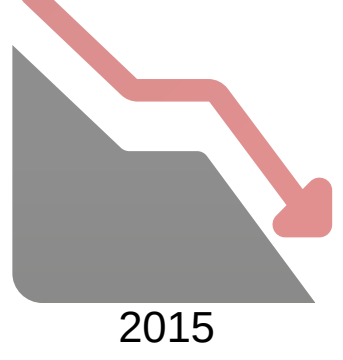


ISDN IS DEAD LONG LIVE SIP

Discover why it's important to get acquainted with SIP trunk providers and make sure you don't get stuck with outdated technology. ISDN is quickly getting overtaken by next-generation SIP telephony.

ISDN IS IN DECLINE



Over a four-year period, the number of ISDN channels used by UK businesses declined by 25%.

3.1 MILLION
ISDN channels to be used by UK business



3.7 MILLION

Source: OFCOM THE COMMUNICATIONS MARKET REPORT 2013

ISDN channels used by UK business

250,000

ISDN channels were replaced by SIP in UK businesses in 2017

Source: OFCOM THE NARROWBAND MARKET REVIEW 2017

Since 2007, UK businesses have replaced

2.4M

ISDN channels with SIP

TELECOMS OPERATORS ARE EXPECTED TO STOP OFFERING ISDN AS AN OPTION AND BT STATED THAT THEY INTEND TO MIGRATE ALL CUSTOMERS ON TO THE IP NETWORK BY THE YEAR 2025. THIS TREND WAS STARTED IN MAY 2013 WHEN US TELECOMS PROVIDER VERIZON STOPPED OFFERING ISDN BASIC SERVICES TO NEW BUSINESS CUSTOMERS. AND IT'S NOW HAPPENING IN CONTINENTAL EUROPE.

Source: VERIZON

WHAT'S CAUSING THE ISDN DECLINE

A major factor is that businesses are demanding more flexibility from their telephony system.

ISDN

- Expensive hardware
- Maintenance cost
- Limited to 30 channels
- Geo numbers only
- Limited features

SIP

- Cost-effective
- Self-servicing portal
- Limited to bandwidth
- Business Continuity
- Feature rich

WITH SIP TRUNKING YOU CAN:

Move offices and keep the same geographic number with no call forwarding costs

Maintain better business continuity. Re-route calls to Alternative destinations quickly and easily in times of disruption

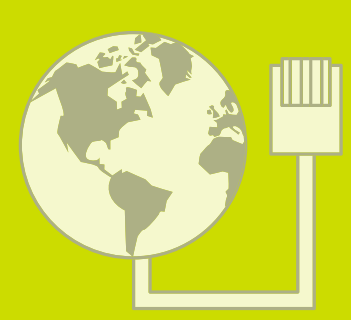
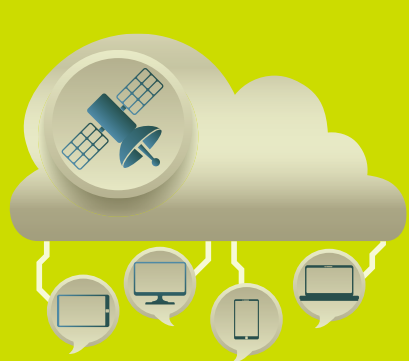
Reduce call costs. IP connectivity costs less than ISDN and offers free internal calls with no call forwarding costs



Rationalise ISDN lines and reduce the number of PBXs – PBXs can even be hosted in the cloud

Utilise a phone service that can cope with any emergency and offer 100% uptime

Use a single connection for high quality voice and data services



THE MESSAGE IS CLEAR

More flexible SIP trunk is fast consigning ISDN to its ultimate demise in the business telephony market.

SIP TRUNK CALL MANAGER PROMOTIONS

As a **Gamma Gold Reseller Partner**, we are, for a limited period, offering exclusive promotions for 4Sight customers that migrate their voice services to us.

For more information, please contact your 4Sight Account Manager alternatively you can call us on +44 (0)20 3668 0444 or email info@4sightcomms.com