SIP Trunking
CHECKLIST: When Switching to SIP

Connecting You.
Connecting With You.
SIP Trunking is a flexible, IP based phone system that connects directly to your company’s internet. VoIP is one of the fastest growing services today, as more and more companies are embracing IP phone systems. VoIP has become a preferred method of Communication because of its cost savings, simplified architecture and ability to branch into video and data communications.

First off, what is SIP Trunking?

SIP Trunking uses an Internet Protocol (IP) as an alternative to traditional T1 or PRI trunk phone lines. SIP Trunking is ‘Session Initiation Protocol,’ an IP telephony system using the communication exchange between two devices to facilitate voice and other unified communications. SIP Trunking extends SIP to allow multiple simultaneous communications, by setting up virtual IP voice channels that flow over an IP connection. The connections are configured remotely, and the physical link between the customer and the provider is an Ethernet cable, typically fibre or copper.
SIP Trunking Checklist

If you’re thinking of switching to SIP Trunking, here’s a quick checklist of things you’ll need to consider:

Is SIP Trunking the right choice?

If you’re thinking Voice over IP (VoIP), should you choose SIP Trunking or Hosted PBX? If your business has its own telephony system in house (a PBX system) that’s IP enabled, then SIP Trunking is the best VoIP option. A SIP Trunking service provides the VoIP channels (lines) by integrating with your existing in-house (on premise) equipment.

How many voice lines will you need?

SIP Trunking can provide unlimited simultaneous call paths, but that may not be required for your business. Every employee may not be on the phone at the same time, and you may not wish to have part time lines (like the break room or conference room) counted as a full line. Your SIP Trunking call path can be less or more than the number of extensions, depending on your requirements.

How much bandwidth will you need?

Once you determine how many simultaneous voice lines you’ll need, you’ll then need to determine the bandwidth (capacity) based on this requirement. Your provider can help determine the exact bandwidth required to facilitate your call paths.
How Important is Private Internet?

Some SIP Trunk providers may also provide internet connection, however, some may not actually own their own network infrastructure. Some SIP trunking services are even further removed from the underlying bandwidth and simply utilize whatever bandwidth is purchased by the customer via a completely independent broadband provider. A SIP Trunk provider that offer their own private network is likely the best option, as you can verify the service levels and response times with the SIP Trunking provider. If your provider deals with a third party, ask about Service Level Agreements and guaranteed response times.

**Typical VoIP Set-Up**

- **Public Internet**
  - Call is routed through the public Internet. Neither provider nor customer has control over voice packets.

**Private Network**

- **Private Data Centre**
  - Public Internet is bypassed ensuring security and exceptional voice quality

---

Connecting You.
Connecting With You.
Reliability Features

Many companies struggle with the fear of Internet failure or channel traffic, all of which will result in busy signals for your callers. If your business is one that cannot have a busy signal, the great news is that there are cost effective, reliability options available through your SIP Trunking product.

Features such as **Failover** (a feature that alleviates the risk of outages by seamlessly routing calls to a number or numbers that have been previously designated as failover), **Overflow** (a functionality that redirects calls (similar to Failover) to an alternate number, office, or phone), and **Burstable Channels** (a feature that temporarily allows for more channels (lines) than initially provisioned in order to accommodate bursts of higher than normal call traffic).

Choosing the Right SIP Trunking Supplier

Finding the right SIP Trunking provider depends on many factors, including the ease of transition, customer service and help desk options, private Internet connections (if this is a favourable feature) and additional reliability features.

Diallog Telecommunications is a full service telecom provider with 18 years of serving Canadian customers. Our comprehensive suite of products including SIP Trunking, Hosted PBX, PRI, Business Lines, Fibre Optics, DSL and Cable Internet, and IP VPN (MPLS). Our SIP Trunking services offer clients exceptional value.