SIP Trunking

SIP trunking provides the opportunity for you to transition to VoIP technology by replacing or augmenting your current analog phone or trunk lines that integrate with your phone system today. SIP trunks carry your voice over the internet and, utilizing a gateway, are converted back to an analog signal that connects to your phone just like the lines do today. For IP enabled phone systems, a gateway is not needed.

Benefits of SIP

SIP trunking offers a variety of benefits for organizations or individuals who are looking to deploy VoIP or Voice over Internet Protocol.

Reduce Costs

SIP allows for the replacement of costly analog trunks with minimal investment. SIP trunks monthly recurring cost can be 50% lower than analog and the cost per minute for each phone call can be as much as 30% less. Such savings also allow for monies to be redirected to other expenditures within the company. SIP trunking allows for further cost savings to be realized through a reduction in hardware costs by collapsing LAN and WAN infrastructures and implementing SIP through

existing resources. SIP also virtually eliminates the communication costs for interconnectivity between company headquarters and satellite offices which can often be expensive with traditional communication sevices.

Migrate to VoIP

SIP trunking provides small to medium sized businesses the opportunity to capitalize on the benefits of VoIP without abondoning the investement made in their existing PBX/Key system and handsets.

Purchase Limited Number of Lines

SIP allows you to match your communications costs closest to your actual business needs. We know that a "one size fits all" approach can be costly and uneffective, particularly when it comes to your businesses communication needs. Purchase just the right amount of lines to suit your current needs.

Consolidate Bills -

Receive both your voice and data charges on one combined bill. Not only will this reduce the confusion of receiving multiple bills for your local, long distance, and data usage, but will also lower expensive phone bills due to the currently lower tax rate of VoIP. Additionally, the convenience and efficiency of a SIP trunking solution brings a reduction in administrative costs. Acounts payable and contracts administration processes are simplified by the elimination of managing multiple contracts and carriers.

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Quick and Easy Transition

Historically, changing one's phone service can take weeks to implement. However, with SIP, the utilization of available bandwidth on your existing internet connection allows the SIP trunks to be installed very quickly. The process can take as little time as a few hours to a few days depending on the type of SIP trunks your system requires.
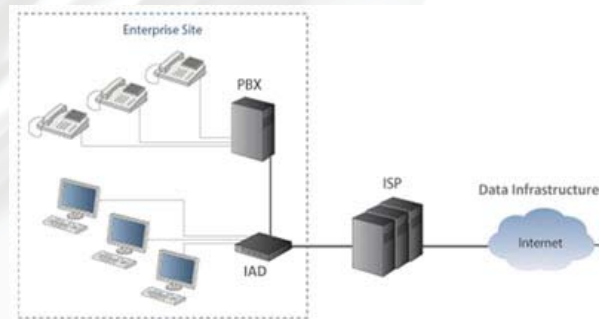
Customize your SIP

SIP trunking is not an "either-or" solution. The flexibility of keeping some analog lines for redundancy is an option businesses can use to provide additional disaster recovery protection while maximizing use of previously installed equipment. Also, internal growth and progress increase the size of your business, requiring configuration changes. These changes can easily be performed through online portals saving both time and manpower.

How it Works

SIP trunks are VoIP type phone lines that integrate with your current phone system. SIP trunks come in two types ; Address SIP which can work directly with IP enabled phone systems or Device SIP trunks which are used to integrate with traditional, non IP phone systems through the use of an accompanying SIP gateway or IAD. See the illustration below regarding how SIP trunking works:

SIP Trunking is a versatile and cost-effective solution that delivers the productivity and economic benefits of VoIP while enabling your exisiting PBX/Key system features to continue to work.

If you are a small to medium sized business owner interested in how you can economically and easily migrate to the benefits of a VoIP solution, using your existing communication system, call ITS for a free communication system analysis to see if SIP is right for you.

To learn more about ITS and all the solutions we offer, please visit www.itstelecom.com or call 1-800-876-4ITS(4487)