

SIP TRUNKING



For many organizations, traditional telecom services have reached their upper limits of effectiveness. Although ISDN PRI and standard analog lines are still functional, their growth has been limited to carrier promotional offerings and service bundles. The price is declining but the technology remains the same.

Introducing SIP Trunking. Session Initiated Protocol (SIP) is a developing technology that offers unique and powerful solutions for organizations with specific objectives. In the right circumstances, SIP can significantly improve productivity and flexibility.

Ideal Environments

Multiple Locations

Often times, costly telephone lines are installed to support maximum calling capacity for each location. This leaves lines severely underutilized throughout the day. By focusing call flow through a central location with SIP trunks, overall line counts can be minimized to reduce costs. Centralized call flow also means reduced staff required to answer calls.

Relocation

In the past, moving often required you to either change critical telephone numbers or pay excessive charges to forward them to your new location. Since SIP trunks do not have the same boundaries, critical telephone numbers can be maintained, regardless of where you move.

Seasonal Demands

Some organizations find that call volume fluctuates dramatically as seasons change. The choice is to either install and then disconnect lines or to leave the lines in place. These challenges can be eliminated with dynamic SIP trunks. You only pay for the lines as needed.

Key Advantages

Business Continuity

Calls can be automatically re-routed to alternate locations in the occurrence of a service outage.

Reduced Usage Costs

Local and long distance rates are available at price points once reserved for only the highest usage commitment level customers.

Flexible Line Counts

Trunks can be ordered in the exact quantity needed. Changes to line counts can be made in days, rather than months.

Functionality

Direct Inward Dialing (DID), sophisticated call routing and other productivity features can be provided to even the smallest location.

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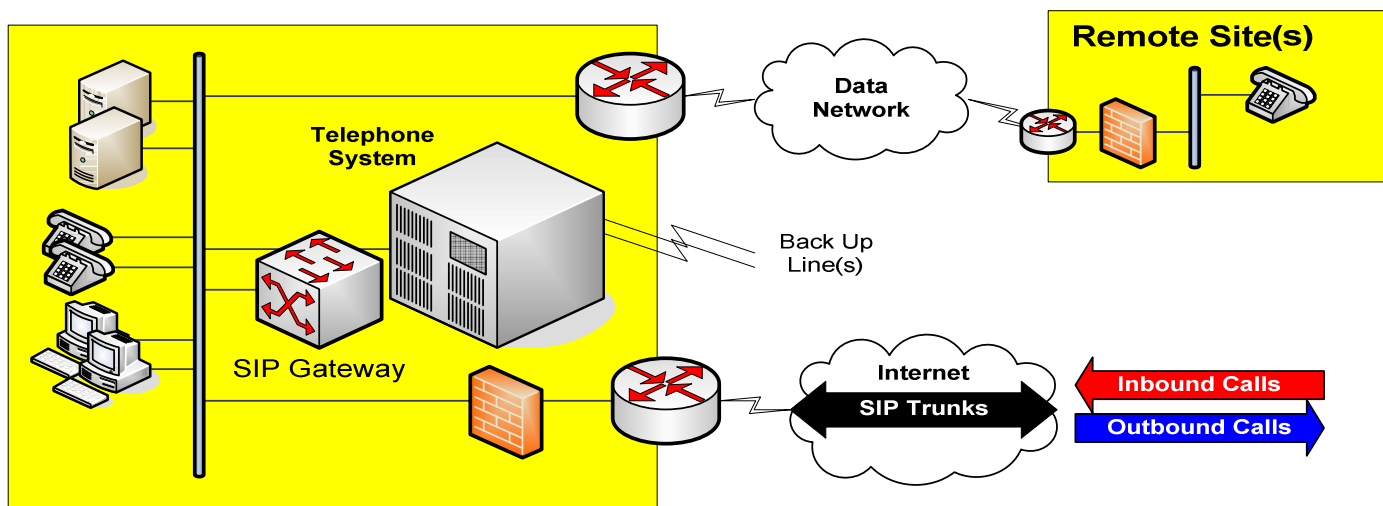
How SIP Trunks Work

Unlike traditional telecom interfaces such as ISDN PRI or analog lines, SIP utilizes the Internet to deliver voice services using VoIP. Inbound and outbound calls traverse the Internet between the customer premise telephone system and the SIP provider. Each concurrent SIP calling path utilizes between 32 and 80 Kbps of bandwidth.

If your telephone system is certified by the SIP provider, voice communications can be delivered as pure SIP through an Ethernet handoff to the

telephone system. For older telephone systems or uncertified systems, traditional interfaces such as PRI or analog lines can still be used by incorporating a SIP gateway device.

For organizations incorporating remote locations, inbound and outbound calls can be focused through a centralized location and then distributed to remote locations utilizing the customer's data network.



Special Considerations:

As with any technology, there are considerations and limitations that must be taken into account.

- **Fax/Modem:** SIP Trunking does not effectively support fax and modem traffic. These applications function best by incorporating analog lines.
- **E911:** It is vital that when 911 is dialed that emergency services show up at the correct location. Most SIP providers support e911 for remote locations but this should be verified. When incorporating a remote telephone system, analog lines should be included to support 911 as well as redundancy.

- **Internet Access:** A stable and reliable Internet connection is required to support SIP applications. It is often recommended that a secondary connection be incorporated to maximize voice quality.
- **Service Availability:** Not all SIP providers cover all areas. It is important to evaluate their coverage maps to ensure they can support all current and potential locations.
- **Security:** Since SIP services are delivered over the Internet, firewalls and other security measures need to be incorporated to protect this traffic.