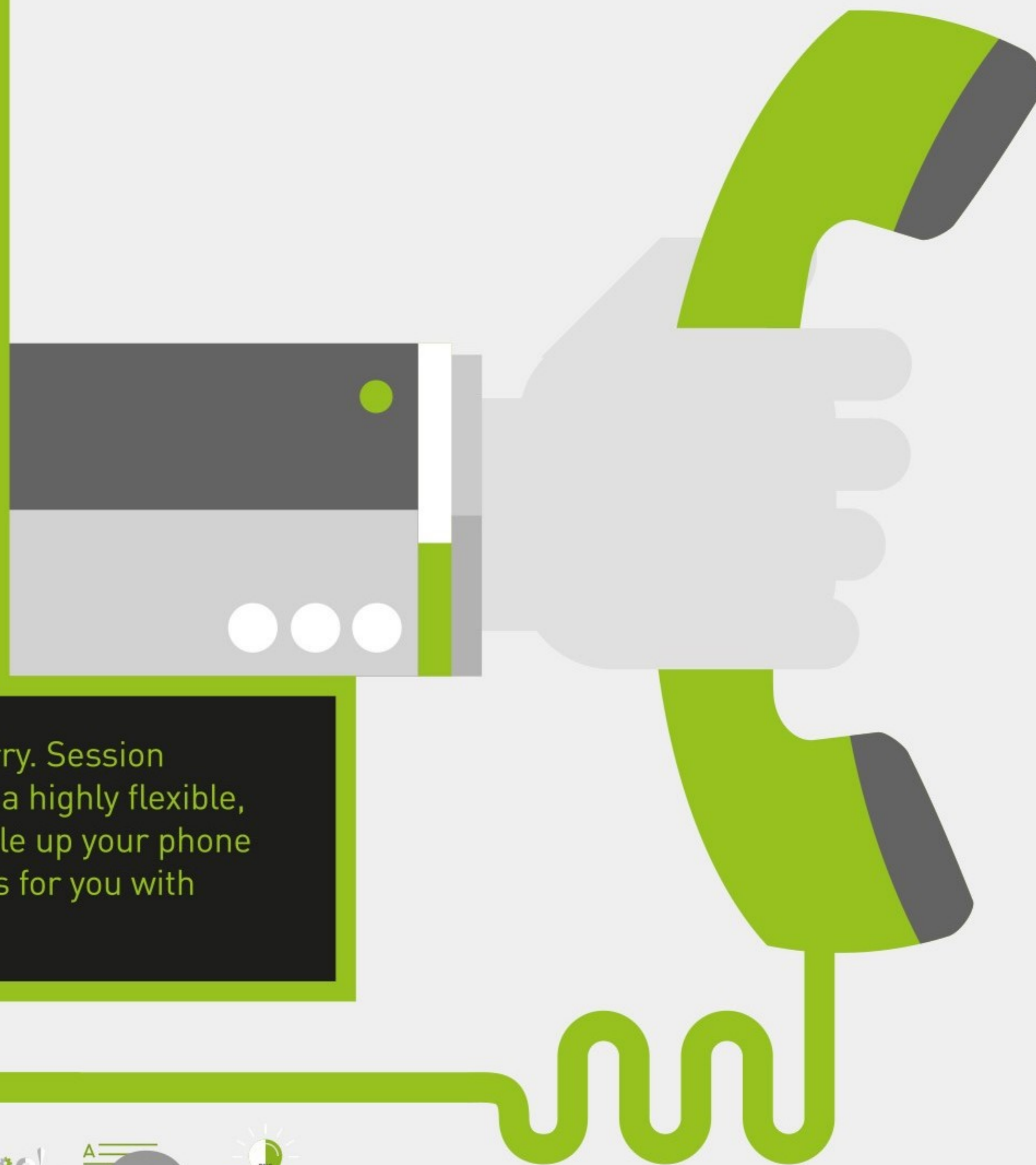


# Make the Right Call for Your Business



Grow your business telephony without worry. Session Initiation Protocol (SIP) trunking gives you a highly flexible, reliable and cost-effective approach to scale up your phone channels. Find out how SIP trunking works for you with StarHub Business SIP Voice.

## DEPLOY SIP TRUNKING FOR YOUR PHONE SYSTEMS



### WHAT IS SIP TRUNKING?

The current standard for delivering Voice over Internet Protocol (VoIP), it uses virtual channels instead of physical wires.

### CAN I USE MY EXISTING NUMBERS?

Customers and partners can stay in touch easily with you, as SIP trunking retains your phone numbers during migration.

### CAN IT WORK ON EXISTING SYSTEMS?

SIP trunking is highly compatible with existing TDM PBX (Time Division Multiplexing Private Branch Exchange) and IP PBX systems.

## BUSINESS SIP VOICE ANSWERS THE CALL



### COMMUNICATE CLEARLY & RELIABLY

Enjoy crystal-clear calls, service reliability and security via dedicated, voice-grade access on a private network.



### DEPLOY SIMPLY & RAPIDLY

Get your SIP trunking up and running smoothly with a full SIP package that includes both PBX connection and hardware.



### SAVE MORE

Reduce physical line costs and pay for only what you need by adding channels in blocks of 5. Plus, cut your phone bills by up to 50%<sup>1</sup> when you switch from Integrated Services Digital Network (ISDN).



### SCALE UP SEAMLESSLY

Add more lines without hassle. You can accommodate **100s** of channels on a single SIP trunk.

<sup>1</sup> Comparison was made with the following assumptions: • 50 employees • 13 channels • Maximum of 25% of employees talking at any given time