

## WHY SIP TRUNKING?

SIP stands for Session Initiation Protocol. It is the protocol for creating, modifying and terminating sessions (voice, IM, conference call, etc.) with one or more participants. It is widely used as the signaling protocol for VOIP calling and is widely thought of as *the* standard. For the non-technical, a SIP trunk is similar to a phone line in that it's used for making and receiving phone calls, except that a SIP Trunk utilizes the data IP network, not the telephone network. **SIP trunking allows for convergence of voice and data onto one circuit.** Here are some leading reasons why people are switching to SIP:

1. **Substantially reduces toll charges** for long-distance, International and local access calls.
2. **Reduces or eliminates the costs** associated with the purchase of T1 and analog trunk cards.
3. **Reduces or eliminates the costs of** the ongoing support and maintenance costs of those trunk cards.
4. **Reduces the recurring monthly costs** of separate voice and data circuits (some dedicated to voice, some to data).
5. **Eliminates the over-subscription of voice.** Example: A traditional PRI circuit has 23 useable voice channels which may be more than a small business requires. SIP trunking is available on a per channel basis.
6. **Affordable DID's** (Direct Inward Dials) that allows each employee to have their own phone line.
7. **Improves the call quality** of voice based IP communications because each SIP Trunk is a dedicated "channel."
8. **Supports multiple forms of** communication including video and instant messaging allowing for greater levels of user presence.
9. **Easily allows for single channel orders** which increases the flexibility and ease of adding, subtracting, or changing a line.
10. **Allows remote users to have a local telephone number.**

**And possibly the biggest reason of all** to consider SIP is that you don't have to deal with the telephone company, their extraordinarily long lead times, poor customer service and lack of flexibility and responsiveness.



## COST COMPARISON

The following is meant for comparative purposes. To find your exact savings, please contact us for a quick consulting session to determine your actual savings.

### **INSTALLATION:**

Installation is typically free for regular trunks versus SIP trunks on a three year contract, so no big savings here.

### **EQUIPMENT:**

SIP requires no hardware\*. Traditional analog or T1 lines require hardware that can cost from \$600 to \$3,500 per card, so there's substantial savings in using SIP.

\*This assumes that you have a telephone system that has SIP trunking capabilities.

### **MONTHLY RECURRING CHARGES:**

Analog lines cost approximately \$16

A PRI costs between \$450 - \$650 depending upon the carrier, AT&T being the most expensive

A SIP trunk costs between zero (you only pay for calls you make) to \$12 per channel

Again, substantial savings can be recognized in monthly charges.

### **USEAGE:**

The going rate for regular lines are 2.2 cents (local) to 3.9 cents (long distance ) per minute.

SIP providers charge in the range of free (local) to 2.9 cents per minute.

The savings in useage can be dramatic.

### **OTHER AREAS OF SAVINGS:**

SIP trunks can easily be turned off and on depending upon seasonal need or fluctuations in your business.

SIP trunks can be "shared" between locations. Example: If you have three locations that would require 10 regular trunks each, with SIP you could order 20 SIP trunks and share them between the three locations. And remember, no hardware charges!

**CONCLUSION:** SIP trunking saves big money up front and on an ongoing basis.

Call us today at 800-729-2310 for a customized quote.