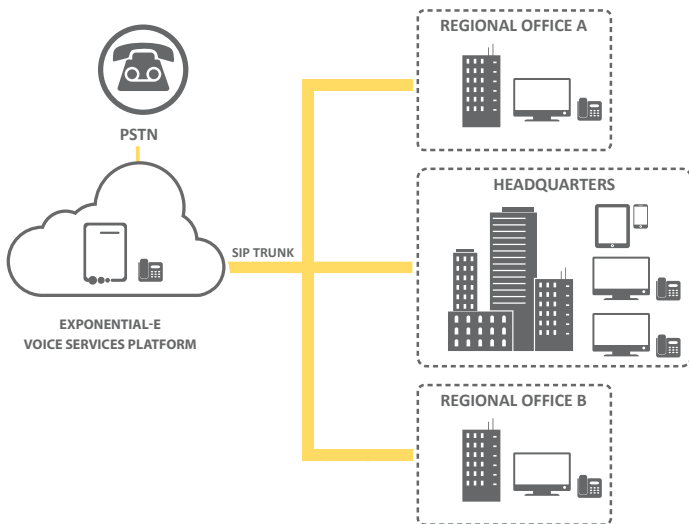


# SIP Trunking



## High quality voice calls with flexibility, resilience and scalability.

SIP trunking offers businesses a more flexible, resilient, scalable and cost efficient way to connect PBXs to the Voice Network compared to traditional methods.

Exponential-e's SIP Trunking service does more than just provide basic voice. Using our advanced Voice Services Platform and resilient core Network we provide high quality Voice calls and additional resilience, load balancing, call queuing and disaster recovery features.

## Why use SIP Trunking instead of ISDN?

SIP trunking offers the following benefits compared to ISDN:

- **Flexibility** - SIP Trunks can be carried by an existing data connection, removing the need to implement dedicated ISDN connections which adds cost and delay.
- **Efficiency** - SIP Trunks can easily be scaled up and down to handle seasonal peaks avoiding the need to install ISDN capacity that is not required out of peak periods.
- **Economy** - SIP trunks generally have a lower price point compared to ISDN for the same number of channels.

## Why choose Exponential-e's SIP Trunking?

Exponential-e's SIP Trunking service is delivered from our carrier grade Voice Services Platform and resilient core Network, which together eliminate the effects of jitter, latency and packet loss to provide high quality Voice calls.

Exponential-e's advanced core Network enables SIP Trunking to be securely delivered over a multi-service connection, thereby reducing Network and service deployment costs.

In addition it is possible to add resilience, load balancing, call queuing and disaster recovery features (detailed overleaf) not available with 'dial-tone only' SIP Trunking.

Exponential-e's SIP Trunking service is also compatible with a wide range of PBXs.

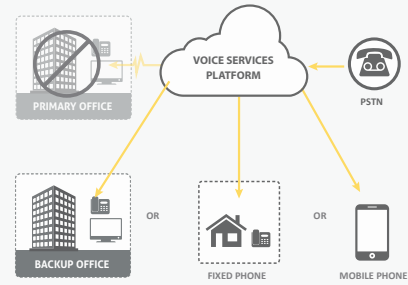
## Key Benefits

- High quality Voice calls.
- Able to quickly scale to meet your changing business requirements.
- Provides additional resilience, load balancing, call queuing and disaster recovery features.
- Reduced cost per channel compared to ISDN.



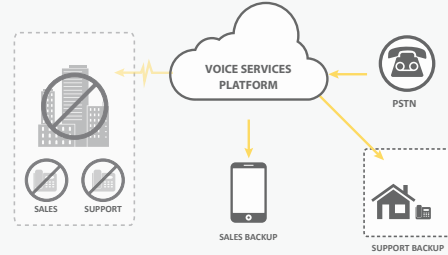
## Disaster Recovery (DR) Call Routing

Disaster Recovery (DR) Call Routing is a feature included as standard that automatically diverts inbound calls to a secondary PBX, DR site or fixed/mobile number in the event of primary PBX or circuit failure, and provides overflow in the event of SIP trunk capacity being reached on the primary PBX.



## DDI Divert

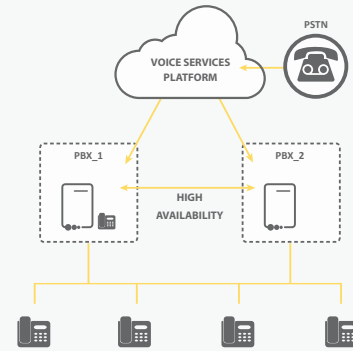
DDI Divert is an optional feature that automatically diverts incoming calls to individual DDI (Direct Dial In) numbers to alternative destinations in the event of PBX or circuit failure and provides overflow in the event of SIP trunk capacity being reached on the primary PBX.



## Resilient SIP Channel

Resilient SIP Channel is an optional feature that provides two separate connections from the Voice Services Platform to two PBXs in the same cluster and distributes inbound calls to the PBXs as follows:

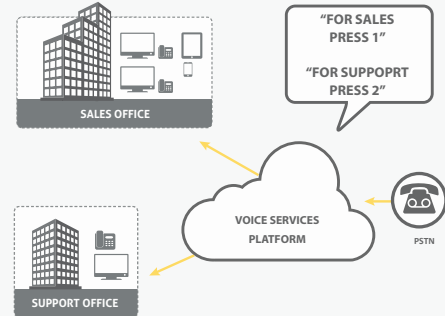
- Round Robin load balances calls between the two PBXs, i.e. 1st call to PBX\_1, 2nd call to PBX\_2, ...
- Active / Standby sends all calls to PBX\_1 until the SIP trunk to PBX\_1 is fully occupied at which point calls are sent to PBX\_2.



## Call Queueing

Call Queueing is an optional feature that uses an Auto-Attendant function on the Voice Services Platform to automatically greet, queue and direct calls to an appropriate destination based on user input (e.g. "Press 1 for Sales, 2 for Support").

Call Queueing can form part of a Business Continuity or Disaster Recovery strategy to provide optional, customised greetings.



## Fax to Email

Fax to Email is an optional feature that converts inbound fax messages to emails and sends them to a specified email address.



## About Exponential-e

Innovation is at the core of Exponential-e, and has been since our inception in 2002. We wholly own our super-fast Network, and our fusion of complementary technologies - a carrier-class Network and Cloud infrastructure - means we can deliver enterprise applications at wire speed for a superior end-user experience. We deliver scalable, dynamic and bespoke solutions. Renowned for our

responsiveness, coupled with our customer centric approach, and a UK based 24 / 7 x 365 service desk, means we offer unrivalled expertise.

To find out more about Exponential-e visit [www.exponential-e.com/SIP-Trunking](http://www.exponential-e.com/SIP-Trunking) or email [info@exponential-e.com](mailto:info@exponential-e.com)

