



SIP BATTLECARDS





VOICE SIP Channel Battlecard

What is SIP Trunking?

SIP Trunks connect a business with our nationwide network, give access to the PSTN and provide a more flexible and lower cost alternative to ISDN for inbound and outbound voice calls. Our SIP trunks work seamlessly with all the leading IP PBX brands in the UK market, including support for Microsoft Lync / Skype for Business.

	SIP	ISDN
SAVINGS	✓ Saves up to 50% on line rentals and 25% on calls	✗ Expensive
FLEXIBILITY	✓ You're in control. Add lines, take them away, split calls – it's up to you	✗ Sorry, can't do flexible
CONTROL	✓ Choose how and where you want calls delivered. Make changes instantly	✗ Changes take months. At the mercy of suppliers
FUTURE	✓ Well mapped out and ready for voice/data convergence	✗ Going nowhere fast
CONTINGENCY	✓ Handles emergencies with ease. Reroute calls to backup sites in seconds	✗ Hope nothing bad happens

Key benefits

- Number flexibility
- Cheaper per channel than ISDN
- Free UK calls, mobile calls and fraud protection
- Business-grade voice and data convergence
- Line and PBX rationalisation
- Business continuity as standard with multiple options for resilience
- Affordable resilience
- Voice and data from one connection
- Scalable - add and remove lines quickly and easily
- Data agnostic - connect how you like

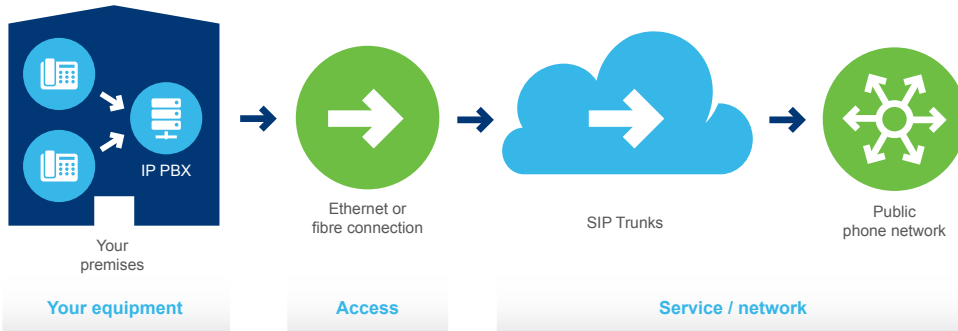




VOICE SIP Channel Battlecard

How does it work?

SIP Trunks connect a PBX to the network, enabling full PSTN breakout on the public telephone network. Connection from a site (or sites) to the network is via an IP connection, for example broadband or Ethernet, and is delivered as an end-to-end service with an availability guarantee, voice channel guarantees and voice Quality Of Service.



Skype for Business



SIP Trunks are integration-tested and qualified by Microsoft to interoperate with Skype for Business (previously Microsoft® Lync). This enables direct connection of SIP trunks to Skype for Business for external calls from the platform, providing a seamless experience and making it an ideal solution for any organisation that's looking at implementing Skype for Business or already uses it.





VOICE SIP Channel Battlecard

Some of the PBX vendors we work with



SIP for cloud platforms

SIP Trunks can connect a cloud platform to the UK Telephony Network (PSTN) with one of the UK's largest voice infrastructure providers.

GDPR / MiFID II

Any business trading by phone will, from 2018, be impacted by increased regulation and legislation:

MiFID II regulations specifically increase the scope and breadth of compliance activities within the financial services industry, specifically mandating recording client interactions leading to sale/trade. Anyone conducting payment card transactions should be adhering to PCI DSS standards.

GDPR will also have implications for all organisations that collect data about customers residing in the EU.

With heavy fines for breaching these, we offers a suite of call recording and PCI compliance services integrated with Horizon and SIP trunks for fixed line calls and mobiles, to support compliance and industry best practice.



VOICE SIP Channel Battlecard

Ideal customers

Small start ups through to large enterprises and Government organisations, supporting connections from two channels upwards

Businesses looking to move premises out of the local area that want to keep their existing business critical number without paying for expensive call forwarding services

Companies looking for a resilient phone service to cope in any emergency

International businesses linking offices and taking advantage of free internal calls from one office to another, even where the internal calls cross international boundaries

Customer service driven businesses where a local presence is important across the UK and multiple UK numbers can be delivered into one single service centre

Multi-site organisations that are looking to aggregate individual site PBXs and lines into a resilient centralised solution

Businesses with seasonal voice capacity requirements where flexibility is important with no long-term commitments

Customers requiring a high volume of calls at a single site, such as contact / call centres

Customers that are looking to locate all communications equipment / IT servers to a co-location or data centre as part of an outsource / cloud strategy

Customer pain points

Dispersed workforce

Relocating to new premises

PBX refresh

Rationalising current infrastructure

Seeking Business Continuity solution

Cost reduction

Scaleability





VOICE

SIP Channel Battlecard

Questions to ask

What is the current telecoms spend per month? Can we analyse a copy of all relevant phone bills?

How many channels of ISDN does the prospect have currently and are they planning for expansion?

And at which locations?

What is the current PBX and/or planned PBX?

What is the current data connectivity and what spare capacity is there currently?

What disaster recovery plans does the business have for telecoms services?

What would happen to the business if customers were unable to call?

Is the business planning to relocate?

Is there a cost reduction strategy?





VOICE

SIP Channel Battlecard

SIP Trunk Call Manager

SIP Trunk Call Manager provides all the features and benefits of SIP Trunks together with centralised call control and a host of features. This includes our market-leading 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 offers a powerful business continuity solution, giving your customers the ability to manage their number estate and all aspects of their inbound calls. Enable your customers to consolidate all their numbers onto a single platform and help them never miss a call!



Key benefits

Tailored Business Continuity – never miss a call

Accelerate ISDN conversion – why buy a simple SIP trunk when you have so much more?

SIP is evolving. If your customers already have SIP trunks, they can benefit from an enhanced service

Direct control – allows users to configure and control their own solutions

01, 02, 03 and 08 termination on subscribed SIP Trunks – no number translation



BLIZZARD TELECOM

0845 873 7950 | www.blizzardtelecom.co.uk | partners@blizzardtelecom.co.uk

55 Maylands Avenue, Hemel Hempstead, Hertfordshire, HP2 4SJ