

Carrier Class SIP Exchange



Reduce costs, enhance continuity and increase flexibility with netX

After a number of years of successfully managing the migration of ISDN to SIP via BriPORTAL - which was deployed on customer premises, connecting telephone systems with the IP network - Britannic commenced the development of a carrier grade SIP exchange platform which could be hosted in the cloud. After significant development and successful interoperability testing with the BT network, netX was born.

What is netX?

netX is a carrier grade, 'business class' SIP exchange platform which has direct connection into the BT network for the large scale routing of IP telephone calls.

This has enabled our customers to work towards a strategy of moving from expensive, inflexible and over-resourced ISDN networks, which reside alongside data connections (internet pipes, DSL, Ethernet, MPLS and other WAN technologies) to a single standardised network infrastructure.

How can you connect to netX?

Connection is usually achieved via a local BriPORTAL gateway connected to your PBX. It will connect either through an interconnect from an existing WAN into **netX**, or provision of a new WAN from Britannic (which through existing interconnect agreements provides direct connection into **netX**).

Through network interconnections we are able to provide our customers with large bandwidth connections for voice routing for a fraction of the cost of alternative access methods. These connections can then scale as required to provide in excess of 1,000 concurrent voice channels over a single connection.

As we are directly connecting existing data networks to our host we are not subject to the usual lead times associated with new provision. This means that savings can be achieved within weeks as opposed to many months.

Once in place we are in a position to migrate from legacy PSTN/ISDN to SIP at the pace you are comfortable with. This will deliver significant cost savings by removing legacy network connections and changing the call traffic from PSTN to SIP, a more cost effective option.

The benefits of netX

- **Reliability** Infrastructure is fully resilient both physically and virtually, the network is controlled end to end to guarantee carrier-grade, voice quality, backup trunks available over a number of access methods.
- **Security** Every call is authenticated and transported across private network links; each session is kept separate to ensure privacy. Transport Layer Security (TLS) is available on request.
- **Supported Environments** Support for multiple protocols, support for any SIP codec, full NAT support, BriPORTAL gateway support for backwards compatibility for TDM, full disaster recovery options.
- **Flexibility** Numerous access methods are available across a multitude of interconnect models, channels can be added incrementally.
- **Cost Savings** Consolidation of lines and lower cost call routing via SIP.

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netX

Voice Continuity

Due to the nature of our **netX** platform we are able to deliver an enhanced level of voice continuity by setting up alternative routing plans on individual telephone numbers, so that if a problem were to occur we could automatically re-route the calls through to an alternative destination, right down to individual DDI numbers.

immediately, or alternatively utilise a burst model whereby you only pay for what you use.

PSTN to SIP Migration

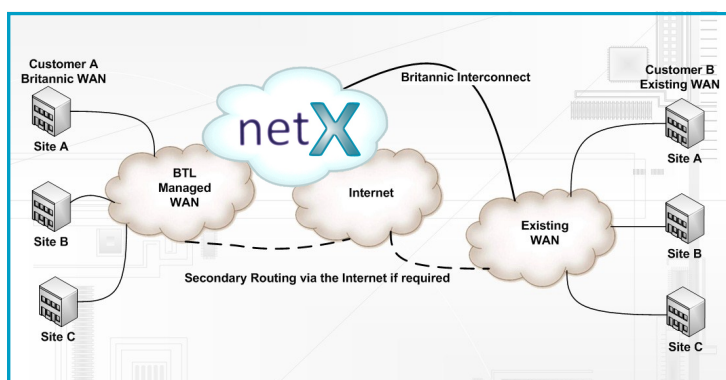
Britannic Technologies have established a PSTN to SIP migration program whereby as BT Wholesale partners we can migrate existing ISDN and PSTN services over to our management. We typically deliver savings of around 10-15% versus BT's retail pricing.

Throughout this migration process we work with BT and our clients through a process called 'disclosure of information' to obtain complete clarity from BT as to the services that are being provided and the associated costs. In many cases (especially multisite environments and enterprises that have grown through acquisition) this identifies anomalies and unnecessary services that the customer is paying for.

We are then able to work with the customer to immediately cancel unnecessary services and right-size the current PSTN/ISDN infrastructure again to deliver further cost savings.

Alongside this process we are in a position to undertake 'proof of concept' testing for SIP routing through the connection to the **netX** platform. Once implemented we are in a position to migrate the existing call routing from the old world (PSTN and ISDN) to SIP (**netX**), cancelling either all or most of the existing legacy ISDN and PSTN connections and helping to optimise the savings across calls, lines and enhancing the overall management and voice continuity options. For one customer this is currently amounting to a £15,000 per month saving.

For more information about netX call 0845 050 1000 or email enquiries@btlnet.co.uk.



Cost Savings

When deployed across a multiple site environment the savings increase dramatically as organisations have historically oversubscribed ISDN connections locally to accommodate peaks and troughs. When you multiply the oversubscription across a number of different locations they can add up to a significant amount of unnecessary resource.

When we compare the cost of ISDN channels versus SIP channels there is a significant opportunity for cost saving. ISDN channels typically cost £15 per month, while Britannic's **netX** platform provides SIP channels at a fraction of the cost: only £5 per month.

Traditionally when organisations have wanted to increase capacity they have had to work within the physical constraints of ISDN, these being that they are only available in 30 channel increments per channel with a minimum order of 8 channels per bearer. This is no longer the case with **netX**.

With the **netX** platform you can scale up and scale down the number of channels you require