



SIP SIP Hooray

Figure out the right IP-Based connection from an enterprises' telephone system to the service provider's network.

With a virtual connection to the PSTN, SIP Trunking helps an organization scale, it allows for more operational cost savings. It improves voice capabilities and the overall call experience.

Benefits of SIP Trunks

Cost-savings by consolidation and converging voice, video and data over one access line and getting rid of redundant lines (DSL, cable, T1, Ethernet)

Free on-net calls between worksites including those that are international

Reduced local and long-distance calling plans and rates

Local numbers wherever you are, eliminating multiple 800 numbers

Can share trunk/bandwidth across sites and can dynamically scale during growth by adding more trunks

SIP Providers can help with DR planning

E911 integration and routing support

Some Providers will provision trunks for traffic overflow, avoiding call busy signals

How a customer should choose a SIP Provider?

Ability to port numbers

The vendor's network size

Resources and capacity to handle large call volume

Record of call quality and reliability

Providers engineering assistance to integrate SIP with existing network (i.e. how many voice channels can the network support, compression recommendations - TBI's rule of thumb which is an overestimate is 100kbps/trunk)

What is the Provider's pricing and customer cost savings?

What does their security, technical support and availability look like?

How easy is it to deploy?

Why...

...you need SIP

- Modernize voice solutions and keep PBX when it's not end of life
- Improve call user experience
- SIP could be used as a backup for redundancy
- Get telephone systems to work over an Internet circuit or over any private IP connection
- Call reliability and localization
- Avoid service outages
- Quality voice and fax with compression
- Compatibility with other UC functions

...use SIP instead of PRI?

- With SIP you have the ability to closely match resources (voice trunks) with business demand.
- With PRI's you can typically either buy 8, 12, 16 or 23 trunks.
- With SIP you can buy the amount needed and scale up and down as needed (depending on the carrier).

Example: business has 20 employees year-round but scales up to 80 around Thanksgiving and Christmas; business has 5 SIP trunks in the offseason and scales up to 45 around the holidays, paying a metered rate for the additional trunks - only paying for what they need when they need it.

Provider Options

The following should help partners and customers alike understand TBI's Provider options and circumstances where each SIP Provider is most successful.

Hosted Voice Providers like Mitel and Vonage are best used when PBX systems are close to end-of-life, where partner can get their foot in the door with that provider for SIP and ultimately migrates their customer into a Hosted VoIP or UCaaS solution in near future.

Particularly for Enterprise: Premium providers like West IP are great for Cisco environments and Masergy is really strong for latency-sensitive and security-focused environments.

On the Telco side, AT&T, CenturyLink and Verizon are always a solid choice for any customer in Mid-Market and Enterprise. They are always competitive, available almost anywhere and reliable on their networks.

Options like Level 3 and Intelpeer have the greatest number portability. They should almost always be included for large customers with geographically dispersed locations that are looking at Over the Top/BYOB. Intelpeer is TBI's only approved Cisco Spark IP PBX vendor.

Aggregators such as MetTel, BCN and AireSpring are best for customers seeking to move future services to a Provider for consolidated, single-billing.

	SMB	MID-MARKET	ENTERPRISE
Over the top/BYOB	Airespring		
	BCN		
		CenturyLink	
		Intelpeer	
		Level 3	
		Masergy	
		Mitel	
		Vonage	
	Voxox		
			West IP
Network required		AT&T	
		Cabelcos	
		MetTel	
		Verizon	
	XO		
Network optional	Airespring		
	BCN		
		CenturyLink	
		Intelpeer	
		Level 3	
			Masergy
		Mitel	
			Vonage
			West IP