9 ways SIP trunking saves you money
Cutting costs with agile telecoms
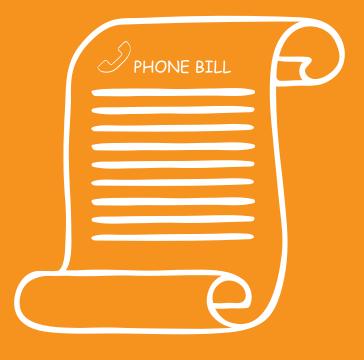
FLIP CONNECT™
Better . Connected

When was the last time you checked your phone bill for potential savings?

Outdated technology could be costing you more than you think. Whether it's the spiralling charges and fees on your bill, or the time wasted trying to manage multiple providers – many businesses are looking to modern alternatives to keep their communications infrastructure streamlined and flexible.

One popular choice is SIP trunking.

SIP trunking gives businesses the dual benefit of achieving a more reliable telecoms system, while also creating significant cost savings when compared with traditional ISDN. It also includes benefits that aren't possible using a legacy telecoms system, at a much lower price. It's the ultimate technology that allows you to do more with less.
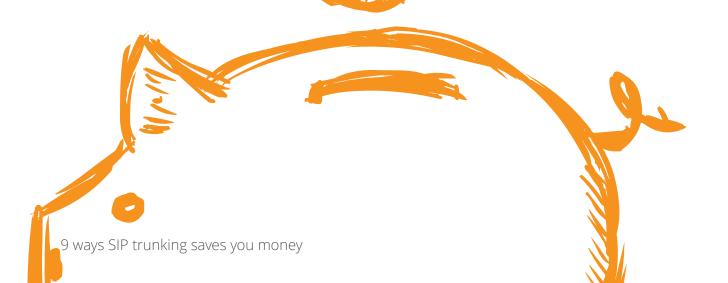
Here are just a few ways SIP trunking can help save your business time and money.

1
Save on call costs

Never pay for an internal call again. The technology allows for free calls between SIP trunks to be made, which means internal calls between various offices can all be made free of charge.

And unlike traditional telephony, where call forwarding often incurs an additional fee, SIP trunking allows for an unlimited number of calls to be diverted at no extra cost.

2

Save on administration costs

Technology should help, not hinder, productivity. Having multiple providers for both data and voice networks means having to deal with numerous support staff and bills. This, no doubt, adds further pressure and complexity to an already complicated infrastructure system.

Migrating to SIP trunking means voice and data networks are converged. With less moving parts, the day-to-day management of the two becomes easier to manage. Time is freed up to spend on more productive areas of the business. And, as they say, time is money.

3

Save on maintenance costs

Because SIP trunking is IP-based, businesses benefit from the reduced time, labour and money spent on telephony maintenance and repair.

Remote engineers can resolve issues and make changes to your SIP trunks simply by working online. This means troubleshooting can be done immediately, with minimised downtime, if any.

4

Save on office space

Demand for office space is always on the up, as is the rent. SIP trunking can free up space in your office by reducing the need for physical infrastructure. Instead, the space dedicated to maintaining your telecommunication systems can be used for other aspects of the business.

Furthermore, with the upkeep of on-premise hardware minimised, businesses also have the potential to reduce their energy consumption.
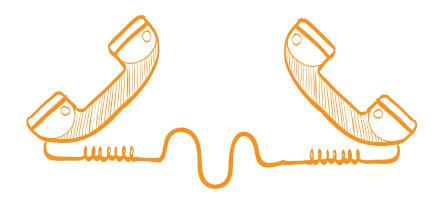
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Save on MOVING costs

Moving offices is an expensive business. Among all of the things you need worry about, SIP trunking can help take away your communications concerns.

SIP trunking is IP-based, so once there is a data connection in place at your office location, implementation is a relatively quick process. With improved call control and management of inbound call routing, you can ensure you never miss a call – even during the move.

SIP also allows you to keep the same phone numbers, regardless of your physical location. This saves you the effort of informing clients of a number change, and ensures you don't miss out on potential new client opportunities.
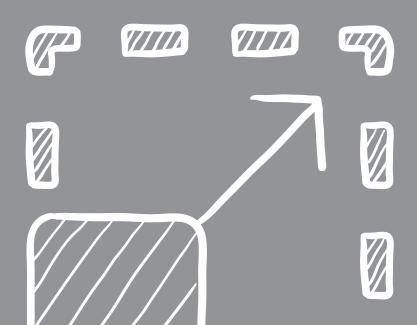
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Ensure business continuity

It can be difficult to measure the exact cost of telephony downtime, but one thing is certain: outages can cause substantial damage. Any downtime in communication will result in a loss of staff productivity, morale and business opportunity, not to mention customer loyalty.

❝ It's essential to have a robust business continuity plan in place.❞

Should your telecoms go down for any reason, SIP can automatically reroute calls. Business landlines can be diverted to alternative offices or mobile phones to ensure you have control when things go wrong.

7

Save with operational scalability

Fluctuating seasonal trends mean businesses must be able to quickly scale up or down.

❝ While it's easy to use contractors TO KEEP YOUR WORKFORCE FLEXIBLE, infrastructure needs to support this. ❞

With traditional telephony, accommodating more staff means having to purchase additional lines and hardware, which can come with lengthy contracts and be left gathering dust once demand subsides. With SIP trunking, new lines can be added and removed with a simple software configuration, keeping your business agile and ready.

8

Save thanks to GREATER FLEXIBILITY

Traditional ISDN lines are sold in bundles. They can take weeks to install and are equally cumbersome to remove. With SIP, you pay by the trunk.

This means you no longer have to pay for any unnecessary surplus and can easily add or remove trunks to accommodate your business needs. Call routing is also much more flexible, making inbound call management a simple task via an online portal.

9

Save on paying for extra features

With traditional telephony, features often come at an additional cost.

SIP trunking incorporates a range of features as standard, including unlimited internal calling, data messaging, video calls, Caller ID and call forwarding.

Less expense,
fewer problems

More and more businesses are realising that they've outgrown their telecoms and are looking to SIP trunking as a future-forward alternative.

By migrating from ISDN to SIP trunking, businesses can:

- Protect themselves against increasing maintenance costs

- Scale operations more easily to cope with demand

- Ensure communications are protected in the event of any downtime

Download our eGuide to find out why it's time to consider your options if your current provider isn't talking SIP:

Cut the Cord - how to detach yourself from your telecoms provider

Download your free eGuide now

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