

# transform the way your organisation communicates

Securely make and receive business calls with Vi<sup>™</sup> SIP Trunking

With today's extremely dynamic communications needs, your business needs a communication solution that can deliver on multiple fronts

Move toward UCAll modes of<br/>communication<br/>are convergingCommunication<br/>becoming seamless<br/>across geographiesImage: Communication<br/>becoming seamless<br/>communication<br/>becoming seamless<br/>composed becomes to the second sec

#### **Digital India**

Govt of India is encouraging a digitally empowered nation BYOD

#### **Cost Benefits**

Preference for a range of devices for flexible communication Need for simpler communication that can do more at low costs



## Introducing Vi<sup>™</sup> SIP Trunking

SIP Trunk is a fixed line voice service that is delivered over a secured IP network for making and receiving calls across the geography.

## But, what is SIP Trunking?



#### **Session Initiation Protocol (SIP)**

is a communication protocol for signaling and controlling multipmedia communication sessions in applications of Internet Telephony for voice and video calls, in private IP telephone systems.



**Trunking** is a method for a system to provide network access to many clients by sharing a set of lines or frequencies instead of providing them individually. This is analogous to the structure of a tree with one trunk and many branches.

## Is it relevant for your line of business?

SIP trunking can be used by a wide range of businesses, including

Enterprises (Small, Medium & Large)

**Telemarketers** 



## Vi<sup>™</sup> SIP trunking is

Highly Modular & Flexible	<ul> <li>Better flexibility to upgrade &amp; downgrade sessions on a need basis</li> <li>No restriction on the number of session on a single trunk</li> <li>Session upgrades &amp; downgrades with a granularity of 1</li> </ul>
Cost Saving	<ul> <li>No hardware cost/ AMCs like PRI cards required for session upgrade</li> <li>Low maintenance</li> <li>FCV Pooling capability available</li> </ul>
ැටූ Highly efficient	<ul> <li>SIP Trunk offers instant call release, unlike traditional TDM technology</li> <li>Lower call establishment time by up to 20% over PRI</li> <li>Multiple Pilots on the single trunk for project-based/ function-based billing. Multiple projects can be run on a single trunk</li> </ul>
Future-Ready	<ul> <li>Future fit for technology refresh as and when the management decides</li> </ul>



## What's more?

With **Managed SIP (MSIP)**, our fully managed solution for SIP trunking, we can help you monitor, measure and optimize your voice infrastructure. This can help you get a transparent view of your fixed telephony network, with best-in-class SLAs, quality scores and a detailed analysis of your voice traffic, including

#### With MSIP, you get access to



To know more about Vi<sup>™</sup> SIP Trunking, visit <u>https://www.myvi.in/business/sip-trunking</u> or reach out to us directly at 1800 123 123 123





www.MyVi.in/business