



The Top 10 Benefits of SIP Trunking



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Ahead of the ISDN/PSTN switch-off in 2025, VoIP (Voice over Internet Protocol) is quickly becoming the most popular way to manage voice communications. VoIP and SIP trunking gives your business more communications options than traditional telephony solutions.

SIP is also a great way to reduce costs, with no costly onsite infrastructure and reductions to your phone bills SIP can deliver a quick ROI.

This product sheet covers how it works and how it can benefit your business.

What is SIP Trunking?

SIP Trunking is a replacement for copper lines and uses IP (Internet Protocol) to enable you to make phone calls through an Internet connection. SIP trunking technology requires either an Internet connection or a VoIP platform to provide you with the necessary technology to support this. When using SIP, Voice becomes an application on the IP network in the same way email is.

There are multiple benefits when moving to SIP and not just the financial benefits. Here's our top 10.

Cost savings

SIP reduces confusion over your monthly voice costs and switching to SIP means you can look forward to predictable monthly costs. If you are a business, say a Contact Centre, that makes a high volume of international and long-distance calls SIP will provide significant cost savings.

No costly hardware

SIP trunking requires no additional investment or costly hardware and the associated maintenance costs. With SIP, adding additional lines or add-on services is as simple as purchasing a handset and scaling your service.

No physical infrastructure

With traditional phone services, expanding your businesses infrastructure can be a challenge and purchasing additional lines often meant lengthy install times. With SIP your business can add phone lines by simply connecting handsets to your data connection, wherever remotely or in the office.

Global potential

SIP supports your organisations need for growth across multiple geographic locations. By combining your data and voice into a single network all of your geographic locations and remote workers can be consolidated. Agile and scalable, SIP's flexibility enables your business to benefit as you onboard new remote workers or open new sites.

Network consolidation

Many businesses pay for data and voice separately, particularly when traditional telephony solutions are still in use. SIP enables businesses to move your voice and data into a single network.

Remote working

SIP allows your business to connect to mobile devices via flexible and user-friendly apps that are securely and easily installed. Allowing your remote workers to remain connected to your on-prem communication systems and fully reachable via a dedicated business line in the same way as office-based employees.



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Return on investment

Most investments in technology don't show a return on investment for a number of years. SIP has minimal upfront costs, no maintenance fees and with immediate scalability many businesses who make the switch, will see an ROI from on their very first bill.



Unified Communications

SIP can act as a gateway towards UCaaS (Unified Communications as a Service) and by utilising a full suite of UC tools, your business can unlock the benefits of IP-based communications.

Is SIP the right choice for you?

SIP provides some great benefits such as cost savings, flexibility and reliability but no two businesses are the same. Whilst there are very few downsides to SIP it does require sufficient bandwidth in order to work properly.

SIP is the right choice for businesses who are ready to enjoy the benefits of cloud based IP telephony and it's the perfect solution for businesses who need clear visibility of their voice and data spends.

Switch to SIP? - there's no time like the present

With PSTN set to be switched off in 2025 and the withdrawal of ISDN, which supports traditional broadband services run over copper lines and having an impact on all businesses in the UK that currently use traditional broadband or telephony.

Switching to SIP now gives your business a chance to take advantage of all the benefits SIP has to offer ahead of the switch-off.



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Contact us today:



0344 873 4488



hello@kubenet.net
www.kubenet.net



Academy Park
Unit 11000, Glasgow, G51 1PR

Silver

Microsoft Partner

