

**A cost effective alternative to ISDN
that gives your business flexibility
and business continuity**



SIP Trunking voice services

WHAT IS IP DIRECTCONNECT?

IP DirectConnect is the UK's market-leading SIP Trunking solution, connecting your site directly into Gamma Telecom's network via an IP connection to carry and terminate your inbound and outbound voice calls across the public telephone network.

The service provides a highly flexible alternative to ISDN solutions and is designed to work successfully with all the leading IP PBX brands in the UK market, giving you peace of mind in knowing that your PBX hardware works with the network service.

Compared to ISDN, IP DirectConnect is cheaper on a per channel basis, more flexible in terms of what telephone

numbers you can have and where you can have them, is quicker to install and offers a very robust business continuity service that ensures your business never loses calls.

The service can support connections ranging from two channels for businesses with small PBXs to no limit on the number of channels that can be supported for large enterprises and contact centres.

THE BENEFITS OF SIP TRUNKING



Flexibility with your phone numbers: allows you to move office and keep your same geographic number without any ongoing call forwarding costs and costs associated with new company stationery.



Business continuity: if your office has to be temporarily relocated in an emergency, this can quickly and cost effectively be achieved with SIP Trunking.



Line rationalisation: for businesses with multiple sites, SIP Trunking provides ISDN line rationalisation options and reduces the number of PBXs you need to maintain – all with full control of the numbers associated with your business.



Save money: IP connectivity costs less than ISDN with lower call costs, free internal calls between extensions and offices (including international calls) and lower line rental costs for multi sites. Also, no expensive call-forwarding costs are required should you relocate or need to divert calls in the event of a disaster.



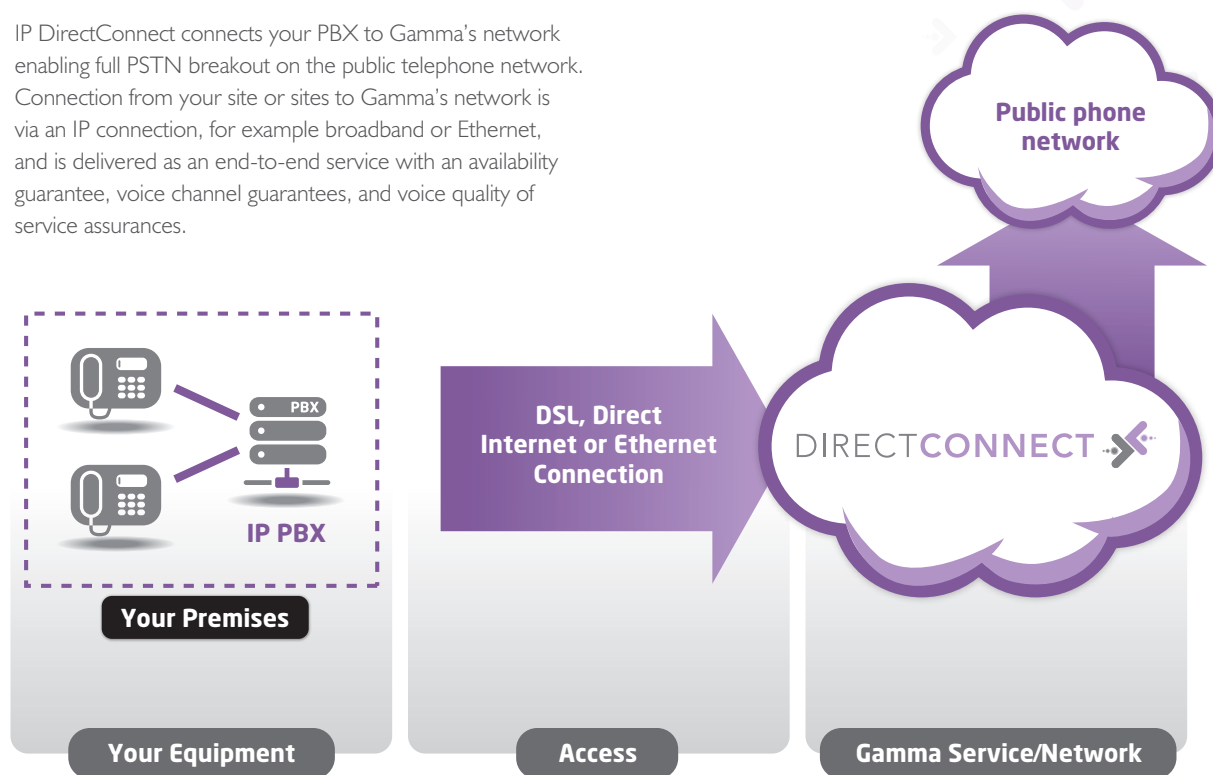
Resilience: a phone service that will cope with any situation and give you 100% up time on your telephony. Whether you need to keep your business running without expensive call forwarding costs in a disaster or emergency or you need to load balance your calls between sites during peak hours, SIP Trunking delivers.



