

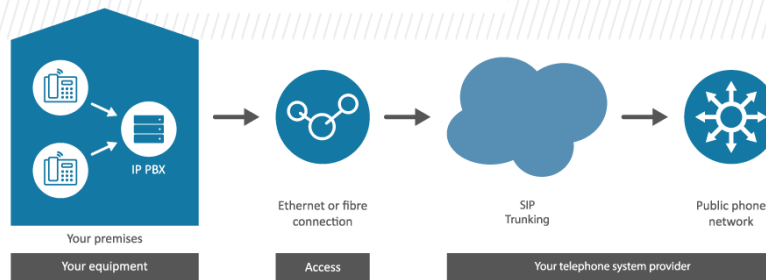
SIP TRUNKING

everything your business needs to know

SIP Session
Initiation
Protocol

What is SIP Trunking?

SIP trunking is the modern day replacement of your standard business telephone lines. SIP trunks are the telephone line connection to your telephone system, but are infinitely more flexible and cost effective than legacy fixed telephone lines. SIP trunks are commonly provided over a business grade broadband, fibre or Ethernet connection, using voice over IP, to provide your business with voice connectivity.



BENEFITS of SIP Trunking

- Reduce Costs**
Save up to 50% on line rentals, 25% or more on call costs and also get free internet calls within your business.
- Highly Scalable**
Scale your business communications up or down according to your requirements quickly and easily.
- Business Continuity**
If your business has to temporarily relocate in an emergency reroute calls instantly and cost-effectively.
- Local Presence**
Make your business appear local even if you have no local physical presence with out-of-area geographic numbers.
- Boost Productivity**
Enables your business to adopt a unified communication solution to greatly improve the way you collaborate.
- Number Flexibility**
Keep your existing geographic phone number when relocating without incurring any call forwarding costs.