

# Leading the way for Unified Communications

Discover the ISDN alternative that offers you reliable, high-quality inbound and outbound calls, with no channel limit.

eir SIP Voice is revolutionising the core communications tool that organisations rely on: voice calls. It's a whole new way to deliver telephone lines to your premises: get better value by using just one connection to carry both your calls and your data, with no loss of voice quality or reliability.

## Significant cost savings

Using your data network for voice gives you free on-net calls and eliminates unnecessary lines. On-net calls are free, right across the enterprise, including on-net mobile calls.

## Genuine peace of mind

eir SIP Voice is a carrier-class service located in Ireland, provided over the eir network. You experience a reliable, business class service with toll-quality calls, supported 24 hours a day by our ISO20000-accredited customer service organisation.

## Future-proof your network

eir SIP Voice lays the foundation for innovative services like unified communications, hosted PBX and hosted contact centres. It's an ideal way to future-proof your communications infrastructure and to take advantage of tools like instant messaging, video and collaboration.

## Range of access technologies

Access eir SIP Voice over a new or existing eir IP-based data circuit such as Business IP, NGN VPN or eir Fibre.

## Improve productivity

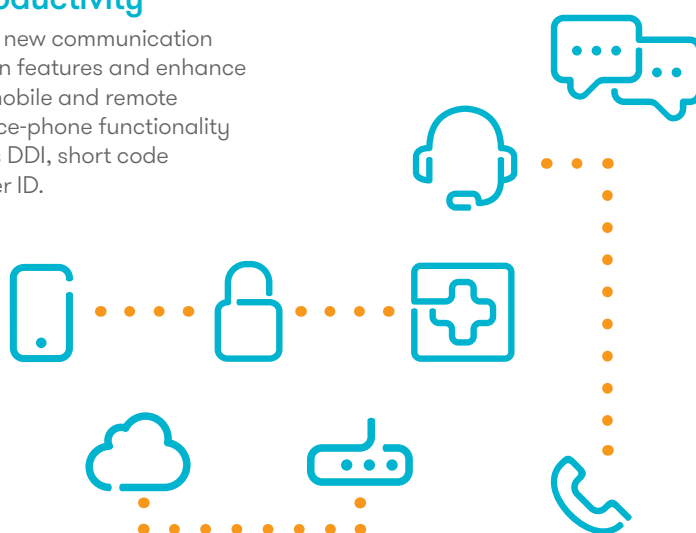
Deploy powerful new communication and collaboration features and enhance productivity of mobile and remote workers with office-phone functionality at home; such as DDI, short code dialling and caller ID.

## Improve management

Simplify moves, adds and changes to your service.

## Handle more calls, without more lines

You've never enjoyed this level of flexibility with your voice services. Burst your number of voice channels at any time to cater for seasonal demands, or events like product launches and other campaigns that create a sudden spike in inbound or outbound calls.



# Your questions answered...



## What is eir SIP Voice?

eir SIP Voice uses Session Initiation Protocol (SIP), a signalling communications protocol that control sessions on IP networks, including voice calls. eir SIP Voice is a robust, toll-quality voice service provisioned over a private, eir IP data circuit that connects an existing customer PBX to eir's Public Switched Telephone Network. SIP Voice calls can traverse both IP and traditional TDM networks, allowing customers to achieve cost savings by leveraging existing eir data infrastructure for voice traffic.

eir SIP Voice rests on Ireland's only geo-redundant IP Multimedia Subsystem (IMS), with core infrastructure repeated across two sites. The service is protected by robust Service Level Agreements and backed by our ISO-20000 accredited customer service organisation.

eir SIP Voice also includes a remote worker component, allowing staff in disparate locations such as home offices to connect to their headquarters' PBX through a DECT or IP phone using any broadband connection (a dedicated broadband connection is recommended to protect call quality).

## How is eir SIP Voice delivered?

eir SIP Voice is accessible via access technologies including copper, fibre and eir Business IP Reach. Home and remote workers connecting into headquarters do not require an eir circuit at their home but may use any IP connection, including third-party DSL. For questions about access technologies, speak with your eir account manager.

To access the service, customers require an access circuit and NTU (this will usually be part of an underlying data network); a router; an IP-enabled PBX (or a gateway if their PBX is not IP-enabled), and optionally a Session Border Controller (SBC) to control the types of calls and traffic that may use the company network.

eir Business can provide all the elements for delivering this solution, including IP PBXs, traditional PBXs, Gateways and Session Border Controllers, plus services for the design, implementation and support of the system.



## What options are available?

eir SIP Voice is available with multiple deployment scenarios depending on your needs, including distributed or centralised over Internet and via VPN.





The centralised solution allows routing of calls over a data VPN, giving you extra control over calls and costs. In this case, across all your sites, the extension features are provided by the IP PBX in your headquarters, letting you reduce costs further by having a single, central IP PBX. A multisite billing option is available for this scenario.

The distributed architecture empowers your staff with more freedom by managing locally the traffic and the associated costs. A hybrid solution can also be provided by eir Business, depending on your business needs and traffic profile.

## What are the components of the product?

eir SIP Voice offers multiple voice calling features including DDI numbers, Caller Line Identification capabilities (CLI Presentation and CLI Restriction), call barring, call waiting, DTMF, hunt groups, call forwarding, faxing, clustered PBX, multiple number range scenarios and multisite billing. Advanced call features are also available either at trunk or at DDI level, including call waiting, conferencing, call forwarding or call transfer. eir SIP Voice is SIP Connect compliant and is compatible with services including Suretel and Freefone.

## Want to know more?

-  call 1800 400 200
-  speak to your Account Manager
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