

the bandwidth you need

ISDN can satisfy your company's voice and data communications needs in the most efficient, flexible way possible. ISDN PRI uses DS-1 accesses (1.544 Mbps each) to carry 64-Kbps channels (23 or 24 channels on each DS-1) connecting your equipment to the public telephone network. Each channel can be used for voice, data or video at any time.

In addition, channels can be combined "on demand" to deliver higher bandwidth. Many types of customer equipment such as videoconferencing units use inverse multiplexing to combine the 64 Kbps channels into data pipes running at 384 Kbps, 768 Kbps, or even 1.544 Mbps – the equivalent of a full DS-1.

the power of ISDN signalling

With D channel signalling, TELUS ISDN PRI Service sets up calls almost instantaneously – increasing both trunk efficiency and user satisfaction. D channel signalling also delivers sophisticated features such as Calling Line ID, Name Display, Station Level Billing and Dialed Number Identification Service for incoming toll-free calls.

Station Level Billing allows your company to bill the originating station (DID number) for services such as 411, 900, long distance directory assistance, and long distance services. This feature also allows you to display a DID number as your Calling Line ID on your outbound calls.

explore the potential

TELUS ISDN PRI Service opens up a wide range of potential applications including:

- **Corporate PBX** – The cost savings and flexibility of ISDN PRI make it the ideal choice for connecting PBXs. Call centre systems – Split-second call setup times deliver greater productivity and savings to outbound call

centres. Features such as Calling Line Identification and Dialed Number Identification Service will help you improve the service your customers receive.

- **Remote and branch office access to corporate networks** – Teleworkers and branch office staff can dial up to corporate LANs without the expense of dedicated private lines. Calling Line ID can be used to enhance security. If calls originate from ISDN BRI lines instead of modems, speeds can be accelerated from modem rates to 128 Kbps.
- **Dial-up videoconferencing** – The bandwidth of ISDN PRI makes it the industry standard for serving large videoconferencing locations, particularly bridges.
- **Internet Service Provider dial-up access** – ISPs use ISDN PRI to provide dial-up customers with fast, reliable connections to their Internet gateways. TELUS ISDN PRI Service assures maximum flexibility, supporting modem speeds of 28.8 and 56 Kbps, as well as ISDN speeds of 64 and 128 Kbps. TELUS ISP PRI is a subset of TELUS ISDN PRI service that targets the specific needs of Internet Service Providers (ISPs) in providing access to their customers, with one way incoming data-only connections. These incoming data-only connections originate from analog modems, switched 56 Kbps services or ISDN services. The benefit is lower cost compared to regular ISDN PRI, or equivalent number of Centrex lines, all with one integrated DS 1 access.
- **E-commerce applications** – If your company needs to integrate the telephony portion of its communications infrastructure with customer databases or Internet applications, intelligent ISDN signalling makes ISDN PRI the best choice.

To gain greater efficiency, improve the cost-effectiveness of your company's communications network and equipment, and make use of advanced capabilities, consider ISDN (Integrated Services Digital Network) service. TELUS ISDN PRI (Primary Rate Interface) Service carries voice, video and data easily and reliably. ISDN PRI service is the acknowledged state of the art for connecting your mission critical equipment – PBXs, remote access concentrators, modem pools – to the public telephone system.



data & IP solutions

ISDN PRI Service

end-to-end digital connectivity

switched data services

a better solution

With TELUS ISDN PRI Service, your company will have a vital competitive advantage.

You'll see the results in:

Improved cost-effectiveness. TELUS ISDN PRI Service allocates channels on a call-by-call basis, according to the traffic demands of the moment. This can deliver 10-25% greater trunking efficiency than analogue service. ISDN PRI also minimizes the hardware cost of your equipment, because one digital trunk card can replace as many as 24 analogue trunk cards.

Improved customer service. ISDN signalling delivers virtually instantaneous connection time. You will find that users are more satisfied, and access trunks aren't tied up waiting for a call to connect. Because TELUS ISDN PRI uses ISDN signalling to set up calls, you'll have advanced features such as Calling Line ID and Dialed Number Identification.

Increased transmission accuracy. ISDN is an end-to-end digital circuit so errors in data transmission are reduced. There's no noise on the line to disrupt communications.

maximum flexibility

Unlike some local service providers, TELUS offers you a choice between National ISDN-1 and National ISDN-2 PRI service. Although both versions conform to industry standards, they differ in some of the more advanced features. In some cases, certain customer equipment works more efficiently with one or the other of these versions. Our TELUS ISDN experts can assist you in selecting the alternative that best meets your needs.

ISDN service tailored to your business

TELUS ISDN PRI Service is designed to grow with your business. As your requirements for capacity increase, TELUS ISDN PRI Service can accommodate the changes economically and efficiently. The service offers many optional traffic management and call routing features which can satisfy the most complex applications. Our experienced network designers will optimize your PRI installation to give you the most effective and cost efficient service.

Let us show you how TELUS ISDN can help speed up your company's performance.

What makes TELUS a leading supplier of advanced solutions? We excel in four areas important to your business – service breadth, service depth, service reach and exceptional service to our customers.

breadth of service

TELUS offers a complete set of data and Internet solutions to meet your communications and business needs. Rely on us for excellence in everything from equipment and hardware to network connectivity – for expertise in everything from building and hosting a corporate Web site to designing and developing an electronic commerce solution.

depth of service

Businesses are diverse, but we all need to communicate. TELUS provides a variety of service levels so you choose the level of application and networking management your business requires. Flexible options mean you decide whether you want a fully managed consultative solution, or a basic connection to get your business online. We ensure your business benefits from the best possible application and network infrastructure, with Service Level Agreements that include 99.7%* network availability.

reach of service

We all conduct business in a global marketplace. This means we communicate and do business across provincial borders and around the world. TELUS operates its own network across Canada and provides service across North America via our partners. We offer extended services worldwide – providing effortless communication where and when you need to conduct business.

quality of service

Your business is unique and the experts at TELUS specialize in understanding your needs and providing a complete solution tailored to meet them. Our many years of experience in data, communications and the Internet enable us to offer everything you require, from a single source. In addition, we continually invest in leading edge technology to ensure the service we provide you is of the utmost quality at all times.

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For more information about solutions for business, contact your TELUS Account Executive or, for an introduction to an Account Executive, call
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