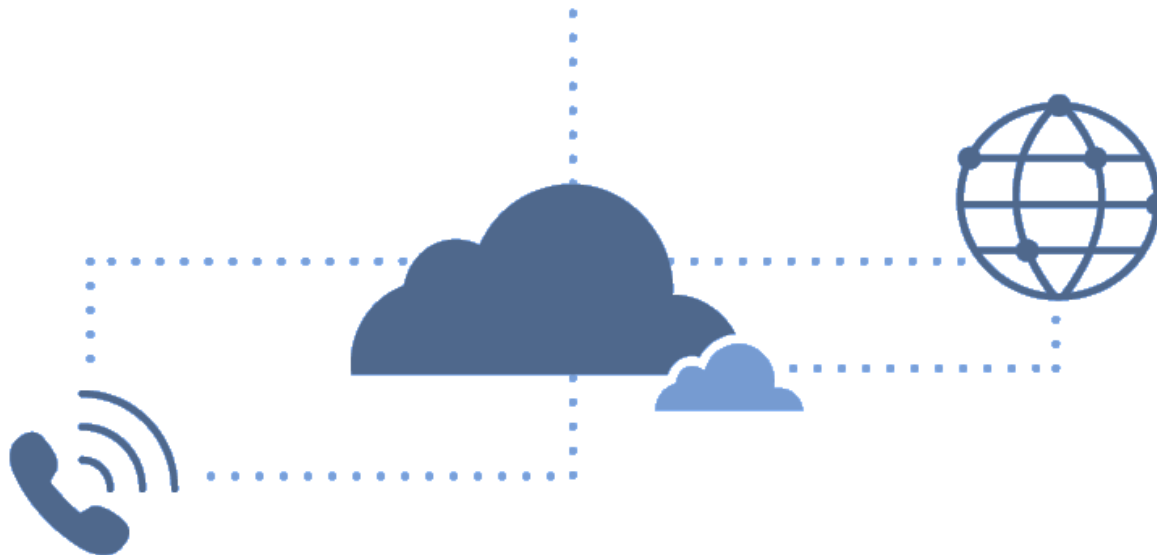


# 5 Signals Your Business Should Sign on to SIP Trunking



eGuide



# Is SIP Trunking Right for Your Business?

First, a few questions to ask about your phone system in general:

- How much time can we spend managing the system?
- What is our budget?
- Do we anticipate any growth?
- Should we look at on-site, Cloud, or a combination of both?

If you want to maintain control over an on-site phone system and/or need flexibility for growth, then SIP trunking might be the answer you're looking for.

## What is SIP trunking?

- SIP trunking is a way to send voice communication over the Internet. If your phone system or PBX can 1) connect to the Internet and 2) use the SIP protocol to make audio calls over the Internet, then SIP trunking can be a means of delivering high quality, reliable, digital voice services for your school system. No additional hardware needed.
- With SIP trunking, you can get benefits of cloud solutions while still using an onsite phone system. You can scale your system without adding or cancelling physical phone lines and wires. Your service provider can give more options for business continuity as well as savings.
- Certain business dynamics are tailor-made for SIP trunking. **Here are four signs that might point to a SIP solution for your business.**

## 1 | 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 the 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 Internet service 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 school system 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 system 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 can mean even more benefits. SIP trunking providers can work with international carriers to deliver localized phone numbers across a global footprint. Sending voice and media across SIP trunks can deliver seamless communications for staff and callers, regardless of their location. Maintaining your telecom connectivity throughout different offices becomes much easier as your services run through the same network and 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 business 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. In today's changing climate -- 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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