Vu Voip Unlimited

WHITEPAPER

ISDN

SIP is one of the most popular protocols of Voice over IP, due to its cost effective and reliable construction. SIP trunking connects you to your ITSP's network and offers a welcome alternative to costly and dying ISDN, also providing a connection to the PSTN.

Don't get stuck in the bottleneck

Vu Voip Unlimited

Why move?

ISDN retirement is happening and will be complete by 2025, so why wait and get stuck in the panic bottleneck? Remember when we moved from analogue TV over to digital TV? Anyone who hadn't made the appropriate steps to accommodate the change lost their signal. The ISDN retirement will mean instead of missing your favourite programmes, your business could be unable to receive and make phone calls – much worse right?

The predominant solution to the retirement of legacy ISDN, is a Voice over IP telephone solution, using internet connectivity to carry your voice data. So let's see what you need to consider and do to make the move.

Vu Voip Unlimited

What solution should I move to?

SIP: Session Initiation Protocol

SIP Trunking is a lower cost alternative to traditional ISDN for inbound and outbound voice calls. By utilising an ISDN to SIP Gateway device, SIP connects your on-site Telephony system (PBX) to the PSTN via either your Broadband, Ethernet or MPLS internet connection into a national network.

SIP Trunking is less costly per channel and more flexible with non-geographic number options. With the benefit of number porting, quicker installation and provisioning too, you can ensure business continuity.

In a world of Internet of Things, there is commercial value in transitioning to SIP as you will be converging your voice and data services onto one network, removing costly ISDN rental charges and high calling tariffs – especially for international calls.

The end customer experience remains consistent with your business as you grow and move premises because SIP Trunks allow you to geographically detach your existing number, plus by upgrading to SIP you benefit from VoIP Advancements in the future which are further explored in this whitepaper.

Voip Unlimited SIP Trunks operate seamlessly with each of the leading IP PBX brands in the UK.

Voip Unlimited

Who?

Selecting a Provider

There are of course many factors involved when considering a provider. A simple search engine will list an overwhelming amount of information, with many providers competing on price alone. There are far more significant factors to consider, which we believe are crucial to success, service quality guarantees, support, integration and billing are the top of our list.

Firstly, service quality generally tends to be proportional to price, but in the case of SIP, rather than ISDN, you have more to consider you will need a quality *guarantee*.

Support is also a key consideration, as you need to decide if 9-5 Mon-Fri is good enough for you, or does your business need a more formal SLA which covers more than just the standard working day? Today's businesses operate over longer hours in extremely competitive markets. You need a support package that fits with *your* business needs.

As the ISDN retirement begins, it will be essential that you consider a supplier who can bridge the gap between SIP and ISDN. There will be some complexities when everyone catches up with the digital world and a supplier who can provide the most cost effective SIP that can handle SIP-to-ISDN and vice versa, will make your transition much easier.

Keeping errors at a minimum in areas such as billing, is imperative both from an operational costs perspective, as well as ensuring good business relations. Telephony is one of those rare IT-related services that cannot be predicted in advance so real-time visibility gives you control during the month. Real time billing, usage and access reports are key to efficient finances and charging clarity.

Voip Unlimited

Delivery

How does a SIP service go live?

Porting:
You want to keep your numbers right? Business changes enough every day, we don't want to add to your hassle. Simple – we do it! When you order a SIP Trunk, your new ITSP will ensure your numbers are configured to it.

Data Connectivity:
Now you are taking your voice calls over the internet, you may want to think about a separate voice designated Broadband line, or if you have a large internet connection, you can use bandwidth shaping tools to prioritise voice streams.
Remember that because we are a voice-based network, Voip Unlimited are one of the few ISP's that offer low latency network connectivity and honour Quality of Service (QoS), so if you would like to employ QoS, make sure your new ISP supports it.

SIP Trunk:
Creating a SIP Trunk should be instant, this is the last stage, you have your numbers with us, internet connection sorted, now you have this SIP trunk which is a point-to-point tunnel between your phone system and your SIP provider, so now it is just go live! After numbers have ported, all calls will be directed to this new connection.

VOIP UNLIMITED TIP

Due to porting agreements between providers, there can be delays. Helpfully Ofcom, the UK telecoms regulator, is living in the 21st century and has decreed that you can port your ISDN phone numbers to your SIP service . All you need to check is that the new SIP provider supports the porting process with your current service provider, so make sure to have a conversation with your potential new ITSP on this. Now is a good time to reorganise your phone numbers, DDi's, and to introduce new phone numbers. You now have the option to buy a phone number which is geographically relevant to your company, you can also have international numbers as on SIP you are Geographically nomadic. Take advantage of your new and improved options on SIP.

Voip Unlimited

Communication

Progress updates

We hear it all the time don't we, communication is key. Well that's because it is! Especially when you are managing a client's entire IT estate and have them to answer to. It is absolutely critical that you are fully informed of the progress of your project. Rapid identification and communication can often mean the difference between overcoming the hurdles and keeping the project on track, or causing delays that can cost you an irreversible amount of business.

Find out about your provider's Provisioning, Customer Service and Support Teams. Look out for what their clients say about them and keep an eye on the level of service you think you are receiving in the sales cycle, you want to ensure this continues once you are a live paying customer. Ensure the person who promises you the world doesn't disappear and can back it up!

Try and keep a named contact to answer all these tricky questions you really should be getting answers to. There is nothing more frustrating than going for an off-the-shelf cheap solution that unfortunately comes with reduced service as a cost.

Voip Unlimited

Next steps

Now, what to do to complete decision?

So, now you have been told about the changes coming and business benefits of moving sooner rather than later, give some suitable providers a call.

If you would like to consider us for your transition to SIP, we can list a few reasons why we would be beneficial. Every year Voip Unlimited receive thousands of SIP orders. We have our own privately owned IP network so we can offer many other services to fully support the transition to IP, beyond SIP. For true business efficiency utilising a provider specialising in both voice and data services can make the process much more cost effective and ensure reliability.

We maintain standards of quality and service on our network and hold our suppliers to these standards. Voip Unlimited's teams are constantly reviewing and improving behind the scenes, so that you are receiving the best service possible.

To keep true to our advice above, we will actively advise you on what quantifies the 'best' voice solution for you, per case.

Voip Unlimited are here to help you choose the best solution package to prepare for ISDN retirement, with the optimum deployment ratings and most competitive overall costs, for your unique needs.

About Voip Unlimited

Established in 2006

Voip Unlimited is a UK based Internet Telephony Service Provider (ITSP). Voip Unlimited specialise in voice communications over IP and business data solutions, delivered over its privately-owned reliable network, designed specifically for voice and without compromise. Through trading for over a decade, Voip Unlimited have established a strong reputation for reliable, secure services and tailored solutions, whilst still being cost effective.

Customers include Formula One teams, Healthcare Institutions and Government Agencies. As a central supplier within the Voice over IP market, Voip Unlimited are known for reliability, speed and quality with experienced departments able to design, deliver, install and support, to first class standards.

Voip Unlimited have specifically helped a large amount of customers in adopting highly reliable SIP services, providing organisations across the UK with a competitive edge. Our dedicated project team ensures the efficient delivery of customer installations, providing project updates throughout the provisioning lifecycle.

Businesses who may consider migrating from ISDN to SIP, can now have a single hop option to Voip Unlimited's core network by routing IP calls as well as data.

Voip Unlimited

Voip Unlimited

To arrange a visit at Voip Unlimited's HQ or to chat to the team
01202 612 000   sales@voip-unlimited.net