



SIP TRUNKING ROADMAP:

10 QUESTIONS TO ASK BEFORE YOU SELECT A SIP TRUNKING PROVIDER

On-demand scalability, improved business continuity and instant savings -- the benefits of a SIP trunking solution are many, but only if you go with a quality provider that can deliver on all that SIP has to offer.

This eGuide explains SIP trunking, outlines its benefits and supplies answers to key questions you should ask when evaluating vendors. If you're in the process of exploring SIP trunking as a practical communications option for your business, use this 'roadmap' to help guide you to a SIP solution that will best fit your needs.

WHY SIP TRUNKING, WHY NOW?

When your business grows, you need to add phone lines. If your current phone system or PBX uses analog technology, that means one phone number per line -- a costly option in terms of dollars spent, physical space needed and installation time required.

While digital lines offer a better alternative, a T1 line is expensive. Plus, you still need the physical space and time for your local phone company to install it. And while T1s can handle more capacity than an analog line and provide better quality over long distances, once you reach that capacity, you have to install another T1. So once again, cost and the ability to scale quickly become issues.

So what's a business to do? Enter SIP trunking. It speaks directly to a business' need to keep costs down while quickly scaling to meet demand.



Struthers School District of Ohio

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¹ <https://www.shoretel.com/sites/default/files/Struthers-Case-Study.pdf>

HOW DOES SIP TRUNKING WORK?

With SIP trunking, a call is routed through your current phone system using signaling information so your phone system knows where to send it. There is nothing additional to configure at your end, provided you have a connection to the Internet and a SIP-compatible VoIP phone system or PBX.

A SIP phone system is a great way to gain cloud benefits while maintaining control over your on-premises PBX solution. It blends the best of both worlds to reduce costs and support future growth.



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eGuide:

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10 QUESTIONS TO ASK ABOUT SIP TRUNKING

A SIP trunking solution has a lot to offer, but only if you go with the right vendor. Read on to get the answers to these 10 key questions, which are designed to help you evaluate and compare SIP vendors. Use this guide to assist in your due diligence process and, ultimately, to select the best SIP provider to meet your needs.

- 1 | What do you do to ensure uptime?
- 2 | What happens if there's an outage?
- 3 | Are you transparent about your downtime online?
- 4 | What is your support process?
- 5 | Can you provide me with a cost savings analysis?
- 6 | Does your solution work with any PBX?
- 7 | How long are your contracts?
- 8 | How long does implementation usually take?
- 9 | What is your implementation process?
- 10 | Do you offer a Digital Subscriber Line (DSL) or direct connectivity?



1

WHAT DO YOU DO TO ENSURE UPTIME?

Your phone system is critical to business success. Talk to your potential provider about their network. Is there redundancy baked in? Do they have SLAs in place in case there is an outage?



2

WHAT HAPPENS IF THERE'S AN OUTAGE?

Providers should be transparent about their outages and proactive. Ask the vendor if they post their outages online. Does their SLA have financial penalties for outages? Is there a failover destination baked in?



3

ARE YOU TRANSPARENT ABOUT YOUR DOWNTIME ONLINE?

Strong providers will have a status page for you to access 24/7, providing visibility into outages and potential risks. Their communications process should proactively alert you to outages, identify estimated time for recovery and provide continual updates along the way, along with what caused the outage once you're back up and running.



4

WHAT IS YOUR SUPPORT PROCESS?

