



*Orchestrating Hyperconnectivity*

WHITE PAPER / SIP TRUNKING

# **SIP & SIP Trunking Buying Considerations**

## **Before you implement SIP and/or SIP Trunking at your business, it's critical to understand these three "gotcha's" that can trip up any IT manager.**

By making you aware of these concerns before you buy any SIP or SIP Trunking solution, this guide is intended to prevent you from sweating bullets because of any of these common snags.

### **Snag #1: SIP is not always more cost-effective**

The four questions we always ask anyone inquiring about SIP Trunking for their businesses are:

- How many simultaneous calls – inbound and outbound - do you need to support on this PBX?
- How many minutes of inbound (Including toll free) and outbound to the lower 48 states and Canada do you use?
- How many international minutes do you use, and where do you call?
- How many phone numbers do you require?

These four questions are important, not just for establishing a proper solution, but also for determining if SIP will be cost-effective for the business.

Understanding your calling traffic is essential to finding the most cost-effective solution.

Since SIP phone service can be purchased in many different ways, the mix of your traffic, percentages of Inbound versus outbound, international versus local calling, and quantity of phone numbers will determine what plan fits your business best.

Based on how your business responds to the questions above, SIP

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Trunking may not be the most cost-effective solution. Situations where alternatives may be more economical are if broadband is expensive or if there is very little Interstate calling traffic, as just two examples.

However, a business must remember to take into account all costs associated with the existing phone service, such as costs for lines, increased per minute costs for IntraState and IntraLata calls, taxes, and other surcharges on your existing phone bill.

A provider that only sells and promotes SIP and SIP Trunking may try to urge a buyer to purchase a solution, regardless of its true cost savings for the business.

However, working with a provider that offers a portfolio of SIP solutions, including an alternative solution such as hosted VoIP, often allows you to better understand your options and receive a custom recommendation on the most cost-effective solution for your company.

## **SNAG #2: Not testing your bandwidth and existing local infrastructure.**

A good SIP Trunking provider will work with and consult your IT Department to uncover bandwidth utilization prior to recommending a solution.

Prior to installing a SIP Trunk, bandwidth requirements can be determined based on anticipated number of simultaneous calls that need to be supported. If necessary, some IP Phone Systems can use alternative compression methods for the calls to compress the bandwidth that each call will use over your Internet connection.

The best course of action, however, is ensuring ample bandwidth exists prior to installing SIP. If there isn't enough bandwidth and a proper router that prioritizes voice traffic over data, call quality will suffer. If this is not set up correctly in the beginning, users may complain of choppy calls and echoes during conversations.

A good SIP Trunking provider will clearly understand how a company uses the Internet. It is important that they work with and consult your IT Department to uncover bandwidth utilization prior to recommending a

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solution. In addition, the best providers will test your bandwidth, as not all Internet connections are created equal. You may have plenty of speed, but if there is “Jitter” or “Packet Loss”, your calls will not sound good even if you have enough bandwidth.

## **SNAG #3: Not all IP PBXs work with every service provider.**

If your business already owns one or more IP PBXs, be sure to ask any SIP Trunking provider you’re working with whether or not the IP PBXs you currently own are compatible.

Working with a provider that is knowledgeable in not only SIP Trunking, but hosted VoIP as well, provides you with a spectrum of possible solutions for your company.

It is important to note that not all service providers even test for PBX interoperability before they offer a solution to potential customers. Therefore, in these situations, it unfortunately falls on the customer to do their own due diligence.

However a reputable provider will offer a few test channels so that your PBX vendor and IT staff can insure there are no issues prior to placing an order for service.

Request a list of IP PBXs each provider supports and test your IP PBX for interoperability before you go through the process of ordering and provisioning a solution. Requesting a guide to help you configure your IP PBX is one way to know if your provider will work seamlessly with your currently owned IP PBX.

Another important question to ask any provider is how does your IP PBX “Authenticate”? Authentication is how the PBX will create a connection with your network provider. The two most common options are either “IP Authentication, or “User Name and Password Authentication”.

## In Summary

The buying decision for SIP Trunking is complex with many components and variables to decipher and compare. Working with a provider that is knowledgeable in not only SIP Trunking, but hosted VoIP as well, provides you with a spectrum of possible solutions for your company. Most importantly, you'll receive the guidance and support from an experienced team in order to make this critical buying decision.

## About Globalgig

Globalgig orchestrates hyperconnectivity for the enterprise business continuum using managed communications solutions. Globalgig provides wireless connectivity across a 100-plus country footprint and offers a full suite of communications services and products including Hosted VoIP, Mobile Device Management, Wi-Fi Hotspots, Remote Office and Backup, Technology Expense Management and IoT/M2M connectivity solutions. Globalgig is a registered brand of iGEM Communications Holdings LLC, which does business as Globalgig. Globalgig is headquartered in San Antonio, Texas, with offices across the U.S., and in London and Sydney. For more information, visit [www.globalgig.com](http://www.globalgig.com).

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