

Why your telecoms provider could be costing your business money

Find out why your current supplier downplays SIP trunking – if they do, you will be missing out



A photograph of a road intersection. In the center, two yellow signs with black chevrons point left and right. To the right, a signpost holds a diamond-shaped warning sign with an orange square and a rectangular sign with a black arrow curving right. A grey semi-transparent box with a yellow and black corner is overlaid on the bottom left of the image.

It's ok to switch

If you've been tied into an ISDN contract for a number of years with your current provider it's easy to become complacent with your existing solution. If it meets your current business needs then why would you ask your current provider about alternative solutions?

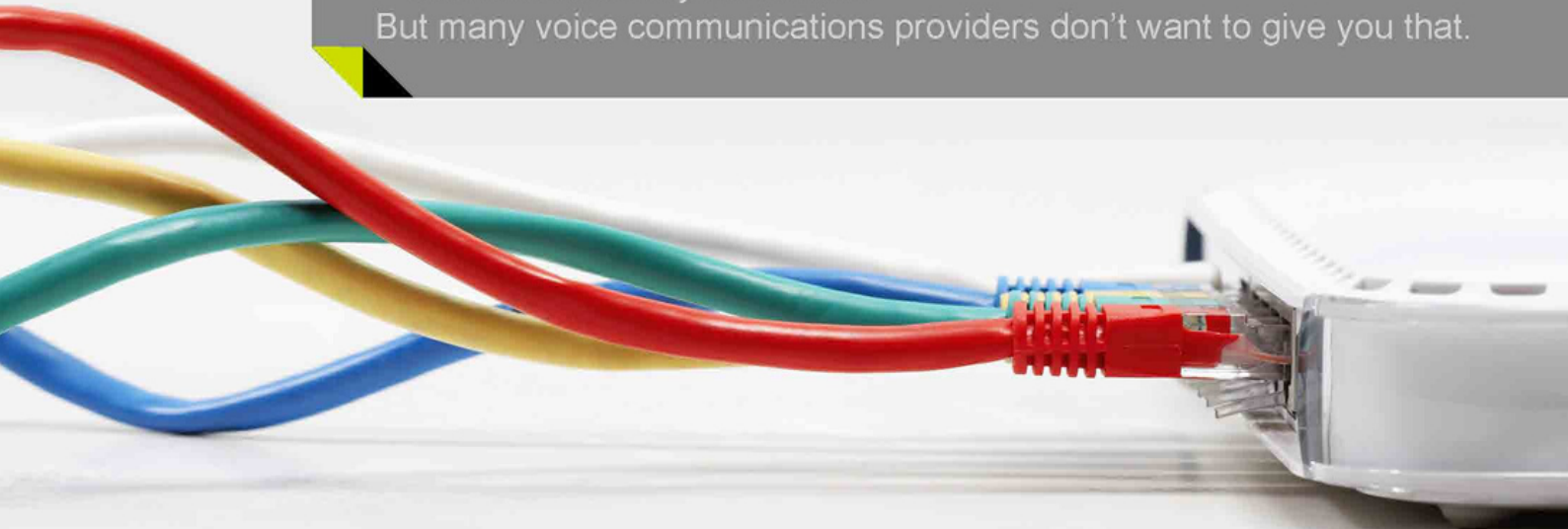
Well you should. Did you know that, by moving your services to SIP, not only can you switch communications suppliers to get the best service for your business, you can also save money in the process.

What is a SIP trunk?

SIP trunking is a technology that routes phone calls via the internet to:

- Cut call costs **save up to 50% on line rental and 25% on calls**
- Allow you to build a telecoms system **flexes** with your needs
- Future-proof your telecoms
- Cut back on costly ISDN lines

But many voice communications providers don't want to give you that.



It sounds like an awesome product! So why haven't I been told about it?

Whilst your existing provider might have a SIP trunk product, they may not have heavily promoted this to you because they:

- Have a lot of money invested in older, less **flexible** ISDN technology
- Earn more from keeping customers tied to ISDN
- Are not well established or have the expertise in the SIP trunk market

A hand in a white shirt sleeve holds silver scissors, cutting a red ribbon. The background is a light gray with a subtle circular pattern. A dark gray box with a yellow and black corner is in the top right.

