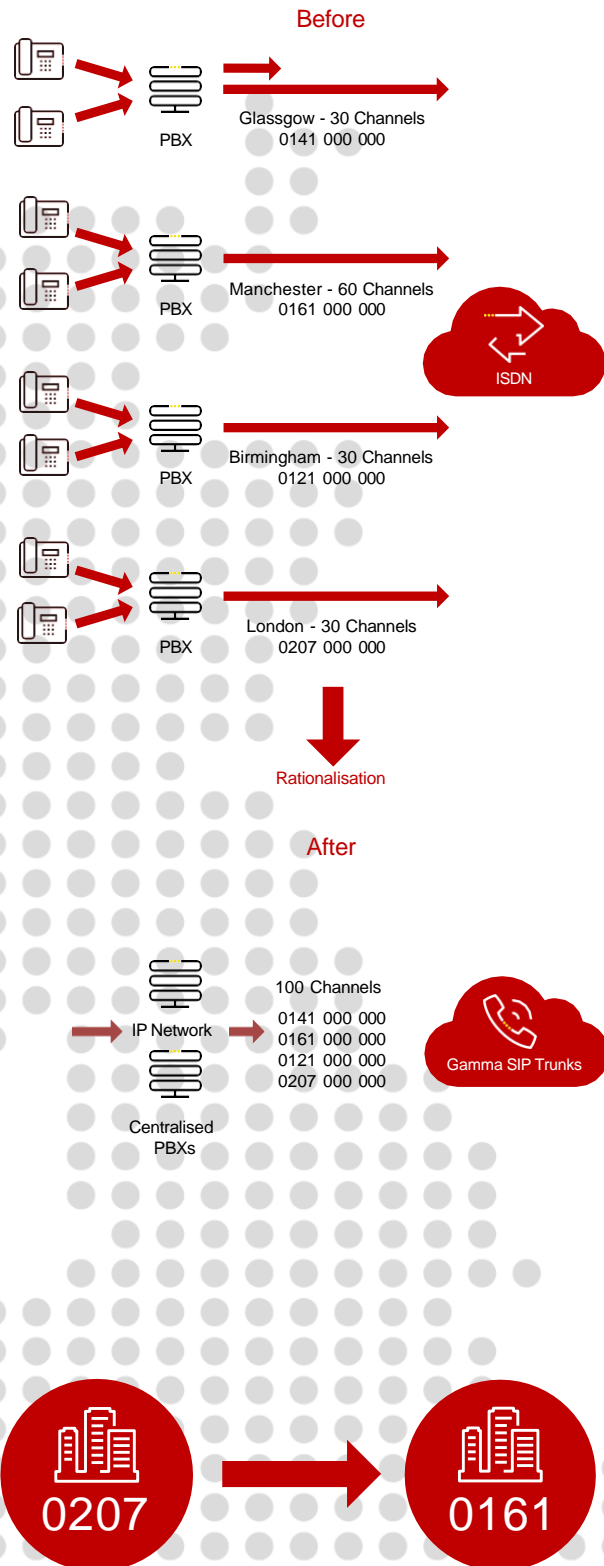
You can also benefit from increased resilience by building an automatic failover system into your communications strategy for lines and calls should your main site go down. With SIP trunks you can instantly centralise and distribute the calls somewhere else, to another site or to homeworkers, for example.

## 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 events. Unlike ISDN, SIP is 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.

## 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.



# SIP Trunk Call Manager

## For cloud-based call control

SIP Trunk Call Manager offers a powerful business continuity solution, giving you the ability to consolidate all your numbers onto a single platform and never miss a call.

Cloud-based call control allows you to automatically direct calls to a destination you define such as a colleague, mobile, hunt group or call queue. Combined with all the features and benefits of Gamma SIP Trunks, including our call bundles and the only fraud management tool that protects you and your customers by enabling them to set spend limits, SIP Trunk Call Manager is a hugely powerful business tool.

### Powerful business features

SIP Trunk Call Manager comes with a portfolio of business features which, when combined with the ability for the user to fully control the service via a mobile app, provides a powerful business solution.

### Delivering added value

SIP Trunk Call Manager takes SIP beyond a connectivity service with additional business features, applications and user-led control to bring additional value to the business.

- Enhanced SIP service - gives you full and direct control of your inbound numbers
- Tailored business continuity- never miss a call
- Accelerate ISDN conversion - why buy a simple SIP trunk when you can have so much more
- No number translation - 01, 02, 03 and 08 termination on subscribed Gamma SIP Trunks
- Easy management - mobile app and web portal





 **fidelity**  
group. voice.



Working smarter, together.

+44 (0) 333 014 0000  
[marketing@gamma.co.uk](mailto:marketing@gamma.co.uk)  
[www.gamma.co.uk](http://www.gamma.co.uk)



We're a certified Carbon Neutral\* Company. This means you can demonstrate green credentials yourself. By working with us you have a solution that not only helps the environment but also enables you to become greener and conform to new Government environmental policies.