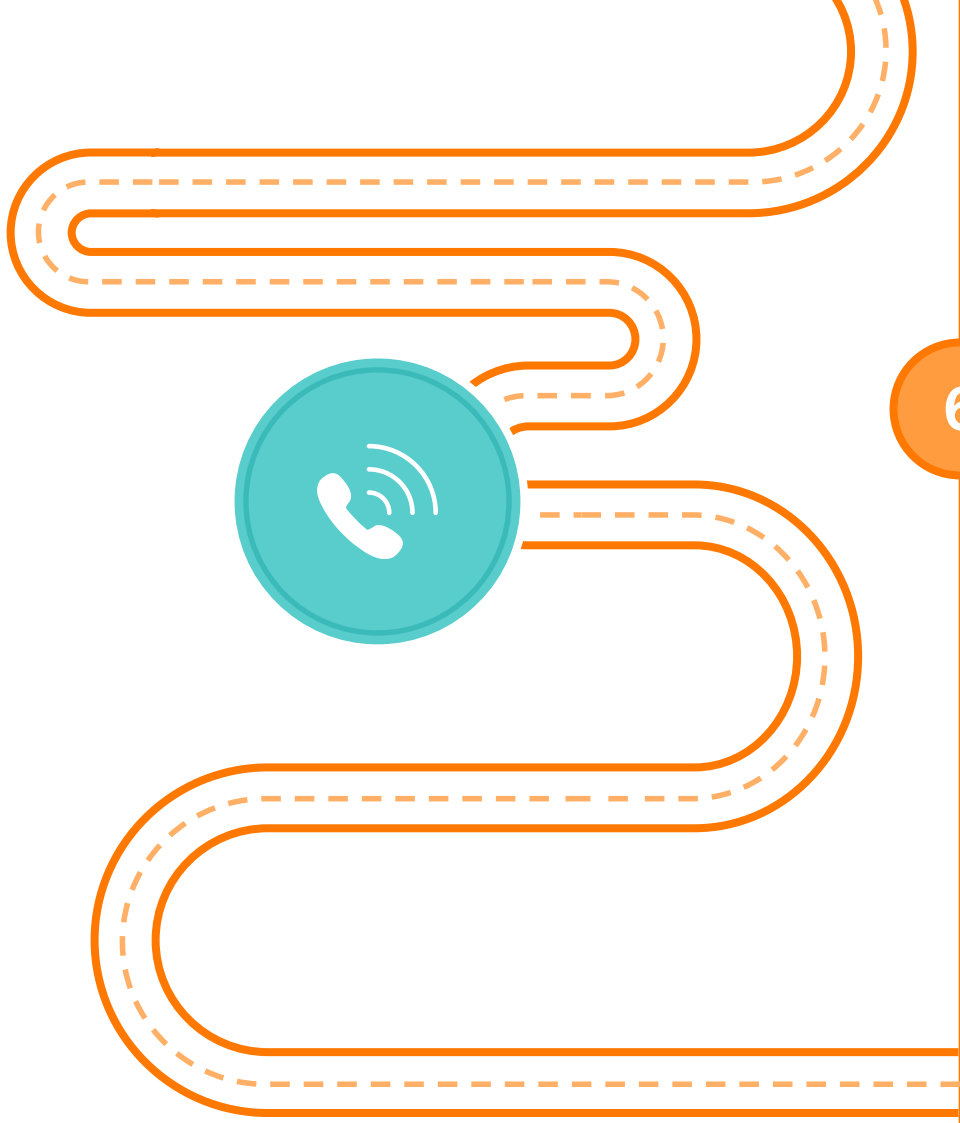
If an outage does occur, the last thing you need is to be waiting on hold. Find out if there are multiple outlets for support. Also, make sure they have a dedicated a Network Operations Center (NOC) with support hours available 24/7, 365 days a year.



5

CAN YOU PROVIDE ME WITH A COST SAVINGS ANALYSIS?

SIP trunking can deliver major cost savings. Ask your potential provider to perform a comparative cost savings analysis by providing them with a few months of your call detail records (CDRs) and current rates. Take other costs into consideration as well, such as number porting and connectivity options like a dedicated voice circuit.



6

DOES YOUR SOLUTION WORK WITH ANY PBX?

Making sure your potential SIP provider works with your current PBX is essential. Most SIP providers can work with any SIP-enabled device, but if your system is older, some providers may not be able to support it.



7

HOW LONG ARE YOUR CONTRACTS?

If your company has strict budgetary constraints, locking into a 3-year contract will cause problems down the road. Telephony solutions are constantly changing, so be sure to keep your options open. Ask if the provider is willing to be flexible on the contract length.



8

HOW LONG DOES IMPLEMENTATION USUALLY TAKE?