Voice and internet convergence: with IP DirectConnect delivered over Ethernet, you can have both a high quality voice and data service all over one connection, giving you significant cost savings.

HOW DOES IT WORK?

IP DirectConnect connects your PBX to Gamma's network enabling full PSTN breakout on the public telephone network. Connection from your site or sites to Gamma's 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 assurances.



IP DIRECTCONNECT & YOUR PBX

IP DirectConnect has been conformance tested with all of the UK's IP PBX manufacturers. Here are just some of the IP PBX vendors and SIP Gateway vendors we work with:

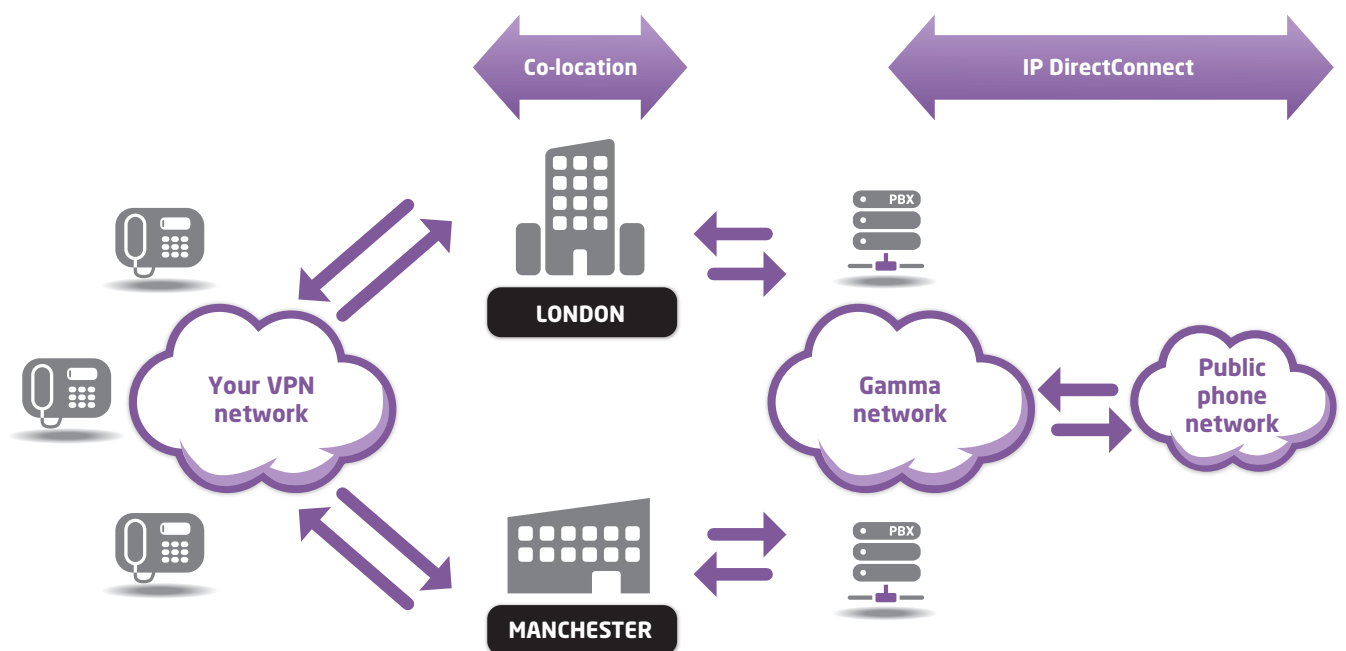


SIP TRUNKING - PBX on your premises or in the cloud?

Using IP DirectConnect, your PBX can be located either at your company site or housed within a managed co-location centre provided by your service provider where you do not 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.

