

# HOW VODAFONE PARTNERS ARE SWITCHING CUSTOMERS TO SIP WITH CONFIDENCE

## CAPITALISE ON DEMAND FOR SIP AND HELP YOUR CUSTOMERS MAKE CALLS USING THEIR INTERNET CONNECTION WITH VODAFONE EVOLVED VOICE OVER PUBLIC INTERNET

With the traditional phone network fast approaching 'end-of-life', Vodafone Business Partners understand that voice services in the UK are undergoing fundamental changes. Openreach has confirmed that the switch off of BT traditional voice services is planned for 2025, with no support for the ISDN or PTSN phonelines that are relied upon by many businesses to make and receive calls.\*

We're already working closely with our Partners – facilitating innovative, scalable solutions to help their customers stay one step ahead of this challenging technological shift.

Small to medium enterprises (SMEs) still using fixed services will need to decide what's next for their organisation and how best to make the move to IP voice options. Migrating sooner rather than later can provide a quick win—delivering compelling benefits, fast.

### Turning physical phone lines into virtual lines

Vodafone Evolved Voice over Public Internet is our range of SIP trunking services, supported by our award-winning network. It turns physical phone lines into virtual lines using an internet connection—with a business grade SIP solution that makes more possible. It makes it easy for your customers to modernise business calling and make the move to IP voice.

Vodafone offers a great value SIP solution that delivers compelling cost benefits, while supporting high quality calls.

### Lower cost calling without compromise

SIP trunks can offer savings of as much as 50% versus traditional phone services. That means that the sooner your customers make the switch away traditional fixed lines to a SIP trunk solution, the greater their cost saving.

They'll wave goodbye to expensive landlines and ISDN lines, and reduce costly call forwarding costs with a service built for businesses who just need things to work. Inclusive calls to UK landlines and UK mobiles via their phone system means less bill shock and more good reasons to keep talking.

If you're working to build a better business and take advantage of this new frontier in connectivity, get in touch today and speak to our Partner team.:

<https://www.vodafone.co.uk/business/vodafone-partners/connectivity-solutions-campaign>

### A scalable calling solution for SMEs

SIP connections give your customers far more flexibility to adapt and scale in response to changing business demands. As a Partner you'll be able to quickly and simply provision new virtual lines, with an ultra-scalable solution that can deliver up to 2,000 channels per SIP trunk to meet the needs of even your largest customers.

Once customers have made the move to SIP, it's easy to deploy cloud-based Unified Comms solutions to streamline communications and support new ways of working and collaboration.

### Delivering a seamless SIP experience

We know how important it is for SMEs to ensure business continuity, that's why we offer end-to-end failover to keep your customers up and running. And should the worst happen, calls can be quickly diverted to a nominated number with our disaster recovery service.

Vodafone Evolved Voice over Public Internet is a worry-free solution, with high level encryption options and proactive fraud monitoring that's engineered for business and built to perform with maximum reliability.

### Transforming the future of business calls

Our best-value SIP trunking solution is designed to maximise margin potential for our Partners. We offer clear, competitive pricing bands that reward volume and loyalty—and there are no activation charges as standard for all SIP channels. You'll even find a comprehensive set of resources available on our Partner Hub to help you sell and market SIP.

The Vodafone Business Portal puts our Partners in complete control: ordering is quick, easy and secure—and you can track and manage orders online and add new capacity and services whenever needed. All the expert support you need from our Customer Value Management team is just a phone call away, and we can work collaboratively with your team to identify and target potential SIP prospects.

### Unlocking the value of innovation

Our Partners benefit from Vodafone's global investment in innovation across all communication technologies. From IoT, to 5G mobile and fixed connectivity, we're consistently investing in our product roadmap to bring you and your customers new features and capabilities.

By choosing Evolved Voice over Public Internet with Vodafone, you're supported in offering our extensive next-gen technology communications portfolio that can combine with SIP to create bespoke bundles. With custom solution bundles, you can sell more best-in-class services to your customers and maximise sales revenue for your business.



**'Vodafone's SIP over Public Internet was developed with our channel partners. The solution lets businesses use their phone system to make and receive calls via their internet connection. This significantly reduces business telephony costs, while offering new levels of flexibility and scalability.'**

**Kathy Quashie**  
Head of Indirect Partnerships, Vodafone

# SIP



Together we can  
**vodafone**  
business

\*[https://www.openreach.co.uk/orpg/home/products/wlrwithdrawal/wlrwithdrawal/downloads/WLRPSTN\\_withdrawal\\_infographic\\_update.pdf](https://www.openreach.co.uk/orpg/home/products/wlrwithdrawal/wlrwithdrawal/downloads/WLRPSTN_withdrawal_infographic_update.pdf)