

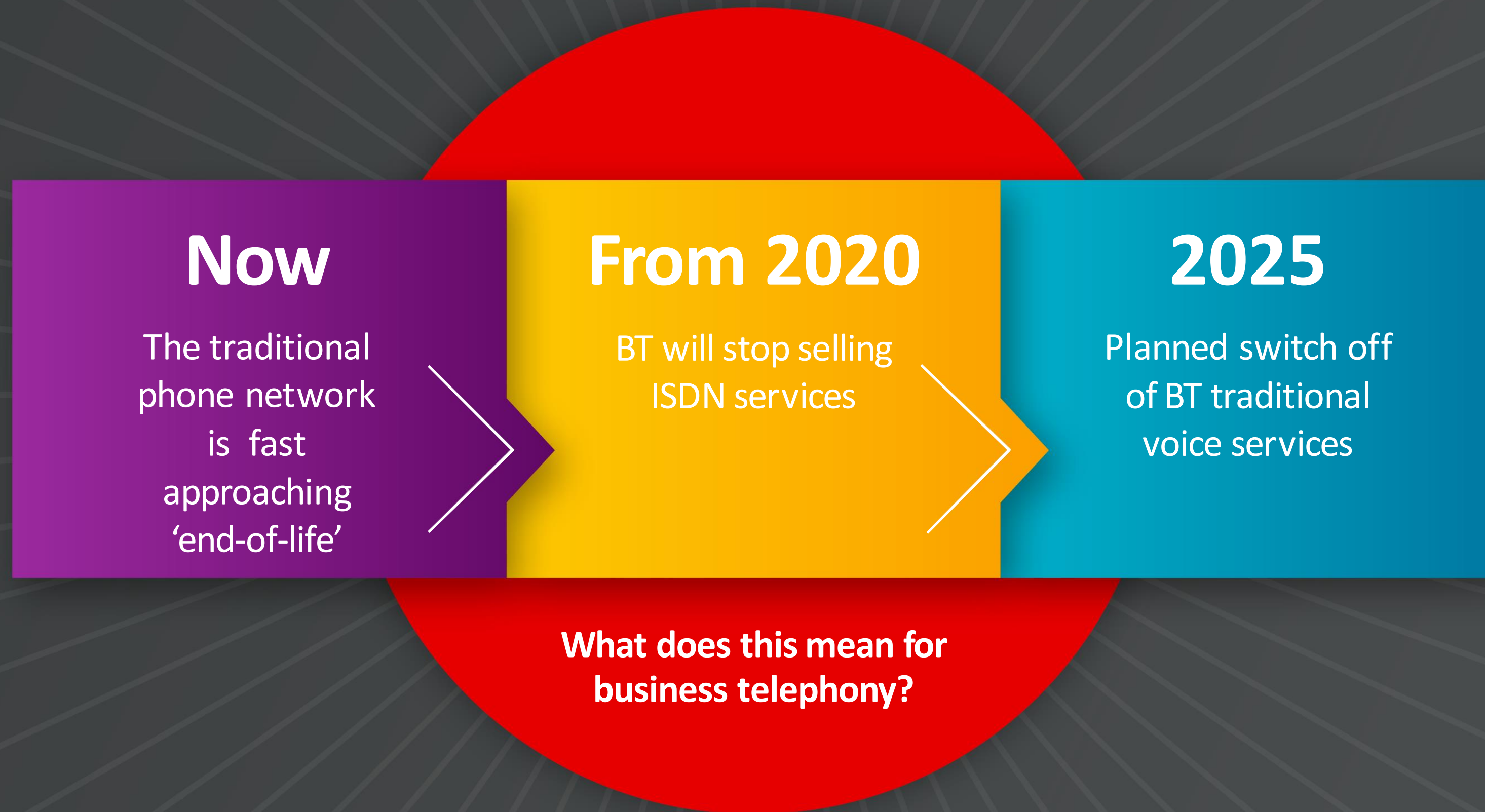
# Make your seamless switch to SIP

Evolved Voice over  
Public Internet service  
power pitch





# All change: the reality for UK voice services



# Challenges and opportunities

Business calling  
costs are too high



Not enough flexibility in  
managing calls and numbers



Concerns about  
business continuity



SIP provides a  
compelling way  
forward to solve  
these challenges.



## What's SIP?

Session Initiation Protocol is a technology that enables data, voice and video calls to be delivered over the Internet, rather than physical phone lines.



# Switch to SIP with confidence

Introducing Vodafone's SIP trunking service: Evolved Voice over Public Internet

## Three key benefits:

### 1 Save

**Deliver lower cost calling without compromise**

- Remove the need for expensive ISDN line
- Clear and competitive pricing rewards volume and loyalty
- Low-cost monthly charges include unlimited free calls to UK geographic numbers and

### 2 Flex

**Adapt to changing business demands**

- More flexibility in how calls and numbers are managed
- Rapid provisioning of new channels allow you to scale
- A 'bring your own access' service gives you more choice and flexibility to keep pace with the way you need to work

### 3 Perform

**Ensure business continuity**

- Future-proof in anticipation of the ISDN phase out
- Shape a system better suited to digital transformation initiatives than analogue/PSTN
- Prepare for 'the new normal' in face of business and staff disruption





# Switch your customers to SIP with confidence

Introducing Vodafone's SIP trunking service: Evolved Voice over Public Internet

**Help your customers to:**

## 1 Save

Deliver lower cost calling to your customers without compromise

## 2 Flex

Help your customers adapt to changing business demands

## 3 Perform

Ensure your customers' business continuity

**Capitalise on the demand for SIP with a solution that makes it:**

1. Easy for you to deliver a **seamless SIP experience**
2. Easy for you to sell our SIP solution and more to your customers
3. **Commercially compelling** with a SIP solution designed to maximise your margin potential
4. **An opportunity to unlock more value** through Vodafone's market leading insight



# The SIP solution that makes more possible

Vodafone Evolved Voice over Public Internet features



# Why SIP from Vodafone?

1

**We deliver  
a seamless  
SIP experience**

It's easy to migrate,  
manage and get all  
the support needed

2

**We bring more  
to the table**

SIP is just one of  
many solutions in  
our extensive Fixed  
Connectivity portfolio

3

**We're a globally  
trusted brand**

Vodafone brings an  
extra level of insight  
and expertise through  
our global reach,  
trust and recognition

4

**We're a  
market-leading  
service provider**

We're constantly  
innovating and  
investing to bring  
you new market-  
leading capabilities

5

**We keep you  
a step ahead**

We support and  
accelerate digital  
transformation





**vodafone**  
business

Together we can