



SIP trunking provides access to and from the Public Switched Telephone Network (PSTN) over the Internet Protocol (IP). Unlike in traditional telephony, where physical wires were once delivered from the telecoms company to a business, a SIP trunk operates over an existing broadband or leased line allowing a company to replace their traditional fixed PSTN lines with PSTN connectivity via a SIP trunking service provider, such as Pure IP.

How it works

SIP Trunks are linked to a customer's current telephone system which is either an IP enabled PBX or by using a Media Gateway, typically, a more traditional PBX. Outgoing calls are then routed through the PBX and out via the SIP Trunk instead of using costly traditional phone lines.

The Benefits

SIP trunks offer significant cost-savings eliminating the need for costly analogue, ISDN BRIs (Basic Rate Interfaces) or PRIs (Primary Rate Interfaces).

SIP trunks offer the flexibility of being able to route multiple calls from your existing local numbers, anywhere in the world, to any national or international number within your company at the same cost. So a call to a London number may be answered in South Africa or Hong Kong.

SIP trunks allow home workers to be connected to the main office using the internet allowing transparent customer communication.

SIP trunks can connect intraoffice PBXs eliminating the cost of intra office calls and offering the flexibility of overflowing calls to other offices at peak times or out of hours.

Service Features

Pure IP's standard SIP trunk allows 2 concurrent inbound calls from a UK or Overseas numbers to be delivered to your PBX or handsets.

Additional trunks are available at £1.50 per trunk per month.

Voicemail, call follow-me and fax can be added to the service at an additional cost.

Free Trail

We believe that the full benefits are better demonstrated than written and therefore offer a seven day no obligations free trial with £5 of calling credit to illustrate the benefits.

Business SIP Trunking Pricing

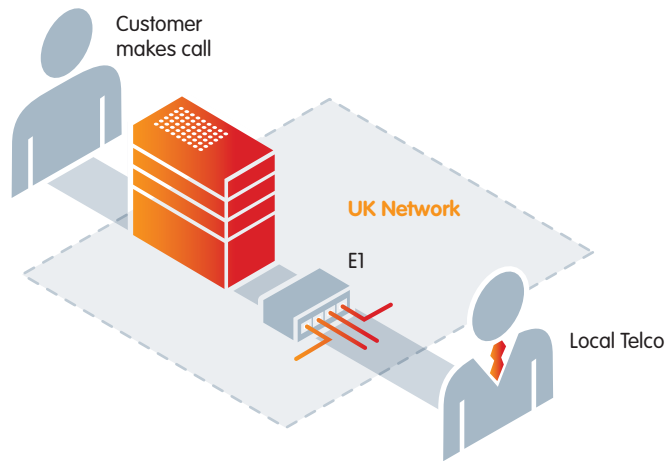
Inbound SIP Trunk setup	From £10.00
Inbound SIP Trunk monthly rental	From £3.00
Additional Trunk / Channel	£1.50 per month

No monthly fixed charges are levied for calls made through our siptrunks. The costs are included into our call tariff.

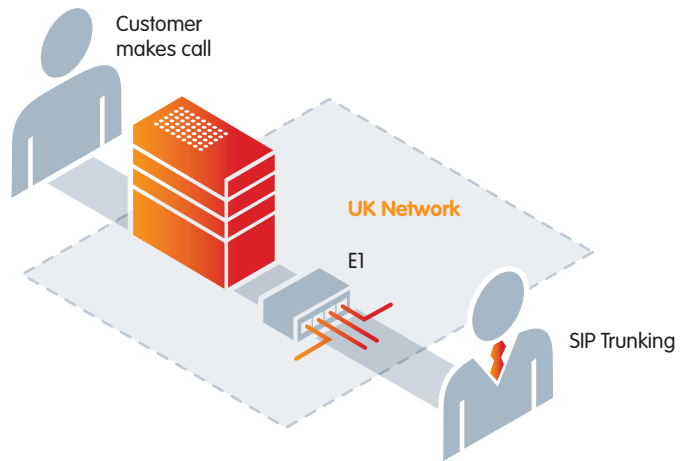
The following diagram illustrates how the service works and connects.



Current Routing Plan: Legacy PBX

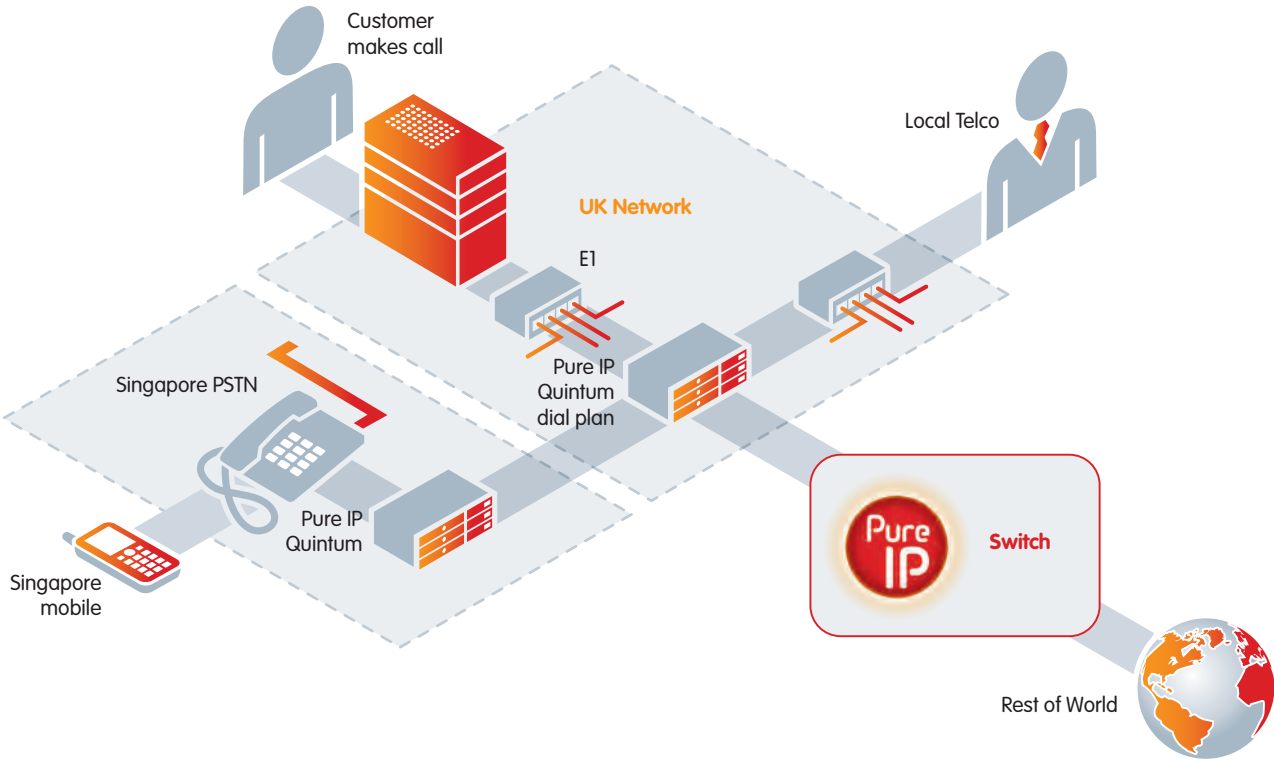


Current Routing Plan: IP PBX





With VoIP Trunking: Legacy PBX



With VoIP Trunking: IP PBX

