



SIP TRUNKING

Business Phone Management
at a Lower Cost

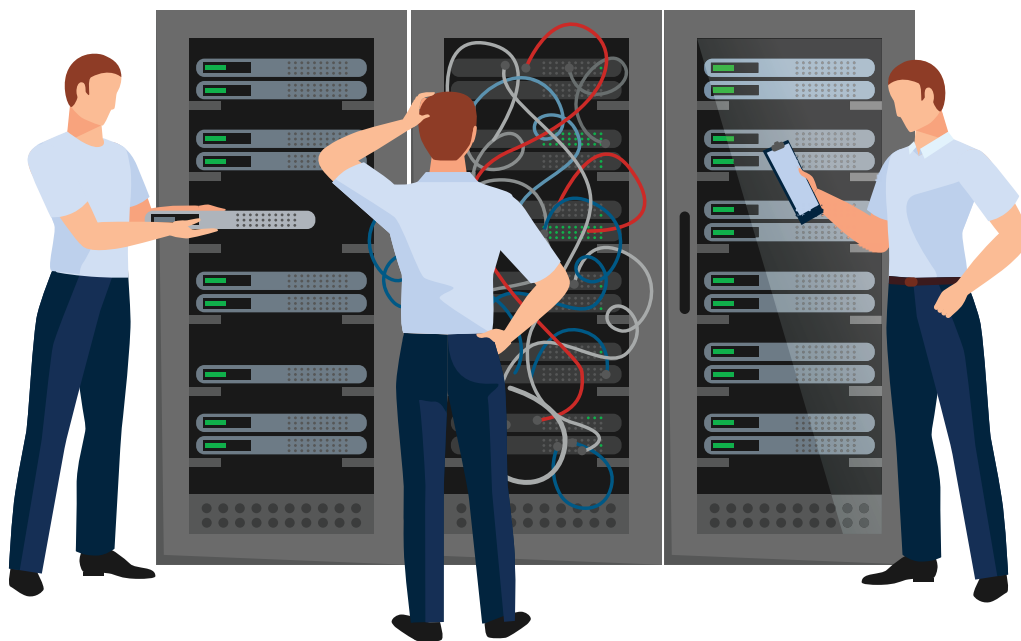
The Hassle of PRIs

Before our desk phones were all connected to the internet, businesses had to endure an arduous, expensive process when they wanted to install a network of office phones.

The On-Site PBX

A professional tech team had to install a Private Branch Exchange (PBX) -- a server the size of a closet -- on a business's premise and route hundreds of wires through the office to connect every desk phone to that server.

The PBX could cost thousands of dollars to install, and the Primary Rate Interface (PRI) lines that connected them to the public telephone network added ongoing costs every month of operation.



PRI Lines

PRIs were created to solve the problem of concurrent calling from a single phone number. Before the 1980's, basic analog telephone lines would only allow one call per phone number. The PRI made it possible to complete as many as 23 calls for each number.

A large business could attach multiple PRIs to its PBX. A business with 50 employees might purchase three PRIs because it wants everyone in the company to have the ability to complete calls at one time. The first PRI provides 23 open calling lines; the second doubles that availability to 46; and the third brings it to 69.

The problem here is obvious: The business would pay for 69 lines simply to accommodate 50 employees. It pays for all three PRIs whether it uses them or not, so during less busy hours, the added cost for extra lines would go wasted.

SIP Breathes Life Into Your PBX

Today, businesses can take advantage of Session Initiation Protocol (SIP) trunks that act as a direct replacement for their PRI lines.

A SIP trunk connects your ageing PBX to a service provider, like VirtualPBX, through the internet.

