Vol. 2 No. 2
February 2010

BUSINESS *insights*

Gain More Communications Capabilities While Shrinking Costs through SIP Trunking

Organizations are turning increasingly to SIP Trunking as a way to deploy additional IP services — services that build productivity across the enterprise — in the most efficient and cost-effective manner possible. SIP trunks simply cost less, and the service is cheaper and easier to operate.

Why is SIP Trunking better? Look at it this way: With a T1 or PRI line, an organization might be wasting half of the capacity of the lines that are available. Yet businesses will not downgrade their network for fear of not being to handle peak call volumes when the need arises — a perfectly understandable concern.

According to a recent Infonetics Research survey:

- A full 39% of survey respondents have already deployed SIP trunking — by 2010, it is projected to become the second most commonly-deployed trunking type.
- Respondents are deploying SIP trunking widely across their organizations, and not just trialing at one or a few sites[1].

Conversely, organizations also tend to pay for more bandwidth than they regularly need on the data side of their business in order to handle large file bursts. The result is that companies use two different lines for their voice and data traffic, and neither is being used efficiently, driving up costs as a result.

With SIP, both voice and data traffic work together seamlessly. SIP determines the most efficient use of resources to allocate bandwidth where it's needed most, ensuring both voice and data run smoothly while minimizing waste. And voice always has priority to protect all critical business communications.

Multiplied Cost Efficiency

SIP Trunking delivers robust cost savings in many additional ways including:

- Consolidation of phone lines
- Lower local, long-distance and international calling
- Reduced hardware on-site
- Lower power usage
- Reduced maintenance costs

Add to this the gains in productivity from Unified Communications applications that enable true anytime, anywhere business communications, and SIP Trunking becomes a very attractive prospect.

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Open-Standards Solution

SIP is an open-standards-based technology. With SIP, it's possible for multiple types of telephone systems to coexist on a network without compatibility problems.

SIP Trunking also enables the ability to integrate networks together. Pier-to-pier T1 and PRIs can work together for much less implementation cost than what was previously thought possible.

Deploying SIP

Deploying SIP is easier than you think. If your PBX is not SIP compliant, you can use an analog interface device (AID) device or other gateway device to add SIP trunks to your network. Your business can become SIP-enabled quickly and economically with these devices. And you won't have to replace your whole network to do it.

SIP Options

There are two main service models for delivering SIP:

- A Managed Network Provider model provides SLAs that guarantee uptime and service levels, but can cost more.
- An Internet-based model can lower costs, and offer more reliability than in the past. Reliability of 99.9% in these systems is common — and that is well within the tolerance of most companies.

Either way, SIP is an inexpensive technology to deploy, and the yearly cost reductions gained are worth the investment. It's strong approach to minimizing wasted bandwidth while maximizing network performance for both data and voice communications.

[1] "SIP Trunking on the Rise: New Survey," Infonetics Research, (October 27, 2009), http://www.infonetics.com/pr/2009/CRS-Enterprise-Voice-SIP-Trunking-Survey-Highlights.asp

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