

**Top 50 industry leaders**  
invited to our exclusive event!

**TalkTalk  
Business**



**TalkTalk Business SIP delivery partner**  
invite you to an exclusive event!

Following BT's announcement for the projected **end of life for ISDN** there is no doubt that the 'old world' legacy ISDN telephony world is dead and the future for telephony is 'new world' fibre and SIP trunks.

Silver Lining are a **TTB Specialist SIP Deployment Partner** and have put together a new SIP initiative for a specific group of industry leaders and you are invited. As part of this group you will be offered this next generation SIP platform **free of charge**.

This means no migration fees and no trunk rental charges. You can benefit from **a saving of 100%** of your current ISDN rental costs. SIP also provides a robust resilience disaster recovery strategy. The network design can include a dual carrier SIP delivery alongside your existing legacy ISDN telephony environment.

### Exclusive Event

**Date:** 10<sup>th</sup> December  
**Time:** 12pm & 3pm  
**Venue:** TalkTalk HQ  
11 Evesham Street  
London  
W11 4AR  
**Gift:** - Free iPad

**BOOK YOUR FREE  
PLACE TODAY**

**0845 313 11 11**

**info@everycloud.eu**  
[silver-lining.com/sip](http://silver-lining.com/sip)

If you would like to be involved in this initiative,  
**attend our exclusive event** and you will be offered  
our next-generation SIP platform **free of charge!**

**0845 313 11 11 | [silver-lining.com](http://silver-lining.com)**



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**TTB's specialist SIP deployment partner**  
**We are serious about SIP!**

## **What is SIP** and why should I use it?

In a nutshell, SIP trunking is about delivering telephony via IP data links. By the end of this year it is estimated there will be more SIP lines deployed than ISDN in the UK, and by 2020, 80% of all telephone lines will be SIP lines.

Because SIP lines are "virtual", SIP trunking affords businesses greater flexibility and control, geographic anonymity, short-term capacity when needed, and disaster recovery - not to mention huge line rental cost savings and low cost call charges.

## **Why take part** in this initiative?

BT recently announced their future plans to decommission the UK's ISDN network. SIP technology is the future of telephony, and this initiative aims to further explore it and raise awareness of the capability of SIP telephony. Your business can benefit from this next-generation platform for FREE by taking part.

# **We are serious about SIP!**

"Since moving to a diverse SIP set up 12 months ago, we now have far greater flexibility and control. We experienced an easy transition and considerable cost savings. SIP has also proven to be extremely robust."

*- Jeff Harris, Integrafin*

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