SIP trunks with Skype for Business: Embracing unified communications

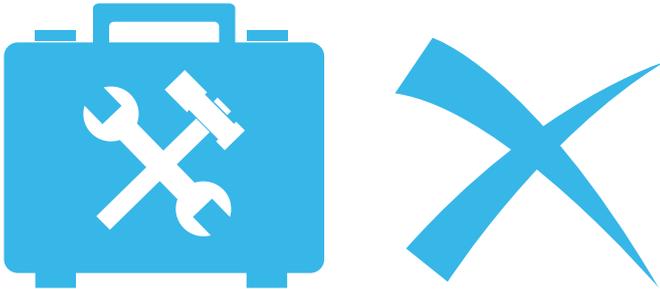# SIP trunks with Skype for Business: Embracing unified communications

SIP trunking provides customers with flexible, cost effective voice services that can tie into the most popular unified communications tools on the market.

Outmoded

Over the last few years SIP trunking has made major inroads into the enterprise communications space, yet many communications providers are still wary of implementing this technology for their customers. Many fear a difficult, technically complex installation process, unreliable service, security problems or a lack of integration with their customers' existing infrastructure.

While these concerns have been a stopping point in the past, Gamma's SIP trunking solution has addressed the issues. SIP trunking from Gamma provide resellers with an easy-to-install, heavy-duty, secure solution that can integrate with a customers existing infrastructure.

Gamma

Gamma is the UK's largest SIP trunk provider*, with a constantly monitored SIP network. A suite of advanced monitoring and diagnostic tools ensures that any issues with the network can be quickly identified and resolved. Your customers can enjoy reliable, stable voice services for a fraction of the cost of traditional ISDN.

*Illume SIP & IP Trunking Market Report & Forecast July 2013

Tech support not required

Gamma's SIP trunking has been conformance-tested to work with the UK's top IP PBX and SIP Gateway vendors. Compatible SIP equipment at your customers' location can be quickly and easily configured to connect with Gamma's SIP network. There are no complicated, proprietary pieces to install and no advanced knowledge of IP networking is required. Just simple, easy installation to get your customers talking.

Rock solid

If you find your customers have concerns with the security of SIP trunking, Gamma also provides fraud management options on its SIP service.

This offers:

- Low-cost hacking and abuse prevention

- Automatic protection against unusually high usage

- Peace of mind against sky-high phone bills

Rock steady

SIP trunking is a mature service which has already been employed by thousands of companies across the UK. Gamma owns and operates the entirety of its SIP network, removing the middle man (and the finger pointing!) seen with many other SIP providers.

Fraud management doesn't require the installation of any hardware at your customers' location. It can easily be activated for all of your customers' phone numbers, or selectively on just a few. Combined with Gamma's stable, proven underlying SIP network it ensures that your customers receive a great phone service, without any surprises.

Integrated

SIP trunks can easily integrate with your customers' existing telephony infrastructure without the need for expensive replacement solutions. What's more, all installation work is carried out directly on the customer's PBX.

For customers with traditional analogue PBX equipment, Gamma's SIP Trunks are compatible with SIP Gateway devices that can bridge directly to existing infrastructure. This means that there is no large capital expenditure and you don't have to worry about compatibility of customer equipment.
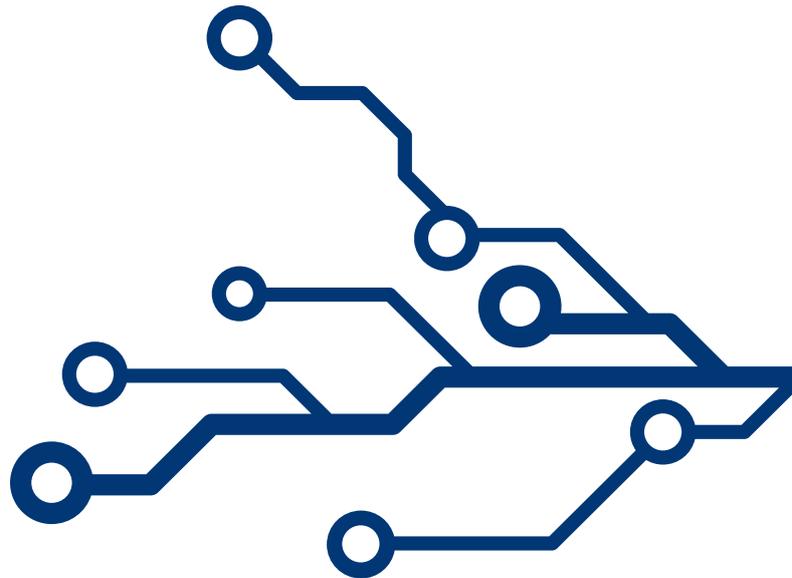
Unified

Gamma's SIP trunking service has successfully completed interoperability testing with Skype for Business. For customers currently using the Skype for Business unified communications solution, Gamma SIP Trunks integrate seamlessly.

When partnered with Skype for Business, Gamma SIP Trunks can provide customers with:

- The ability to make and receive calls from anywhere using office phones or mobile apps

- The option to use Skype apps instead of mobile minutes

- A single point of contact for support and configuration changes

Customers with Skype-enabled environments will be able to experience all of the unified communications benefits of Skype for Business, combined with the solid, cost-effective service of Gamma's SIP Trunks - for a truly flexible communications infrastructure.

Flexibility for today and tomorrow

SIP trunking allows customers to handle their voice communications as they never have before. SIP trunks can be configured to failover to your customers' secondary office location, or an alternative destination, should their primary location be unreachable. Calls can also be automatically diverted to mobiles in the event of a disaster. For customers who are expanding or see seasonal peaks and troughs, SIP trunking allows additional capacity for lines to be added and removed quickly and easily.
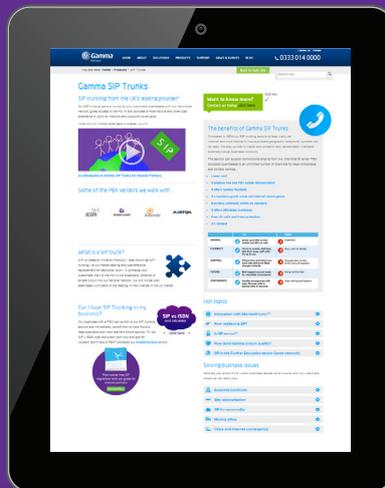
New communications

Gamma's SIP trunking solutions provides the customer with a uniquely resilient and flexible way to communicate. Just some of the perks of SIP trunking include:

- Simple installation

- Reliable, dependable voice service

- Security features with fraud management technology

- Integration with existing communications equipment

- Unified communications features when paired with Skype for Business

- Flexible call routing and business continuity solutions

Start moving your customers to the next generation of communications technology today with Gamma's SIP Trunks.

Help your customers communicate more effectively with Gamma SIP Trunks.

Learn more now