



Press Release

Vi Introduces Fully Managed Voice Service for Enterprise Customers – First time in India

- **First and only telecom operator to provide Managed SIP service in India**
- **Offers high security, resilience, customisation and flexibility with new age networks and across devices**
- **Help enterprises get a transparent and complete view of their fixed voice network, with best-in-class SLAs, voice analytics, quality scores and value added features**

Mumbai, June 15, 2021: **Vi Business**, the enterprise arm of Vodafone Idea Ltd. (VIL), has introduced Managed SIP service for businesses for whom voice calls are a key business resource. Most Indian BPOs/KPOs, the BFSI and IT/ITES, telemarketers, VAS providers, conference service providers and similar sectors are currently relying on legacy TDM based PRI connections from multiple vendors and do not have a clear view on the efficacy of each service. With **Vi's** Managed SIP (MSIP), these organizations will now have the assurance of security as well as a window to monitor, measure and optimise their voice infrastructure. These services also help user clients get a complete view of their fixed telephony network, with best-in-class SLAs, voice analytics, quality scores and features to improve service efficiency.

For business verticals and functions where voice is a key business resource, fixed telephony is of utmost importance. Globally, fixed telephony has evolved from legacy TDM to SIP (Session Initiation Protocol). Requirements for more flexible networks that adapt to new age IP networks, unified communications and the extended Work from Home scenario have triggered the growth of SIP Trunk services in recent months.

Features:

- Proactive monitoring of last mile and voice traffic
- Availability of real time & historical reports on voice KPIs through portal
- Monitoring & management of Customer Premises Equipment (CPE)
- Dedicated Service desk

Announcing the launch of Managed SIP services for Enterprises in India, **Abhijit Kishore, Chief Enterprise Business Officer, Vodafone Idea Limited**, said “With the introduction of **Vi** Managed SIP service, **Vi Business** is now in a position to be a single point facilitator of comprehensive fixed telephony solutions that enable businesses to gain better control of their overall voice infrastructure and the ability to garner meaningful insights on voice performance for their clients/ internal stakeholders. I am confident that this significant addition to our basket of best in class, holistic communications solutions for Enterprises, will help our customer organisations transform the way they communicate with their customers”.

One of the most perceptible and measurable benefits of using **Vi** Managed SIP service is in the form of measurable enhanced service quality:



- Single trunk has multiple pilot numbers- This helps customers having multiple businesses to keep a tab on their expenses
- Unlimited voice channels/sessions on a single trunk- There's no maximum limit on the number of channels a single trunk can configure. This helps customers in maintaining a single connection no matter how many sessions they have, thereby simplifying operational management
- Digital experience portal to access real time reports and review the network
- Proactive monitoring of problems to track the efficiency of voice resources
- Auto ticketing for threshold breach of KPIs, ensuring reduction in mean time to repair. In case of fault, dedicated customer service desk will work proactively to address and plug the breach of SLA parameters
- Future ready technology to help customers reduce their operating cost on purchase of hardware and manpower for managing them, besides doing away with hardware obsolescence.

Note: To know more about Vi™ Managed SIP, visit <https://www.myvi.in/business/enterprise-solutions/business-communications/sip-trunking>

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About Vi:

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. The company offers products and services to its customers in India under the TM Brand name "Vi".

For more information, please visit: www.MyVi.in and www.vodafoneidea.com

Ookla® - the global leader in broadband testing and web-based network diagnostic applications, has verified Vi, based on analysis of Speedtest Intelligence® data as the fastest 4G network pan-India in Jan to March '21.

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