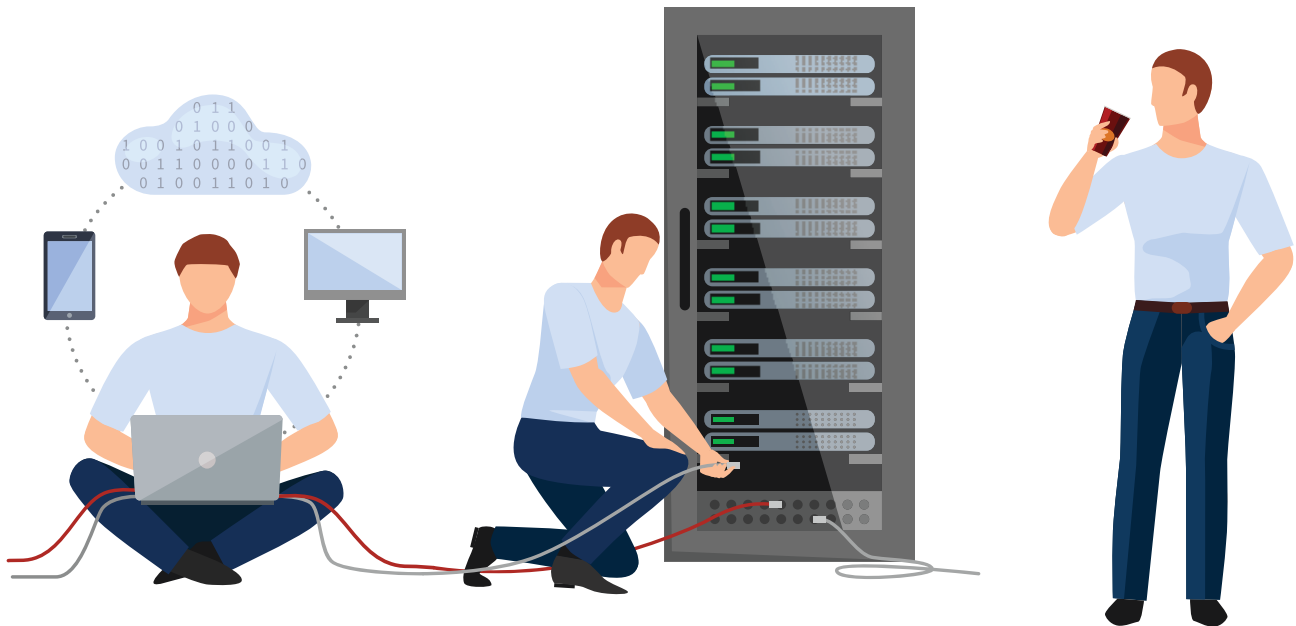
Using SIP can save you money and make your on-site PBX much easier to manage.

Save Money

Unlike the PRI with its limited capacity, a SIP trunk has a virtually unlimited capacity for concurrent calls.

Moreover, a business can order as many or as few lines as it likes. It can even pay for a small number of standard lines and opt for “burstable” extra channels that are only paid for during peak usage.

It’s possible that, just by replacing PRI lines with a SIP trunk, a business can begin to see costs savings in a matter of months.



Easier Management

To begin using a SIP trunk, a business only needs to connect its PBX to a SIP gateway.

The gateway – a small hardware unit that links the PBX to the service provider’s server – translates analog phone signals into IP traffic the company modem can understand. From there, the modem is able to send packets of voice data to the service provider.

The service provider makes sure that the voice data is sent through the internet to the proper destinations. It also provides the business with a central virtual location where the business can manage its account and, among other things, add more simultaneous calling channels as company needs fluctuate.

Are You a SIP Trunking Candidate?

Almost any business with an on-site PBX can make a good candidate for SIP trunking. If you want to lower your current phone system costs but keep your existing hardware, you can email the VirtualPBX sales team to get started on our service.

Most businesses will need a SIP-enabled PBX to use a SIP trunk. VirtualPBX supports a number of vendors, including Avaya, Cisco, ShoreTel, Mitel, Digium, Blue Box, Freeswitch, 3com, Allworx, AltiGen, Asterisk, Epygi, FreePBX, ObjectWorld, Pingtel, Responsive Point, Samsung, Sutus, TalkSwitch, and Taridium.

We'll be happy to check your PBX vendor if it's not included on that list.

If you have PBX that isn't SIP-enabled, we can create a custom installation that works with your needs.

SIP Trunking caters to businesses with on-site PBXs. If you don't have a PBX, we recommend that you use IP phones that connect directly to the VirtualPBX Dash Business Phone System -- a hosted service that uses your internet to provide office extensions and outbound dialing. You can easily add individual desk phones, smartphones, and conference phones to Dash as necessary.

	Starting Number of Channels	Included "Burstable" Channels	Additional Channel Cost /month
Base VirtualPBX SIP Trunking Service	20	5	\$3.99 each

Consider These Options in a Provider

There are a number of good reasons why SIP Trunking is a multi-billion dollar market expected to reach \$22 billion in market valuation by 2024. It's popular throughout all regions of the globe because of its ease of use, versatility, and cost-effectiveness.

But before you jump into a contract with any old service provider, there are a few options you should consider that can make or break your SIP service.

Call Quality and System Uptime

You may be a little too familiar with dropped calls and static in your conversations. This inconsistency and poor quality can stem directly from the phone plan your service provider offers.

