

## SIP Trunking Accessible Even with an Outdated Telephone System

Infonetics Research forecast that SIP trunking service revenue will hit an 89% annual growth rate through 2013<sup>1</sup>. The reason that this technology is experiencing such dramatic adoption is the fact that it is a robust cost-cutting solution in a weak economy. This technology can reduce your phone line costs by 50% with no new capital investment<sup>2</sup>.

You may think that if your organization has an older telephone system you cannot take advantage of such technology, but that's not necessarily true. If your existing telephone system is not SIP compliant, you can use a gateway device to add SIP trunks to your system. Your business can become SIP-enabled quickly and economically with these devices. And you won't have to replace your whole telephone system to do it.

Here's a comparison to make it simple. With a state-of-the-art telephone system:

1. A phone call comes off of the Public Phone Network
2. It goes to the network of the VoIP Vendor, and from there it is sent over the Internet to the routers of the client company
3. From there, the call goes directly to the IP-enabled phone system

With an older PBX:

1. A phone call comes off of the Public Phone Network
2. It goes to the network of the VoIP Vendor, and from there it is sent over the Internet to the routers of the client company
3. From there, the gateway enables the call to go through to an analog or digital phone system and be processed normally

### Why Use SIP Trunking?

Most companies use a T1 or PRI line with 23 channels for voice traffic. Yet a business with 50-75 phones might only use 10-15 channels at any given time. Even though almost half of the capacity of these lines is being wasted, businesses will not downgrade their network for fear of not being able to handle peak call volumes when the need arises. 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.

With SIP, you can gain low or in some cases no cost long distance, as well as free "on net" calling between office locations. You can push back on the obsolescence of an existing phone system by adding new functionality such as automated attendants, unified messaging (visual voicemail and fax), mobility (find-me/follow-me), conferencing, and web-based call management. You can even increase



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reliability and enhance your disaster recovery planning by utilizing the destination unreachable rerouting service available from most SIP trunking providers.

If you select the right SIP vendor, you can keep existing telephone numbers and dial plans, and get local, long distance and toll free connections to exactly match what you are using today. All installation, management, and support can also be handled by the vendor, with a certified installation technician enabling a complete solution that requires little internal effort on your part.

Typical SIP features include:

- Local numbers, toll-free access, domestic and international long distance, as well as free inter-office calling
- A remote market number to gain a local presence in a market without having to establish a branch office
- E-911 service
- Directory listings and assistance
- Personal management tools
- WebFax service
- Toll-free conference calling
- Follow-me number for Presence Management functionality
- Call forwarding
- Call screening
- Sequential or simultaneous ringing
- Voicemail
- Group messaging
- Hunt groups
- Automated attendant

### Open-Standards Solution

SIP is an open-standards-based technology. This means a company can implement SIP trunking services on their existing telephone system today with the confidence that the SIP service will migrate to any new telephone system implemented in the future.

SIP Trunking also enables the ability to integrate voice networks across multiple locations. Dissimilar telephone systems can work together for much less implementation cost than what was previously thought possible. SIP really can provide a solution to meet your unique needs.

We recommend a network assessment before adding anything into your existing infrastructure. And be sure the SIP vendor you select is comfortable with meeting the needs of companies with a wide range of network requirements. With the right vendor, SIP can get even the oldest telephone system performing with some of the latest capabilities.

<sup>1</sup> "SIP Trunking to Grow at 89% CAGR to 2013; Hosted UC Taking Off Amid Strong VoIP Services Growth," Infonetics Research, (May 4, 2009), <http://www.infonetics.com/pr/2009/2h08-voip-UC-market-research-highlights.asp>

<sup>2</sup> Data according to AccessLine Voice Services, <http://www.accessline.com/SIPTrunking/interior.asp?nav=nWHATIS>



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