



SIP Trunking

Flexibility • Continuity • Cost Savings

What is **SIP** Trunking?

As a business owner, you are constantly looking for ways to cut costs and reprioritize your spending. With all the services you are tasked with managing (merchant services, shipping services, payroll services, etc.) it's understandable you haven't mastered the knowledge of each industry. Maybe you've heard of SIP trunking, but you'd like to know more about how it works before you contact providers.

Session Initiation Protocol, or SIP, is the way you achieve a voice over IP (VoIP) call. It's an application layer protocol for setting up real-time sessions of audio and/or video between two endpoints (phones). Simply put, SIP is the technology that creates, modifies, and terminates sessions with one or more parties in an IP network, whether a two-way call or a multi-party conference call.

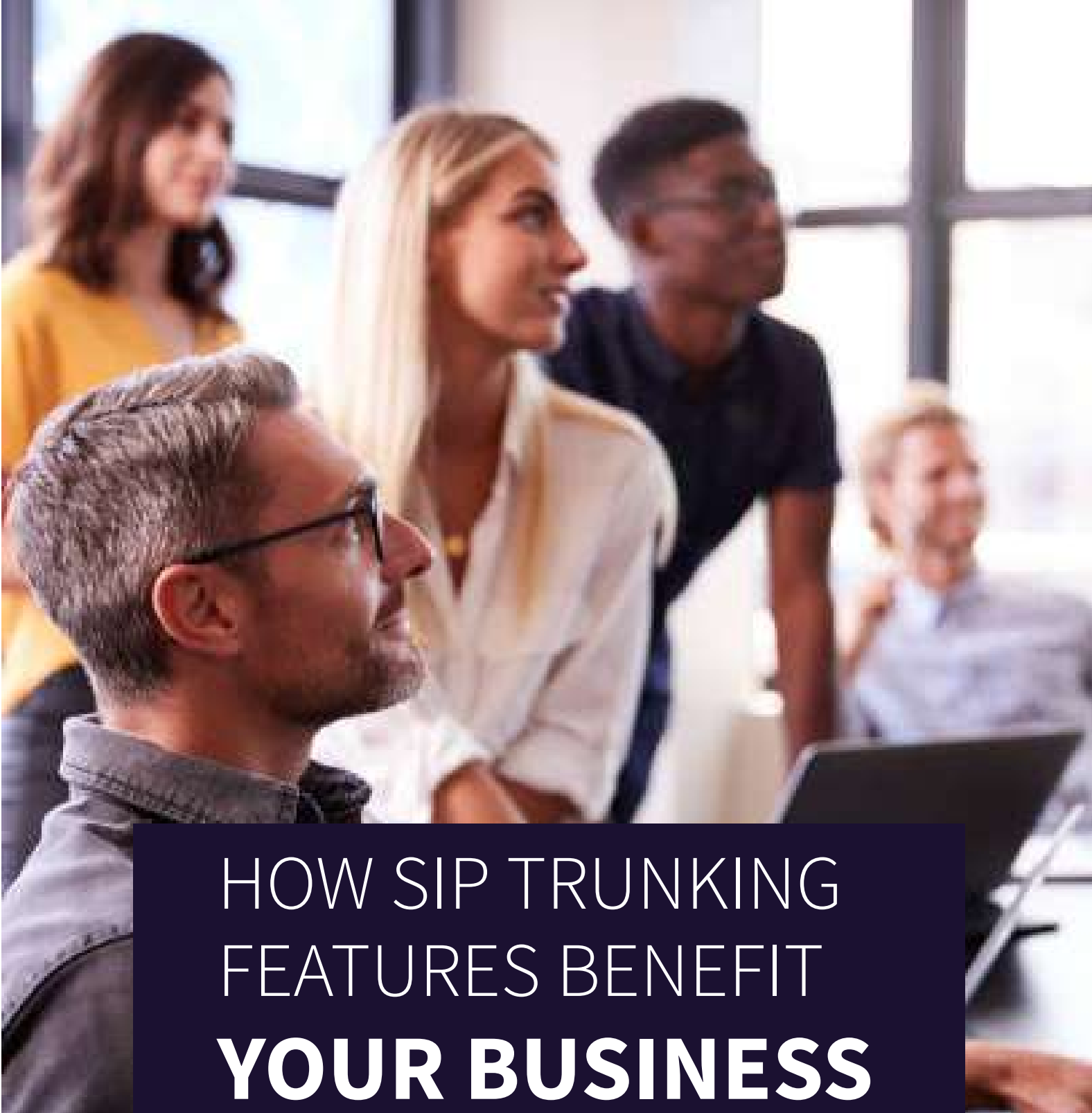
Any business with a modern IP PBX (a PBX that supports the use of SIP to transfer data) also needs a way to connect their exchange to the wider PSTN. Traditionally (with older PBXs) this was done using ISDN. Now, with ISDN slowly being phased out, SIP Trunks are becoming the industry standard for connecting business phone networks over the internet