You can free yourself from those irritations with VirtualPBX SIP Trunking.

We know how stressful it can be when your phone system doesn't provide clear calls. Our SIP Trunking service makes sure your calls are clear for both internal and external conversations. There's no need to worry about static or choppy audio with a colleague or customer.

In addition, we deliver industry-leading 99.999% uptime. You can complete calls and manage your service in our Dashboard at any time of day or night.



Overall Costs

If you're already paying thousands of dollars for upkeep of your PRI lines, you're paying too much.

VirtualPBX lets you drop those expensive PRI lines for our cost-effective SIP Trunks.

We use your existing internet service to send and receive all your call traffic. You can make the most of what you already pay for – internet – and gain a phone system that's easy to configure and maintain throughout your contract with us.

Concerned your internet connection is not ready to handle added traffic? Our network experts can also help you secure additional bandwidth and manage your network devices and settings to ensure high quality voice communications.



24/7 Support

Does your current phone provider offer around-the-clock service?

At VirtualPBX, our support team works hard for you. We take calls and online support tickets 24 hours a day, 7 days a week.

We're ready for your questions and concerns about phone setup, call management, administrative concerns, and call quality, among many other tasks. Everyone from our support representatives to company managers can help you easily solve the most pressing phone service issues.

Number of Phone Lines

Your PRI only lets you purchase 23 concurrent phone lines at a time. This is excessive, wasteful, and costly.

With VirtualPBX SIP Trunks, you can purchase an exact number of concurrent phone lines. Need 30 lines for your medium-size business? Order 30 and nothing more.

We also offer "burstable" channels for those times of day (mid-afternoon) or times of year (the year-end holiday shopping season) when call volume hits a peak. You only pay for extra bursts when you use them. Hiring for the holiday rush? Add some on-demand channels for that temporary surge.

Number Porting

When you're moving from one service provider to another, it's critical that you get to keep your phone numbers. Your customers and employees need you to be consistent, or your entire operation can fall apart.

VirtualPBX can port your local, toll-free, and international numbers and maintain them at a low monthly cost. Check out these low prices:

	Monthly Cost	Port In Fee
Local Numbers	\$3.99	\$0.00
Toll-Free Numbers	\$3.99	\$0.00
International Numbers	\$19.99	Varies

VirtualPBX + TeleTracking: A Success Story

We're proud of the work we do with our customers. Our collaboration with TeleTracking shows how a SIP Trunking service can assist even the largest of clients.



TeleTracking's Mission

Teletracking, an international healthcare technology company, develops some of the most comprehensive patient and resource tracking systems available today. Its services reach across the globe to make sure that, as its mission states, "No Patient Waits" for the critical healthcare they need.

Teletracking connects hospitals and other healthcare clients' on-site PBXs to its own hosted patient tracking software, which allows doctors and hospital staff to use their phone systems for provisioning patient resources at a moment's notice.

VirtualPBX's Role

TeleTracking approached VirtualPBX with a unique situation. It sought a way to easily connect its clients' on-site PBXs to the internet while complying with the host of regulations that govern healthcare data transfer. In particular, it asked VirtualPBX to take a leading role in managing sensitive voice traffic for clients in the U.S. and U.K. -- traffic which contains information that is mandated by law to be kept separate at all times.

VirtualPBX employed its international network of servers to keep both geographical regions separate. It used its network to handle the transfer of real-time information and provide a data backup service so all of TeleTracking's clients can make use of reliable, functional patient tracking at any hour of the day.

The End Result

For TeleTracking, the successful pairing with VirtualPBX has made its job of working with healthcare clients easier. It would have been difficult or near impossible for TeleTracking to work with any normal communications provider and see the results it ultimately found with VirtualPBX SIP Trunking.

Healthcare clients, likewise, have realized exceptional benefits from this pairing. They have gained professional patient tracking capabilities alongside lower rates for their phone systems. Their staff members can be more efficient and assist patients with greater expediency -- all while seeing lower calling rates because of the SIP Trunks that direct their calls.

VirtualPBX has become an essential part of Teletracking's expansion into new markets and its work with new healthcare clients. By working hand-in-hand with VirtualPBX, Teletracking can easily convert a healthcare provider's existing infrastructure into a futuristic example of how resource management should work.

Ready for SIP Trunking? Contact Us!

No matter the size of your business or your needs as a company, we'll work with you to transform your on-site PBX into a cost-effective calling powerhouse.

Get in touch today!

Sales@VirtualPBX.com

1.888.825.0800

Live Chat at VirtualPBX.com