

INTRODUCING SIP

SIP (Session Initiated Protocol) is a signalling protocol widely used for setting up and tearing down multimedia communication sessions such as voice, and video calls over the internet.

How can SIP benefit my business?

Up until now, Voice has been embedded in a network infrastructure known as PSTN (Public Switched Telephone Network). The PSTN is still a reliable method of delivering voice to your business, however it does have its drawbacks, and no longer can it be considered cost-effective when compared to new modes of voice transportation, such as SIP.

Key Benefits of SIP

Because transporting voice across SIP Trunks essentially means the call is passed over the internet, call charges are significantly reduced. In addition to this, SIP allows greater flexibility when relocating offices, and should be considered during any Business Continuity planning sessions. The installation of SIP Trunks reduces or eliminates the costs associated with media gateways, and reduces the maintenance costs of these items. Because SIP can deliver both voice and data to your business via a single connection, there is no need for separate connections, reducing the recurring rental charges incurred by your business.

Flexibility

With SIP, the days of not being able to relocate your telephone numbers with your business are gone. Previously your telephone numbers were tied into the local telephone exchange and should your business relocate outside of this exchange area, new telephone numbers would be provided, which proves detrimental as your old telephone number would require expensive call forwarding services to ensure your frequent calling customers continue to reach you. With SIP, your telephone numbers can be relocated with you to anywhere in the UK. Furthermore, should your business need local presence in another area, and you do not want to invest in setting up an office in the area, we can provide you with a local telephone number for the area, and deliver the calls within your current business premises.

An example of this solution could be that you are a business with a single site, based in Cambridge. You would like local presence within Norwich, but in order to gain a telephone number within Norwich, traditional lines require you to have a physical connection into a premises in Norwich. SIP enables you to have a Norwich telephone number, but present it directly to your Cambridge office with no need for call forwarding, or physical installation within Norwich.

Multi-Site Savings

If on the other hand, your organisation has multiple sites, traditional PSTN telephony requires you to pay for each call between your sites. SIP Eliminates this charge, as calls between sites are routed across the internet, therefore by-passing all call charges normally associated with calls of this kind.

For more information any of our services, please visit our website: www.redipsolutions.co.uk

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