SIP Trunk

Make the right choice in

SIP Trunking

FLEXIBLE & FUTURE-PROOFED
convergence voice and data services
delivered over a single
connection



If a fully integrated approach is in your future communication plans, then SIP trunks will fit perfectly into that strategy. More devices can also be incorporated. Many Unified Communications strategies are in the cloud and the use of SIP trunks are ideal for this.

If your business experiences a period of growth, SIP trunks are easy to adjust depending on your requirements and circumstances. If you are also considering a move to new offices, you can keep your existing telephone number structure to wherever you relocate to in the world!

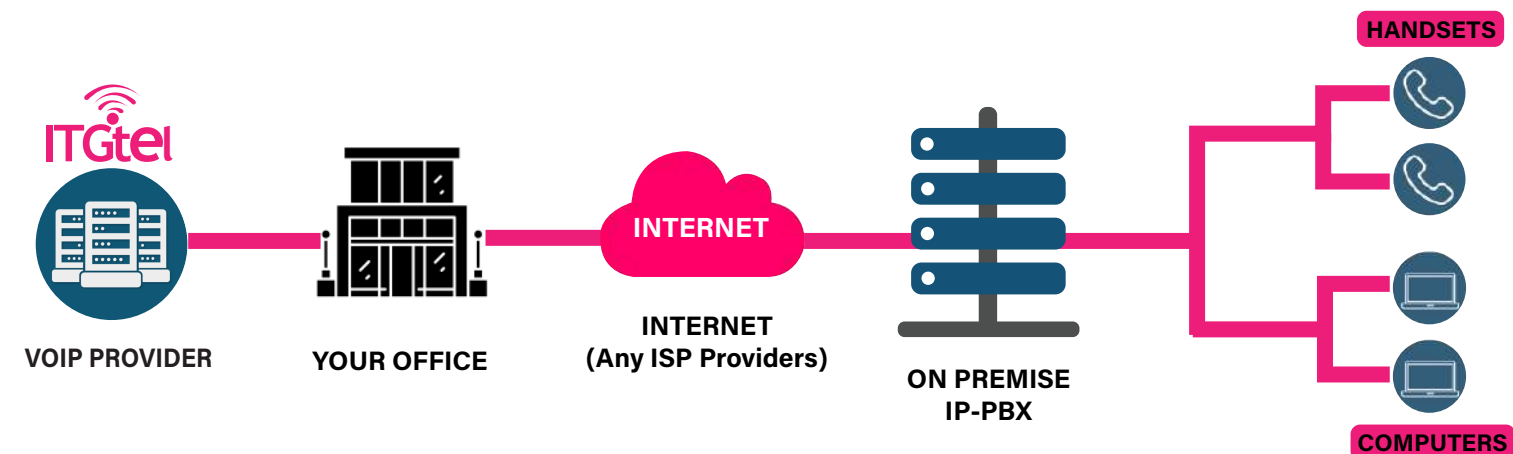
HOW SIP TRUNKING FEATURES BENEFIT YOUR BUSINESS NEEDS

Organizations considering the switch to SIP are often familiar with its cost savings potential. If your firm places a lot of long distance or international calls, you may save a staggering amount compared to traditional phone service. SIP trunks save money and are cost effective. IP Connections are cheaper than traditional ISDN lines in terms of rental costs.



How does a SIP TRUNK work?

SIP Trunk technology works through the internet network. It transforms the voice into data packets so it can be transmitted over the internet. Just with an internet connection you can send and receive calls through a SIP channel.



What do you need for a SIP Trunk to work?

For a company to use this online service, it needs to have the following features:

- Switchboard
- High-quality internet connection
- A VoIP telephone provider
- IP phone or softphone
- Fixed IP address

Staying connected to your customers is an ever-increasing competitive business environment is intergral to business success.

HIGH PERFORMANCE SUPPORT

Project Management Support

Fully Featured Customer Portal

24/7 Proactive Network Monitoring

Network Performance Reporting


24/7 Certified Technical Support Hotline

Network Performance Guarantee

Integrated Engineering Support

Dedicated Client Manager

INNOVATIVE PERFORMANCE SUPPORT & YOU GET FIRST-CLASS SERVICE LEVELS!



Let us manage your telephony system & ensure you stay connected to your customers while you take care of business.



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