Selecting Your SIP Trunking Provider:
Six Key Considerations
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For companies wanting to make full use of their installed IP-PBX, a SIP trunk provided by an Internet Telephony Service Provider or VoIP service provider to connect to the traditional PSTN network is the solution. Unlike traditional telephony, where bundles of physical wires were once delivered from the service provider to a business, a SIP trunk allows a company to replace these traditional fixed PSTN lines with PSTN connectivity via a SIP trunking service provider on the Internet.

SIP trunks can offer significant cost savings for businesses, eliminating the need for local PSTN gateways, costly ISDN BRIs (Basic Rate Interfaces) or PRIs (Primary Rate Interfaces). SIP Trunking combines voice and data over a single broadband circuit, eliminating the need for a traditional phone service and saving customers a substantial amount off their phone bill.

Six Key Considerations when selecting a SIP Trunking Provider:

1. IP PBX Certification

It's important to verify that your SIP Trunking selection is interoperable with your IP-PBX. There are many different manufacturers and even more models – and not all SIP Trunking providers are compatible with all PBXs.

Fusion has certified the majority of IP-PBXs, so customers using Fusion SIP Trunking can be installed quickly.

2. Experience and Reliability

When selecting a SIP Trunking provider, evaluate each provider's network for coverage, reliability and consistency with industry standard Service Level Agreements (SLA's). A provider's reputation, particularly with companies of a comparable size or in a similar industry, is an important indicator of their ability to deliver reliable service with quality customer support.

Fusion is an industry leader in SIP Trunking, passing over 10 billion IP minutes over its nationwide, voice optimized network each year. The Fusion standard SLA's guarantee 99.99% uptime and 2 Hour Mean Time to Repair. Fusion guarantees its VoIP product at 99.99% uptime.

3. Calling Plans and Price

The type of business and the number of locations for the business will drive the type of calling plan needed. A provider with pricing that can be optimized for business size, call volume and long distance usage requirements will offer the necessary options that meet the requirements for value and bottom-line savings.

Fusion offers three plans to meet the needs of companies ranging in size from geographically dispersed high-volume call centers to small businesses with a single location. Fusion offers fully metered calling plans; included inbound and outbound local, and included inbound and outbound domestic.

4. Service Guarantees

Service guarantees, such as availability, repair, and quality measurements, should be offered by any provider under consideration. Evaluate their service level agreements to ensure that they meet the needs of your company.

Unlike most cloud telephony providers, Fusion offers a fully-managed, SLA-backed solution to guarantee our customers the best experience possible. Each customer installation is designed with their holistic business needs in mind and each is engineered to meet service quality expectations.

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5. Broadband Options For Full Voice Quality of Service (QoS)

Businesses that also want voice service with full voice QoS will need the option to buy their broadband circuit from their SIP Trunking service provider. This allows the service provider to troubleshoot and monitor voice prioritization, packet loss, latency and jitter over their data circuit, resulting in the highest level of voice quality control. The service provider for both broadband and voice should include equipment, including a QoS router, in the final package. Evaluate the final estimate for all service pricing components and included equipment and be sure to know what equipment and features are priced separately.

6. Optional Add-on Features

Consider the optional features that are available before finalizing your SIP Trunking purchase. These add-on features may offer significant advantages for optimizing service.

Call Bursting. A secondary SIP Trunk that gives the business the ability to temporarily utilize more Concurrent Call Sessions than what was purchased with their primary SIP Trunk. Call Bursting includes the quantity of Concurrent Call Sessions as the primary trunk associated with the feature, and the same base and calling features as other SIP Trunks.

Business Continuity. A unique configuration per SIP Trunk that ensures call completion in the event that the customer equipment is inaccessible. One Business Continuity setup is supported per SIP Trunk and must be purchased individually. Multiple failover and forwarding options are available including: Device Failover, SIP Trunk Failover, SIP Trunk Forwarding, DID Forwarding.

About Fusion

Fusion is a leading provider of integrated cloud solutions to small, medium and large businesses. Fusion's advanced, proprietary service platform enables the integration of leading edge solutions in the cloud, including cloud voice, cloud connectivity, cloud storage and security. Fusion's innovative yet proven cloud solutions lower our customers' cost of ownership, and deliver new levels of security, flexibility, scalability and speed of deployment.

Learn more at www.fusionconnect.com.