



Essential Guide to Finding the Right SIP Trunk Provider

As companies reevaluate how communications will support their business now and going forward, they are reaching for the proven capabilities of SIP Trunking to accelerate digital transformations and substantially lower the phone bill. The impending decommissioning of TDM services provides additional incentive to do so right away.

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By 2022, all network service providers in North America and Western Europe will announce the end of support of ISDN PRI service.

Gartner

With the ability to quickly connect on premise phone systems to the internet, SIP Trunking provides an easy way to start moving communications off TDM services, accelerate the migration of communications to the cloud and start saving money that can be reinvested into more strategic initiatives.



The Benefits of SIP Trunking

- **Quick setup and low maintenance:** A SIP trunk is "installed" virtually over a business's existing Internet connection eliminating the need for physical connections to a phone company, so there is no hardware, wiring or circuit box to install, maintain and pay for.
- **Scalability:** With SIP, businesses only pay for the number of lines used instead of being locked into unnecessary capabilities. They can also scale up quickly by purchasing more lines or modifying the services without having to wait for the installation of hardware or infrastructure.
- **Reliability:** VoIP using SIP trunking provides a level of redundancy that increases the reliability of services. The use of redundant data lines allows providers to minimize costly downtime by re-routing services or forwarding calls to mobile phones in the event of an interruption.
- **Flexibility:** SIP trunking makes it possible for VoIP services to leverage shared lines, such as those used for Internet connections, to increase flexibility in the use of communication resources. Additionally, traditional phone systems that are not VoIP-enabled can be connected via common VoIP gateways to SIP lines and benefit from the cost-savings.
- **Communication capabilities:** SIP trunking allows the use of VoIP and UCaaS (Unified Communications as a Service) that offers businesses the capabilities to use voice and video calls, as well as chat and file sharing, to enhance real-time communication and collaboration among employees.
- **Cost-efficiency:** By replacing multiple phone lines with a single point of entry, SIP trunking can reduce charges for incoming lines, as well as the IT costs associated with maintenance of these phone lines without compromising call quality. Also, the costs for local, long distance and international calls are much lower than traditional phone services, while all in-network calls are free.

Factors to Consider When Buying a SIP Trunk

Most SIP trunk providers have bundled plans connected to enough trunks to ensure continuous service. However, limited SIP trunk providers offer a set allowance of minutes. You incur an overage charge when you exceed that allowance. On the other hand, an unlimited SIP trunking provider charges one flat fee for all calls regardless of the minutes used.

Here's what you should know when looking for an unlimited SIP trunk provider:

Work with a company that uses a Tier 1 redundant network, which provides a direct connection to the backbone of the internet. While Tier 2 or Tier 3 networks are often cheaper, they may not have a communications infrastructure that can efficiently handle all of your incoming and outgoing network traffic.

Avoid call quality issues such as jitters and delays by using a vendor that guarantees less than 1% packet loss and a latency standard of 150 milliseconds or less. Any SIP provider should be able to provide you with their statistics and standards.

Don't be pressured into using your SIP trunk provider as your internet service provider (ISP.) You should be free to use any ISP of your choice and not be locked into doing business with only your SIP provider. While you can consolidate your SIP provider and ISP, it may not be the best solution for your specific needs. The key is to make sure that the combination gives you high-quality and high-speed internet service, which is essential to taking full advantage of SIP technology.

The Advantages of 8x8 SIP Trunking

8x8 SIP Trunking is a proven, reliable solution that will quickly connect your communications to the cloud so your budget can start collecting those savings.

The benefits of 8x8 SIP Trunking include:

Reduced costs for long-distance and international calls. Many of 8x8's plans include unlimited calling to international locations.

A flat monthly fee covers everything you need for your communication needs, including ongoing maintenance and regular feature updates. You can have more financial visibility, plan for your budget and balance your expenses.

Minimal upfront costs and investment in equipment means you can see a significant ROI quickly.

The simple physical infrastructure allows you to add users quickly as your team grows.

Low maintenance requirements deliver lower overhead costs and boost your bottom line.

Fast and high-quality service delivers top-notch user experience for your team, partners and customers.

Flexible plans allow you to add features as your business grows so you only pay for the capacities you need. As a result, you get the most out of your budget and can scale up or down quickly to meet market demands.

A highly adaptable signaling protocol that can match your systems to ensure seamless implementation.

To learn more about the 8x8 SIP Trunk solution:

- Give us a call at: 1-866-879-8647
- [Schedule an appointment](#)
- Visit us at www.8x8.com

Thank you for reading

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