

# What Is SIP Trunking and Why You Should Use It



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A SIP trunk is a direct connection between your organization and an Internet Telephony Service Provider (ITSP). This connection allows you to extend VoIP service beyond your company firewall without the need for an IP-PSTN gateway.

The way SIP trunking works, and how it is configured, makes communication easier and less expensive to design, maintain, operate, and upgrade when necessary.

SIP trunks are also capable of carrying instant

messages, video conferencing capabilities, enhanced 911 emergency calls, and other real-time communications services. This is in addition to VoIP and the built-in savings you realize in long distance costs.

We often hear of the benefits of SIP trunking for business, aside from the general features, but what are these benefits?

According to industry reports, SIP trunking can save businesses a hard to ignore amount of money both in monthly recurring costs and annual maintenance costs. Nemetes Research Analyst Irwin Lazar estimates that companies save between 20 and 60 percent with SIP trunks, compared to TDM trunks. A large reason for this is the inherent cost savings on long-distance calling.

Forrester Consulting reported that enterprises are able to reduce monthly services between 40 and 60 percent using SIP trunks. This is largely due to how efficient SIP trunking is. A company no longer has to buy more “phone lines” than they would ever need to accommodate a potential heavy call load. SIP trunking allows businesses to scale up and down as needed, so you never pay for more than what you need at any given time.

SIP Trunking from PRO OnCall delivers key benefits across the board:

## Cost Savings

- Leverage dynamic bandwidth allocation to maximize your network
- Calls to anywhere in the world treated as a local call
- Average savings documented range from 40 – 60 percent
- No longer paying for equipment and service you don't need

## Efficiency

- Optimal use of bandwidth for voice and data
- Redundancy with multiple service providers and links
- Includes voice, instant messaging, and video conferencing capabilities
- Conference calls via voice or video

## Business Continuity

- Flexibility to scale up or down at a moment's notice as demand dictates
- Disaster recovery is faster and more efficient through our network
- Number portability
- Works with any PBX
- Always here for you customer service

SIP Trunking is a powerful and highly flexible solution that allows businesses to increase their overall efficiency and productivity, while controlling costs and resources.

If your business has not yet adopted SIP trunking as a part of your communications strategy then you are missing out on streamlined costs, ease of use, and greater consistency and efficiency of your workforce. Contact PRO OnCall Technologies today to take advantage of the benefits you may be missing out on.



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