

## IP Trunking Delivers the Power of VoIP Communications to Any Network

Replacing traditional dedicated circuits such as T1s with VoIP trunking can dramatically cut down on one of the largest monthly expenses for your business — network costs.

In fact, when compared to traditional Public Switched Telephone Network (PSTN) trunks with Direct Inward Dialing (DID) and 800 numbers, a company can immediately **save 30-50% off their monthly phone bill**. With a small systems environment (10-20 phones), VoIP trunking can **cost as little as \$22.00 per line on average**. And remember, you are not going to have to replace every circuit, as you will still need dedicated lines for fax and alarm.

Quite simply, IP trunking enables organizations to lower recurring monthly expenses by empowering these companies to:

- Purchase the right number of lines to match communications expenses to the actual business needs.
- Consolidate data and voice invoices to lower expensive phone bills and reduce long distance charges, and to lower taxes that go with them.
- Leverage their existing Internet connection for both data and voice, while providing the ability to add enhanced calling features not already provided by the existing PBX or Key Set.
- Streamline their communications platform to realize immediate and significant economic advantages while smoothly transitioning to hosted VoIP communications.
- Reduce telecommunications costs when bringing remote employees online and networking remote office locations.
- Cut maintenance expenses by utilizing a maintenance protection plan that provides guarantees for network uptime and performance.

### Integrating IP Trunking into Your Existing Network

Deploying VoIP to your network is easier than you think. In your current system, voice and data probably reside on separate networks within your infrastructure, with separate cost centers and possibly even separate support staffs. VoIP Trunking, implemented directly at the PBX, changes this model by leveraging your data connection to simultaneously serve both your data and voice needs. An Integrated Access Device (IAD) can provide access to Direct Inward Dial Numbers (DIDs) nationwide — while

According to a recent Infonetics Research survey:

- While T1 lines are still the most commonly used trunking service to connect to a PSTN, native VoIP trunks are on the rise.
- 39% of survey respondents have already deployed SIP trunking-by 2010, it is projected to become the second most commonly-deployed trunking type.
- Respondents are deploying SIP trunking widely across their organizations, and not just trialing at one or a few sites<sup>1</sup>.



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lowering your long distance bills and other related fees and taxes. A qualified VoIP vendor should be able to work with you to configure this interface to the specific needs of your enterprise.

Your VoIP vendor can also guide you on using VoIP trunking to create a business continuity plan for your company. The right vendor should offer options such as the ability to automatically re-route calls to maintain telephone service to any location and any device, including landline phones, mobile devices and PC-based soft phones. Other capabilities typically include simultaneous ringing and sequential ringing to multiple locations, support for telecommuting, and unified voice messaging and single mailbox across multiple technologies.

VoIP trunking can create a whole new productivity and cost paradigm for the telecommunications of your business. Just make sure that you are working with a vendor that is fully fluent in integrating VoIP trunking into an existing network. That way, you can upgrade your trunks in areas that make the most sense, and develop a rollout strategy that will not significantly impact your daily operations.

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<sup>1</sup> "SIP Trunking on the Rise: New Survey," Infonetics Research, (October 27, 2009), <http://www.infonetics.com/pr/2009/CRS-Enterprise-Voice-SIP-Trunking-Survey-Highlights.asp>



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