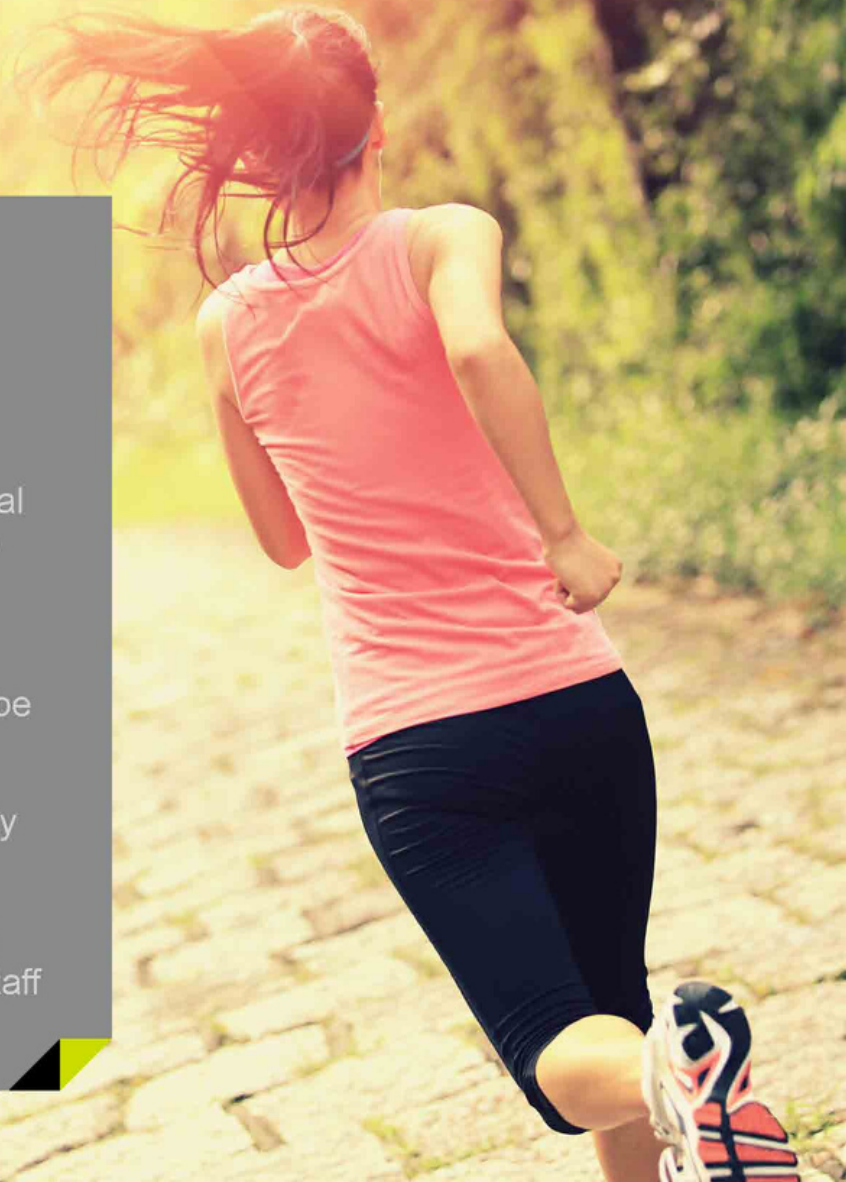
“Why can’t they cut my telecoms bills?”

Why would they? Fortunately for you SIP trunking is becoming more widespread. In fact, it is likely to replace **the traditional ISDN lines before long**. You just need a telecoms supplier who’s more interested in finding you the right product, rather than protecting their profits.

Moving forward with SIP

SIP trunking will help your business cut costs by:

- Reducing the cost per channel so rental is cheaper. What's more calls are also cheaper and sometimes even free depending on your supplier
- Making you more **efficient** – lines can be scaled up or down within minutes
- Having ready-made business continuity features included as standard
- Offering out of the box integration with Microsoft Lync 2013 - ensuring your staff are more productive



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

NEW TO SIP?

For those customers that are new to SIP we are offering **FREE SIP TRUNK CALL MANAGER** when ordered with Gamma Data Services and SIP.

ALREADY A SIP USER?

For those customers that already have SIP services we are offering a limited opportunity to add **SIP TRUNK CALL MANAGER** to your existing SIP services for only £36 pcm per SIP end point and only 30 pence per DDI pcm.

To apply or 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