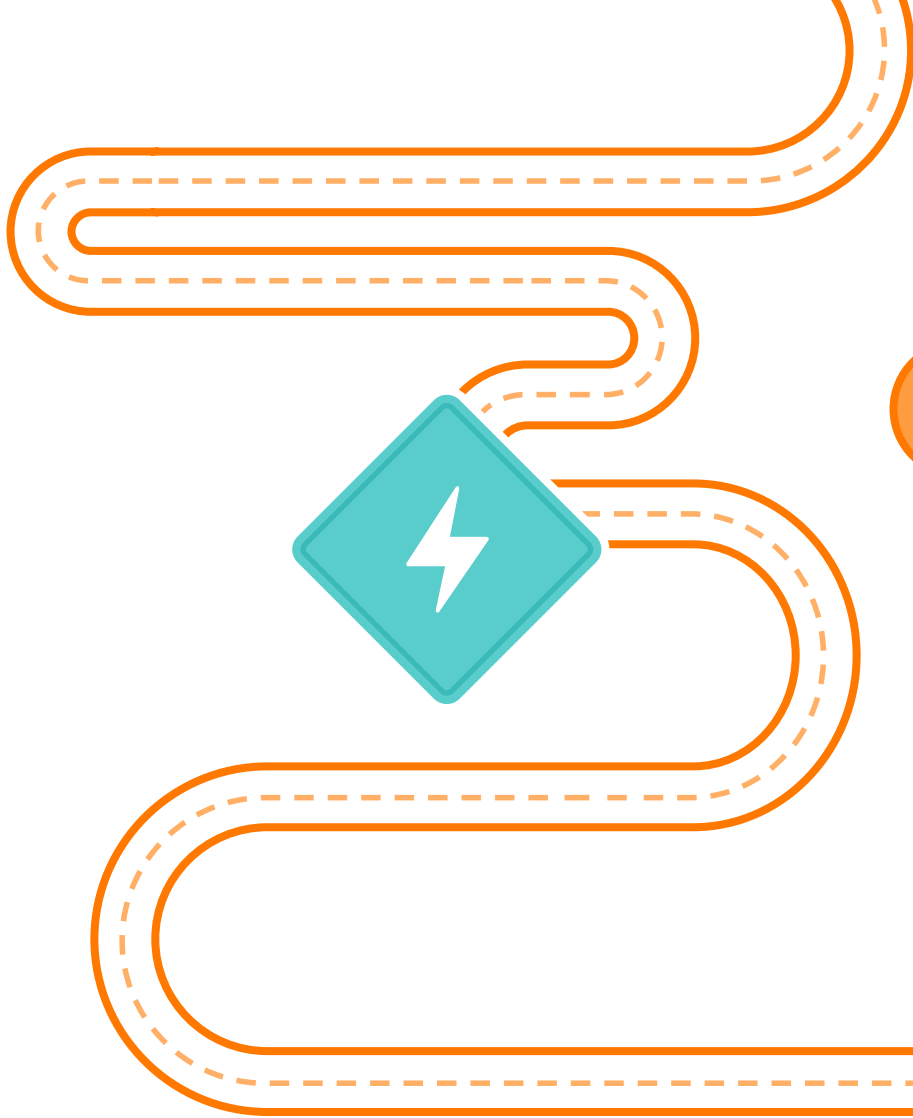
SIP providers should be able to get you up and running within a few weeks. Strong providers will provide you with a network readiness test which may add a few extra days, but it's well worth the due diligence upfront. Network readiness tests ensure your network connection is strong so your calls are clear and crisp.



9

WHAT IS YOUR IMPLEMENTATION PROCESS?

Get a strong understanding of the provider's implementation process to avoid any disruption to your business. Is it mainly self-service or will they provide assistance as you walk through the process?



10

DO YOU OFFER A DIGITAL SUBSCRIBER LINE (DSL) OR DIRECT CONNECTIVITY?

Connectivity options provide you with direct connections from your provider to your office. Direct connections and DSLs provide you with back-up options in case your Internet goes down, and eliminate the need to solely rely on your Internet connection just in case it's not running at top performance.

GET STARTED

A strong SIP trunking solution -- supported by a solid SIP trunking provider -- can put your business on the road to success. The experts at ShoreTel can make a move to SIP trunking fast and easy. Learn more about **ShoreTel SIP**. Contact us today!

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