

## What is SIP Trunking?



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*Instead of the conventional telephone trunk, SIP trunking connects via the Internet.*

The words “SIP Trunk” may put you in mind of the food truck trend. Perhaps a purveyor of lemonades, craft beers, or wines travels with a trunk from which people can order a sip? But really SIP trunking refers to a telecommunications innovation with several advantages for businesses of all sizes.

### **What is SIP Trunk?**

First, what is a trunk? Think of it as a line or link that can carry simultaneous signals at once. In Session Initiation Protocol (SIP) trunking, instead of using the conventional telephone trunk, the connections are made via the Public Switched Telephone Network (PSTN) over the Internet. This next generation technology is an internationally standardized way to facilitate interactive multimedia user sessions at once.

The SIP solutions market is a strong, growing one. Demand will drive the market to \$20.7 billion by 2024, per [Transparency Market Research](#). That’s an expansion rate of 18.6%. North America was the leader for SIP trunking adoption in 2015, but Asia Pacific is the fastest growing regional segment.

### **Advantages of SIP Trunk**

SIP trunking helps small businesses appear both large and professional. Meanwhile, large businesses can benefit from the enhanced ease of maintaining a local presence.

## **Flexibility.**

Since the communication sessions use Internet Protocol (IP), SIP trunking provides multimedia convergence of voice, data, and video on a common connection. With the Internet replacing the telephone trunk, your business can provide the same consistent user experience to those with fixed or mobile telephones, throughout the world.

Comparing Phone Systems?

Not sure which phone system is right for you? We've created this comprehensive comparison tool to help you decide the right phone systems provider based on the business needs and features that you need most.

[Download Comparison Matrix](#)

## **Scalability.**

Moving telecommunications handling to the cloud with SIP trunking, can benefit small businesses as it cuts expensive upfront equipment costs and can be easily up- or down-sized to match the need.

SIP Trunking is also great for companies with multiple sites. This solution gives your business flexible call control — employees have their own phone number or direct extension — without the large capital expense or investment in on-premise infrastructure. At the same time, a SIP trunk gives companies local points of presence in multiple cities without having to rely on 1-800 numbers. Plus, the ease of adding lines can reduce over-subscription to voice channels.

## **Savings.**

Combining all your voice, data, and videos on a single line also lets your organization handle local, long distance and broadband Internet on one line. Your business can see significant cost savings with a SIP trunk solution eliminating the need for expensive gateway (Basic Rate or Primary Rate interface) subscriptions or desktop equipment. This approach also reduces hardware support and maintenance costs.

## **Security.**

SIP trunks are becoming an increasingly common solution for businesses to enable communication services, yet some remain concerned about the security of using Internet Protocol. Nevertheless, SIP trunking is a controlled, two-way gateway, only transmitting the information you want to send and receive.

Keep in mind, also, that your SIP Trunk host provider's credibility rests on providing secure communications. So, they will work with you to secure your SIP connections, keep SIP credentials safe, and prevent other sensitive information from getting into the wrong hands.

### Continuity.

Additionally, SIP trunking is useful for [business continuity](#) as your communications can be automatically redirected to additional locations and extensions. So, in the event of a power outage at your home office, calls would be sent to a satellite office. When Hurricane Sandy caused one of Evolve IP's clients to close four of its offices for almost two weeks, they "didn't miss a beat," with emergency routing sending the calls to backup sites.

Evolve IP's SIP trunk technology offers several productivity-enhancing features giving fresh meaning to real-time communications. Speak to one of our experts about customizing a solution to your needs.