A TYPICAL DEDICATED HOSTED PBX IMPLEMENTATION

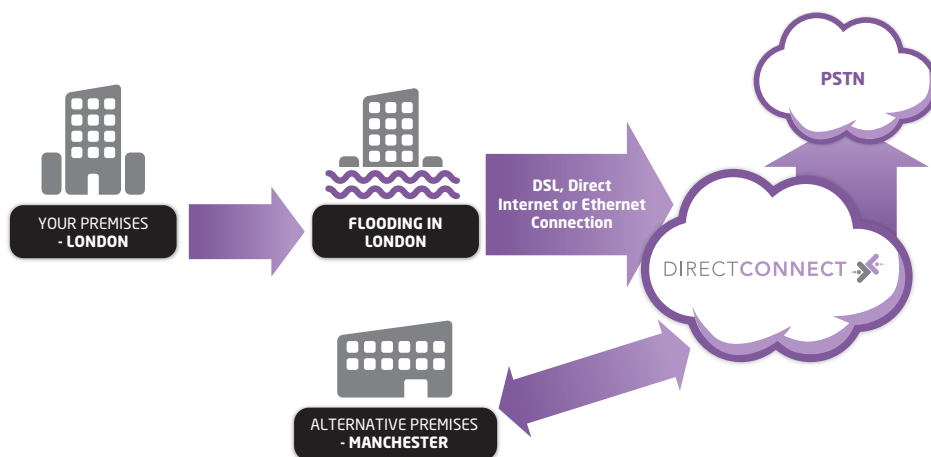


BUSINESS SOLUTIONS USING SIP TRUNKING

With IP DirectConnect you get a service that is more robust and cost effective than ISDN. And because SIP Trunking is an IP-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 other ways that SIP Trunking can enhance your business.

BUSINESS CONTINUITY

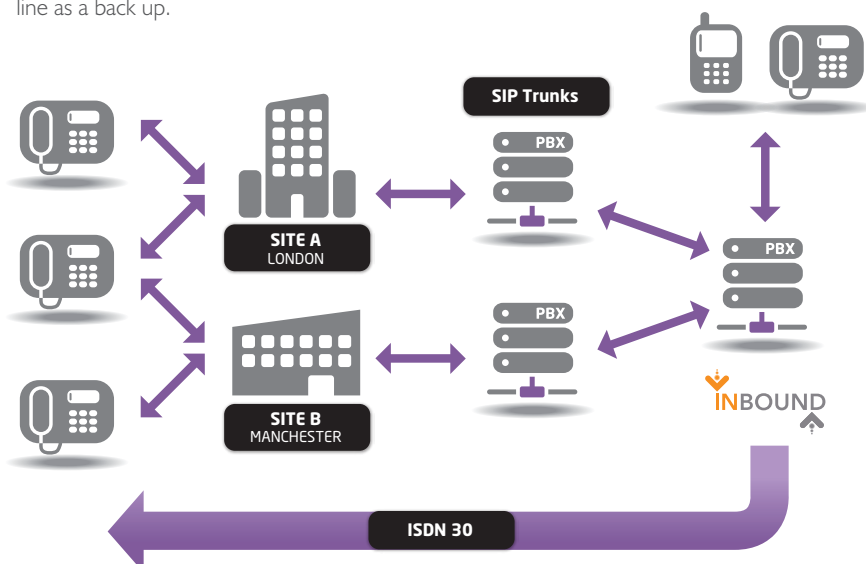
Use SIP Trunking to protect your office environment due to disaster such as fire, flood or other natural disaster. Say your London branch has to close in an emergency, and you need the calls routed to Manchester immediately, IP DirectConnect can do this at no extra charge. There are no call forwarding costs for each inbound call and set up at your new location is quick and easy.

