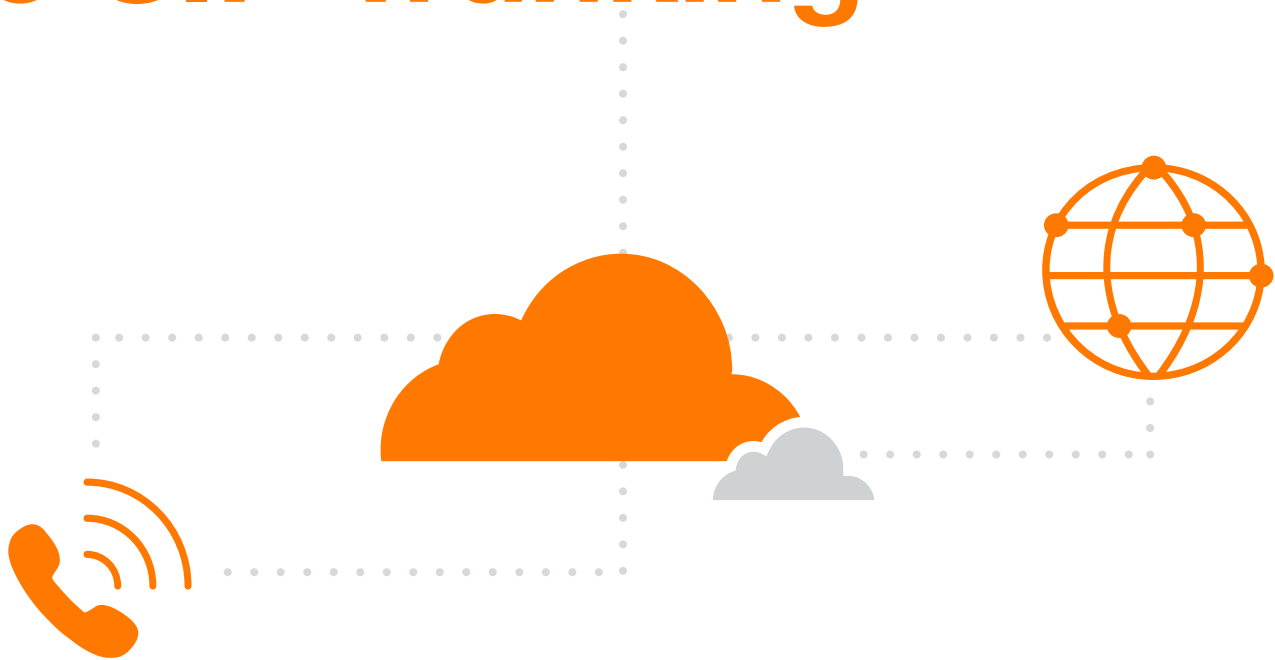


eGuide:

# 5 Signs Your Business Should Make the Move to SIP Trunking



# IS SIP TRUNKING RIGHT FOR YOUR BUSINESS?

## Questions to Ask Yourself

There are many things to consider when choosing a phone system that's right for your business. Among them:

- How much time can we spend managing the system?
- What is our budget?
- How much growth do we need to account for?
- Should we look at onsite, cloud or a combination of both?

If you want the ability to have control over an onsite phone system and/or need flexibility to support growth without overspending, then SIP trunking might be the answer you're looking for.

## What is SIP Trunking?

SIP trunking is a way to deliver voice and media over the Internet. If your phone system or PBX can connect to the Internet and use the SIP protocol to make calls over the Internet, then SIP trunking can be a means of delivering high quality, reliable digital voice services for your business without the cost of additional hardware.

With SIP trunking, you can gain the benefits of cloud solutions while leveraging an onsite phone system. By connecting your SIP-supported PBX to a SIP trunk, you can gain on-demand scalability, improved business continuity and instant savings.

Certain business dynamics are tailor-made for SIP trunking. **Here are five signs that might point to a SIP solution for your business.**



### 1 | Unexpected Growth or Seasonality

SIP trunking is a great way to support anticipated growth or seasonal fluctuations in call volume without overpaying for lines that you won't use right away. By pairing SIP trunks with your onsite system, you'll be able to add capacity on demand so you never have to guess how many lines you might need in the future. Plus, adding capacity requires little effort from your end so you'll save time and money by eliminating the need for onsite installations to support growth.



### 2 | Nearing End of Contract

Is your contract for your current phone system or connectivity service coming to an end? If so, now is a great time to re-evaluate your current telecom needs as a whole. Are you spending more money than you need to? Is your current system or service provider reliable? Do you have multiple vendors you could consolidate? Are you able to quickly get the support you need if there are issues or you need to add capacity? SIP trunking is a great way to address common quality, cost and management issues. By switching to SIP trunking, you'll gain instant savings with usage-based pricing and uptime you can depend on. Top SIP trunking providers are able to work with multiple carriers to deliver competitive pricing and lower implementation fees.



### 3 | Desire for Cloud Benefits

Cloud phone systems come with benefits such as scalability, improved business continuity and less maintenance. If your business would benefit from these cloud-based features, but you're not ready to make the switch to cloud or an onsite solution is simply a better fit for your needs, SIP trunking can be your intermediary. SIP trunking allows you to scale on-demand so you're not paying for more telecom capacity than you need. Plus, it improves business continuity by delivering redundancy and automatic failovers to ensure your phone system is always running at top performance.



### 4 | Multi-National Offices

If your business has offices worldwide, then SIP trunking is worth researching. Top SIP trunking providers work with numerous international carriers to deliver a large global footprint of services and localized phone numbers. By running your voice and media data through SIP trunks, you can deliver a seamless communications experience for staff and callers regardless of their location. Additionally, it becomes easier to maintain your telecom connectivity throughout the different offices since all services can run through the same network with the same provider.



### 5 | Looking to Simplify Management

SIP trunking is a great way to simplify your telecom management. By eliminating the need for hard wires and the maintenance associated with them, your teams will have one less thing to worry about so they can focus on core business initiatives. SIP trunking providers frequently offer other communications solution as well, which may allow you to consolidate vendors and have a single source for all your communication needs.

## Summary

Chances are, you saw your organization in one or more of the above scenarios. If so, it's time to take a look at your current technology and see if it's delivering the savings, flexibility and continuity you need. With the rate of change today's businesses face -- combined with the need to control costs and deliver reliable voice services -- switching to SIP could be the easiest decision you'll make.

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