

# SIP EXPLAINED

## The Key Benefits

### Guaranteed Resilience, Security & Quality Of Service

Spectrum Telecoms' SIP Connect solution uses Gamma highly acclaimed SIP Core and offers a range of delivery and resilience options, most deliveries are entirely discrete from the public internet network using your own existing Wide Area Network connectivity or JANET connection. For single site deployments back-up failover routing is provided, and for the ultimate 'belt and braces' resilience our dual delivery service allows for multiple delivery points either as a load balanced or as a secondary back up route..

### Network Convergence

SIP fully integrates with existing data networks allowing a business to unify and simplify its voice and data infrastructure, securely delivering time-critical applications such as voice and video alongside other business data with no loss of quality or integrity.

### Total Control Of Your Voice Infrastructure

SIP trunks provide the perfect opportunity to rationalise the number of voice circuits across your business and to remove unnecessary PBX (Private Branch eXchange) equipment, reducing line rental and equipment maintenance costs whilst leaving you fully in control of the number ranges used by your business and any associated call features or routing.

### Business Flexibility 'On Tap'

SIP is as flexible as your business. You can change, retain or add to your existing DDI ranges with no problem. Numbering schemes are truly geographically independent; if your business relocates from London to Birmingham you can retain the existing 'London' numbers without incurring call-forwarding charges or stationery re-printing costs. SIP channels can be provisioned or ceased in a fraction of the lead-time associated with traditional voice circuits.

### Effortless Business Continuity

Inbound calls across multiple sites, SIP allows calls to be automatically or manually re-routed at a moment's notice in the event of a site failure using a process that is invisible to your customers.

### Significant Cost Reduction

The ongoing rental costs of SIP trunks is significantly lower than that of traditional ISDN2 and ISDN30 trunks, and calls between geographically diverse SIP-enabled sites are free – handy for businesses with sites spread nationwide or even internationally.