What is SIP trunking and how will it benefit your business?

Discover how to get more control and flexibility over your business telephony with SIP Trunks.

What is SIP trunking?

Your voice and data connections are vital components of your business - but so are the costs of running multiple lines, their flexibility and how much control you have over them. SIP Trunking provides a flexible and low-cost alternative to ISDN for inbound and outbound voice calls. This factsheet will highlight the benefits of moving to SIP.

4SIGHT
Smart Communications

1. SIP trunking supports business continuity

SIP trunking offers a flexibility that is not available through traditional ISDN. A number of possibilities can affect how resilient your voice and data connections are. Unforeseen circumstances - such as damage to lines, moving offices or being unable to redirect calls, can be damaging to your business. SIP trunking minimises these problems and ensures you can keep working through every eventuality.

2. Number flexibility

SIP trunking supports your business by allowing you to decide which number you want to display on a call-by-call basis. Even if you're making a significant move in location, or just wanting to grow your business without opening more offices, SIP trunking allows out-of-area geographic number ranges to be used - showing your business as local, despite being physically located elsewhere.

3. SIP trunking saves you money

Why have a separate voice and data connection when you can have both on one line? By discarding any unnecessary ISDN lines, you will be able to save a large amount of money. In addition, SIP trunking can typically save you a further 50% on line rentals and 25% on calls.

By utilising the benefits of SIP trunking number flexibility when you're moving office, you will not need to spend money on changing stationery, advertisements or listings. SIP trunking also allows you to make free calls between connected sites, even internationally.

4. SIP trunking offers greater flexibility

If you're still using ISDN, the chances are that you are spending money on lines that you may not actually need all year round. SIP trunking gives you complete control of your lines - you can add more when demand is high, reduce them when there is little demand and split calls to make handling more efficient. Being able to make these instant changes puts you in total control of your communications.

5. SIP trunking comes with a contingency plan

Often, things will happen that you just can't control. Whether that's a problem in the office, busier peak times than usual or a lack of connection, SIP trunking provides a business continuity feature that is designed to handle emergencies with ease. It is able to automatically reroute any calls to back up sites in a number of seconds - so there is no disruption for your customers.

As a Gamma Gold Reseller Partner, we are, for a limited period, offering exclusive promotions for 4Sight maintained Mitel customers that migrate their voice services to us.

NEW TO SIP?

For those customers that are new to SIP we are offering **FREE SIP TRUNK CALL MANAGER** when ordered with Gamma Data Services and SIP.

ALREADY A SIP USER?

For those customers that already have SIP services we are offering a limited opportunity to add **SIP TRUNK CALL MANAGER** to your existing SIP services for only £36 pcm per SIP end point and only 30 pence per DDI pcm.

To apply or for more information, please contact your 4Sight Account Manager alternatively you can call us on +44 (0)20 3668 0444 or email info@4sightcomms.com