

## Ready to lower your telecom costs? Consider SIP Trunking

For many years, communication by telephone ran over a public switched telephone network (PSTN) consisting of fixed-line analog or digital telephone systems. During that time, businesses would purchase "lines" or "trunks" – which consisted of a dedicated line, or a bundle of circuits, from their service provider ( the "telephone company").

Over the years, telecom technology has evolved to include T-1, ISDN PRI and the voice over IP (VoIP) many businesses use today.

Your business has the choice of using traditional PSTN lines or trunks, a Primary Rate Interface (PRI), or other telecom connection option. However, choosing to connect using "Session Initiation Protocol" or SIP Trunking for your VoIP telephone system, or even for your older PBX systems, can significantly improve communication and cut telecom costs without any new capital investment.

Basically, SIP Trunking eliminates the need for separate voice and data connections across your entire enterprise, regardless of the size of your business or the number of locations you have.

### Advantages of SIP Trunking

- **Get more from the same bandwidth:** A business with 50-75 phones might use only 1 to 15 of those phones at any given time. Even though almost half of the capacity of the lines is being wasted, businesses are reluctant to downgrade their network for fear of not being able to handle peak call volumes when the need arises. With SIP, both voice and data traffic work together seamlessly. SIP determines the most efficient use of resources and allocates bandwidth where it's needed most. This ensures both voice and data run smoothly while minimizing waste.
- **Save with no-cost or low-cost long distance:** Using an SIP Trunk and Internet-based VoIP communication is significantly less costly than analog long distance. Rather than paying the traditional per-minute rate on long distance calls, the only cost is usually the basic service fee paid to your telecom provider. SIP Trunking can quickly give any size business a global telecom connection for little or no extra cost.
- **Update your telecom capabilities, even if you use an existing PBX or other older phone system:** SIP Trunking makes it possible to add advanced features to older telephone systems. By keeping your existing telephone numbers and dial plans, you can get local, long distance and toll-free connections that deliver the features of more modern systems, including the following:



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- o Local numbers, toll-free access, domestic and international long distance, as well as free inter-office calling
  - o A remote market number to gain a local presence in a market without having to establish a branch office – this can also eliminate the need for an 800 number
  - o E-911 service
  - o Directory listings and assistance
  - o Personal management tools
  - o WebFax service
  - o Toll-free conference calling
  - o Follow-me number for Presence Management functionality
  - o Call forwarding
  - o Call screening
  - o Sequential or simultaneous ringing
  - o Voicemail
  - o Group messaging
  - o Hunt groups
  - o Automated attendant
- Add new lines quickly, easily and cost-effectively: Unlike such telecom options as PRIs, which require the purchase of groups of lines at a time, SIP Trunk lines can manage an average of two to three users and can be added individually.

Regardless of the telecom system you are using now, SIP Trunking is the smart way you can advance its capabilities while, often dramatically, cutting costs. Ask us about adding SIP Trunking to your system today.



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