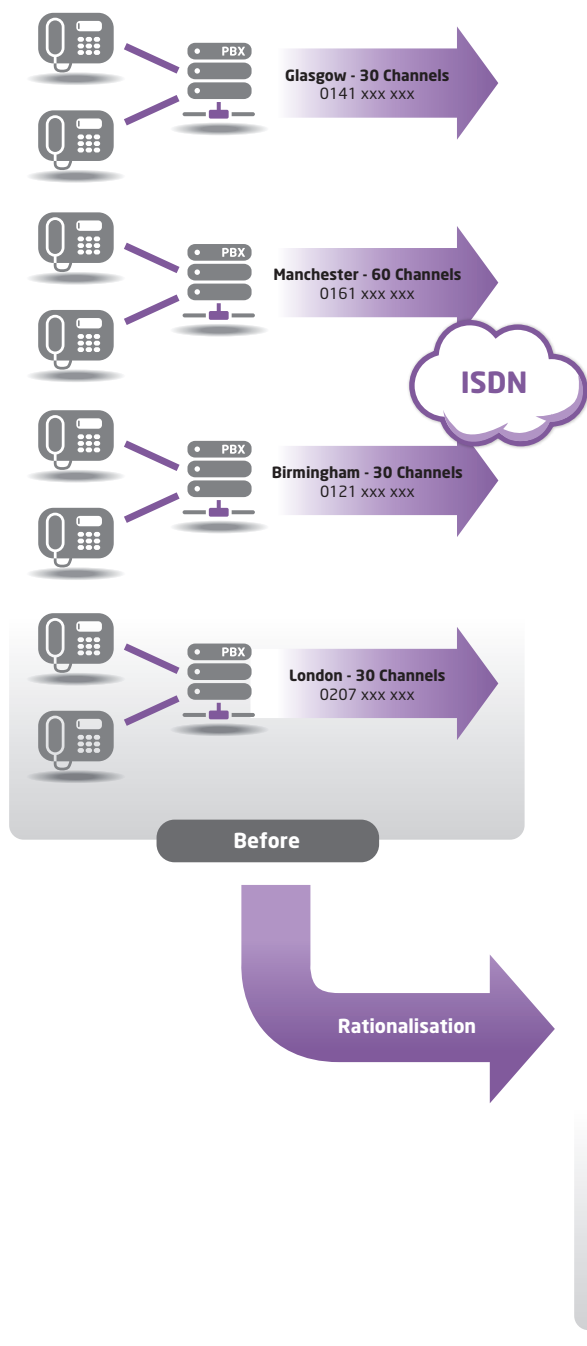


DISASTER RECOVERY & SERVICE RESILIENCE

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 co-location 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, when combined with Gamma's Inbound services, IP DirectConnect can be used to provide a solution with guaranteed 100% up-time. In the unlikely event that all of your SIP Trunking services are unavailable, you can still instantly re-route your inbound calls to any destination by redirecting calls to your number of choice through a secure online portal.

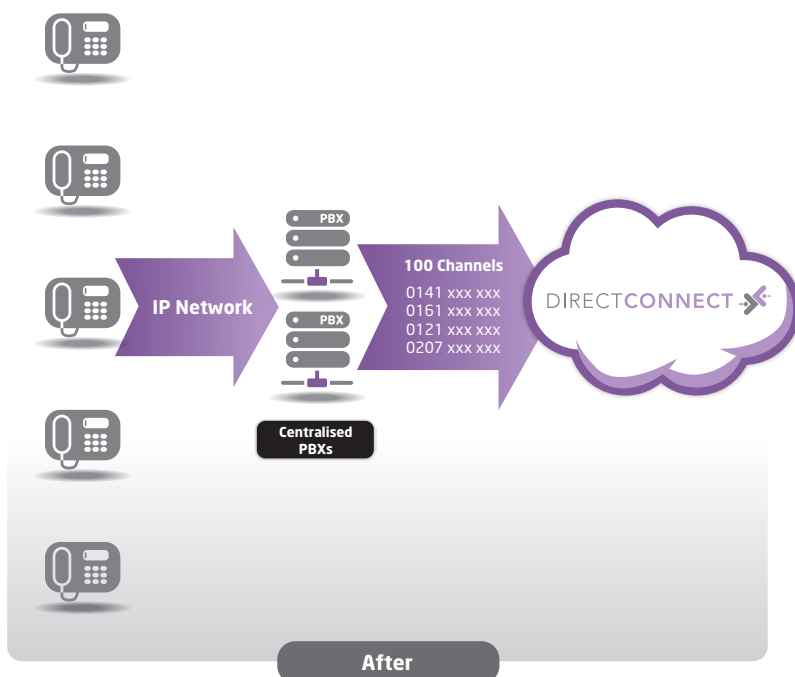




MULTI-SITE RATIONALISATION

Does your business have multiple sites? Do you have an ISDN connection into an individual PBX at each site? Using IP DirectConnect 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 IP connection and the handsets that you need and you can then pull all the telephony traffic back into your centralised PBX.

Added to this you are also increasing your resilience because you can build into your communications strategy for lines and calls an automatic fail over system should your main site go down. With SIP Trunks you can instantly centralise and distribute the calls somewhere else, to another site or to home workers for example.



BUSINESS RELOCATION



Number flexibility with SIP Trunking means that you can keep your existing number, even when moving out of 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 IP DirectConnect so that you can avoid expensive Remote Call Forwarding (RCF) or call diversion charges.

WHO IS IP DIRECTCONNECT AIMED AT?

SIP Trunking is suitable for any size of business from small businesses to large enterprises and government organisations that currently have a PBX, Unified Communications solution, or key system. Here are some typical examples of how IP DirectConnect is being used.



Businesses looking to **move premises** out of the local area who want to keep their business critical number without paying for expensive call forwarding type services.



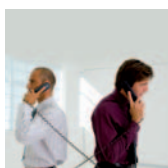
Companies looking to have **disaster recovery** measures in place to provide a resilient phone service to cope with any emergency.



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.



For example businesses with **seasonal voice capacity requirements** – where more lines for a sales campaign for example can be quickly and easily implemented with no long term commitments.

About LinchPin Networks

LinchPin Networks specialise in the supply of wide area network technology, either complete re-deployment of national or local WAN's, or implementing technology to enhance an existing provision.

Technologies employed include:

- National Ethernet
- MPLS
- SIP Trunking and IP Telephony
- Dark Fibre – local and national
- Licensed Microwave
- Application Acceleration
- Internet Provision

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