

Demystifying Digital Communications with SIP Trunking



SIP Trunking? Sounds like an elephant drinking tea – or a funky storage feature in a hybrid vehicle? Perhaps.

But beyond the strange name lies the future of business communications: the ultimate build-your-own, pay-as-you-go communications enabler for modern businesses on the move. Powerful scalable and extraordinarily flexible, SIP Trunking is a solution gaining massive traction in the business world.

So what does it actually mean?

SIP stands for Session Initiation Protocol, the technology and the standard that empowers Voice over Internet Protocol (VoIP) within today's businesses.

SIP Trunking is the process by which this technology is applied to today's VoIP systems. In a nutshell, it is a subscription-based communications service that removes the limitations and costs associated with traditional phone lines.

Here are five facts that will make you want to consider transition your business to SIP Trunking now:

1. Enjoy ultimate flexibility/elasticity

With SIP Trunking, you can be anywhere in the world with your office at your fingertips. Scale up and down with ease without pressing a button. If call volumes spike, no worries, your network will handle it.

2. Go global

Work In-office – from anywhere in the world. Have a number in every city you're doing business in. Regardless of where you are, can you call and receive calls like a local.

3. Stay secure and in control

Control your network permissions and user accounts from one dashboard. Even in BYOD situations, you'll still own your employee's direct number, and their contact lists. If a device is lost or an employee leaves, you can remotely remove their access. And with massive encryption and options not-to-permit, security is robust.

4. Have peace of mind when disaster strikes

Internet down? Electricity is out? Breathe easy. Major, unexpected service failures are no longer an issue for businesses using SIP trunking. Calls are automatically redirected ensuring business continuity 24/7/365.

5. Save money

With SIP Trunking, you'll cut costs and drive efficiency in many ways: long distance charges, infrastructure and administration expenses, to name a few. Imagine hosting all of your network and communication needs through one consolidated IP-based network. No more hidden costs – and paying for what you don't use.

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The Importance of a Specialized SIP Trunking Provider:

Setting your office up properly to ensure SIP Trunking success is vital. Look to the right all-inclusive provider to assess your network, user requirements, and bridge any gaps to ensure a safe and efficient implementation. A trusted advisor like Telanet will take care of you through the whole transition and beyond – with ongoing support and no surprises with the final bill.

"Though the biggest motivation for most organizations is cost savings, SIP Trunking brings an elephant-sized bundle of business benefits. Large business or small, any organization looking to simplify and streamline its business communications while controlling costs and resources should give it a serious look."

To speak to us about implementing SIP Trunking solutions at your office, give us a call.

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