

# FUNCTIONS OF SIP TRUNKING

SIP Trunking is based on SIP. SIP stands for Session Initiation Protocol. SIP is an application-layer control (signaling) protocol for creating, modifying, and terminating sessions with one or more participants. It is widely used as the signaling protocol for VoIP calling and is widely thought of as the standard for VoIP calling.


Typically, a company's VoIP calls will involve a circuit switched handoff to the PSTN outside of the company's local area network. With SIP Trunking, the company's VoIP Service Provider handoff's calls via the Service Providers SIP Network. Calls that are going to the PSTN will be routed over the Service Providers IP backbone to the nearest PSTN gateway.



# THE TOP 6 BENEFITS OF SIP TRUNKING




**REDUCE HARDWARE COSTS**  
SIP Trunking reduces or eliminates the costs associated with the purchase of hardware media gateways.




**UTILIZE DIRECT INWARD DIALS (DIDS)**  
SIP Trunking utilizes DID's (Direct Inward Dials) that allows each employee to have their own phone line. This increases the flexibility and implementation of call control and dial plans.



**REDUCE MAINTENANCE COSTS**  
SIP Trunking also reduces or eliminates the costs associated with the ongoing support and maintenance costs of hardware media gateways.



**REDUCE LONG-DISTANCE FEES**  
SIP Trunking reduces toll charges from SIP origination/termination services to the PSTN for external long-distance and local access calls.



**REDUCE LONG-DISTANCE FEES**  
SIP Trunking allows for the selection of a single SIP Trunk which increases the flexibility and ease of adding, subtracting, or changing a line.



**SUPPORT MULTIMEDIA COMMUNICATION**  
SIP Trunking supports multiple forms of communication including video and instant messaging allowing for greater levels of user presence.