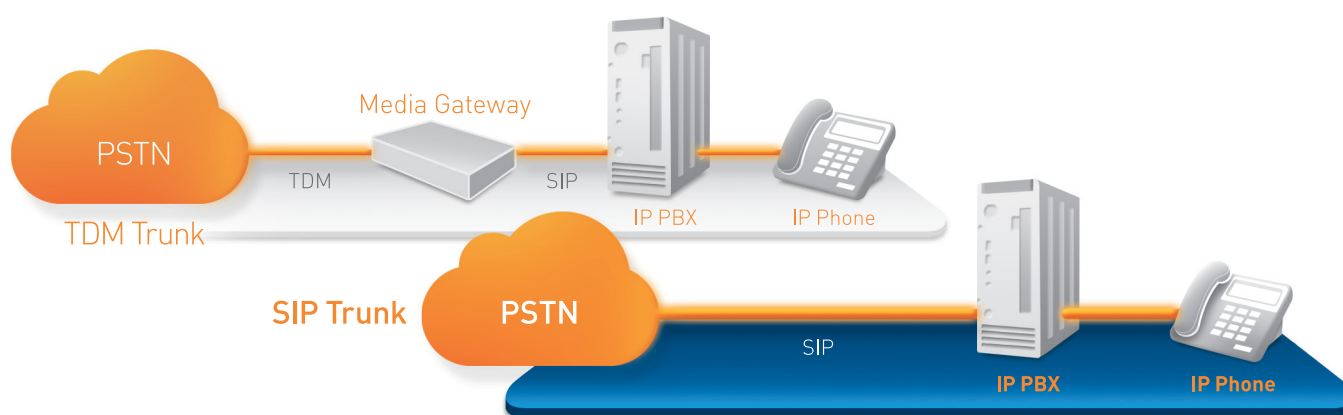


Enterprise SIP Trunk

Next generation VOIP service

HKBN Enterprise SIP Trunk is fully designed to enhance and support a full range of business communications. Utilising the fibre network as its focal point, it significantly reduces telecom overheads while offering a rich array of features. It is an IP access solution that enables direct service provider to enterprise connections of IP PBX. Unlike a time-division multiplexing (TDM) trunk, a SIP Trunk is a direct SIP-to-SIP connection to the public switched telephone network (PSTN) without converting from TDM.



Breaking the Limitations on T1

IDA-P

TDM-based, mainly for voice communication

Scale up by trunk only, increments at 24 channels per step

Limited to 24-channels per trunk and the need to install T1 cards circuits

Require additional IDA interface card

Enterprise SIP Trunk

IP-based, supports not just voice but also video communication

Highly dynamic channels, clients subscribe to what they need

No limitations to the number of channels in the trunk, much faster to expand

Lower CAPEX, no additional interface card required for channel expansion

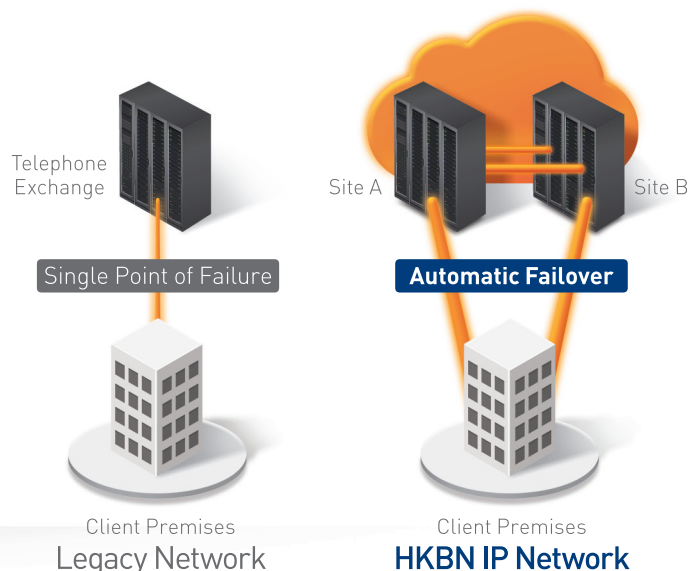
Address Your Business Needs For

- **Centralised management** reduces operational complexity and cost
- **Integrated communication service** works alongside existing business systems and applications
- **Fully scalable flexibility** allows adding enhanced features and functionality to meet the changing needs

Features and Advantages

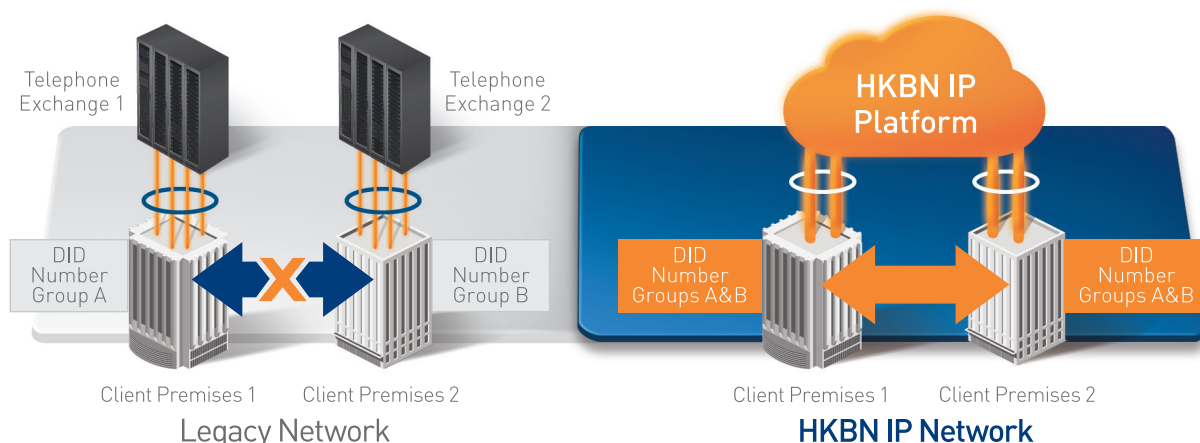
Geographic Redundancy Exchange

Every call is a business opportunity. HKBN Enterprise SIP Trunk actively monitors the connection between clients' premises and the Telephone Exchange site, and automatically re-routes calls to an alternative Telephone Exchange site located in a different location when connection faults are detected to avoid any single point of failure.



Efficient Multi-site Interconnection

Companies with multiple offices no longer need to navigate complex tie line services to route incoming calls and manage numbers. With Enterprise SIP Trunk, multiple offices are treated as one logical Direct Inward Dial (DID) group, connecting all locations as one seamless and easily managed voice network.



On-demand Burstable Channels

Allow ad-hoc campaigning through quickly implemented, highly scalable call completion rates; all without requiring long-term investment in extra channels.

Legacy T1
For Daily Operation Only

3 x T1 / 69 channels

SIP Trunk
Ad-hoc Campaign Available

SIP Trunk / 60 channels +
Ad-hoc 30 channels = 90 channels

Flexible Scaling

With Enterprise SIP Trunk, scaling to meet the extra call capacity of a growing business is quick and effortless, and requires no additional wiring or trunk card investment.

Discover how HKBN Enterprise Solutions
can meet your business needs by contacting us at **128-1111** or **es.hkbn.net**

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to Hong Kong Broadband Network's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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