SIP Trunking

Reduce Costs	Typically save up to 50% on trunk rentals and get lower call rates Keep the existing PBX and desk phones – avoids costs of replacement No expensive call-forwarding costs should your customer need to relocate or divert calls due to an emergency Additional cost savings for multi-site enterprises: Free internal calls across all sites/locations Share idle trunk capacity across locations – increases efficiency and lowers costs by reducing overall trunks required. Enables further cost savings from network simplification: consolidate and centralize trunks and PBX network.
Improve Business Continuity	Inherent Business Continuity/Disaster Recovery: at an individual user level and company level. Redirect calls to users chosen back-up devices (e.g. mobile device) and redirect company calls to alternate trunks or locations. A location may have multiple SIP trunk connections with automatic load balancing and fail-over. This level of redundancy is prohibitively expensive with traditional circuit-switched networks.
Increase Flexibility	Self-provisioning, Flexibility to scale the number of trunks up/down according to business needs, usually instantaneously. Reserve extra capacity to automatically scale beyond your normal capacity limit to handle increased calls as a result of seasonal demand or marketing campaign. Allows organizations to move office and keep the same geographic number without any on-going call forwarding costs. Set up a virtual presence using local numbers for wherever you want to do business but route the calls to staff located remotely For call centres, centralize call routing with ability to reroute calls to regional offices to balance staff workload, provide afterhours support. Mix and match users on SIP trunking service and users on a fully hosted PBX service while maintaining a common dial plan. Add mobility and UC applications which give users the flexibility to work anywhere and stay productive.
Overlay Applications Provide Additional Benefits	Alongside SIP trunking, deploy new, hosted applications to work with the existing PBX such as CRM integration, mobility, unified communications and collaboration. These can help improve customer service, as well as increased personal, team, and organization productivity. For a multi-location customer, as these applications reside in the cloud, they are accessible from virtually anywhere enabling users to work wherever they need to.
Future-Proofed Solution	One day, not too far in the future, the PSTN will be switched off and all calls will use the data network. Deploying SIP trunking prepares your customers for the future and lays the foundation for unified communications, improved ways of working to improve personal, team and company productivity.