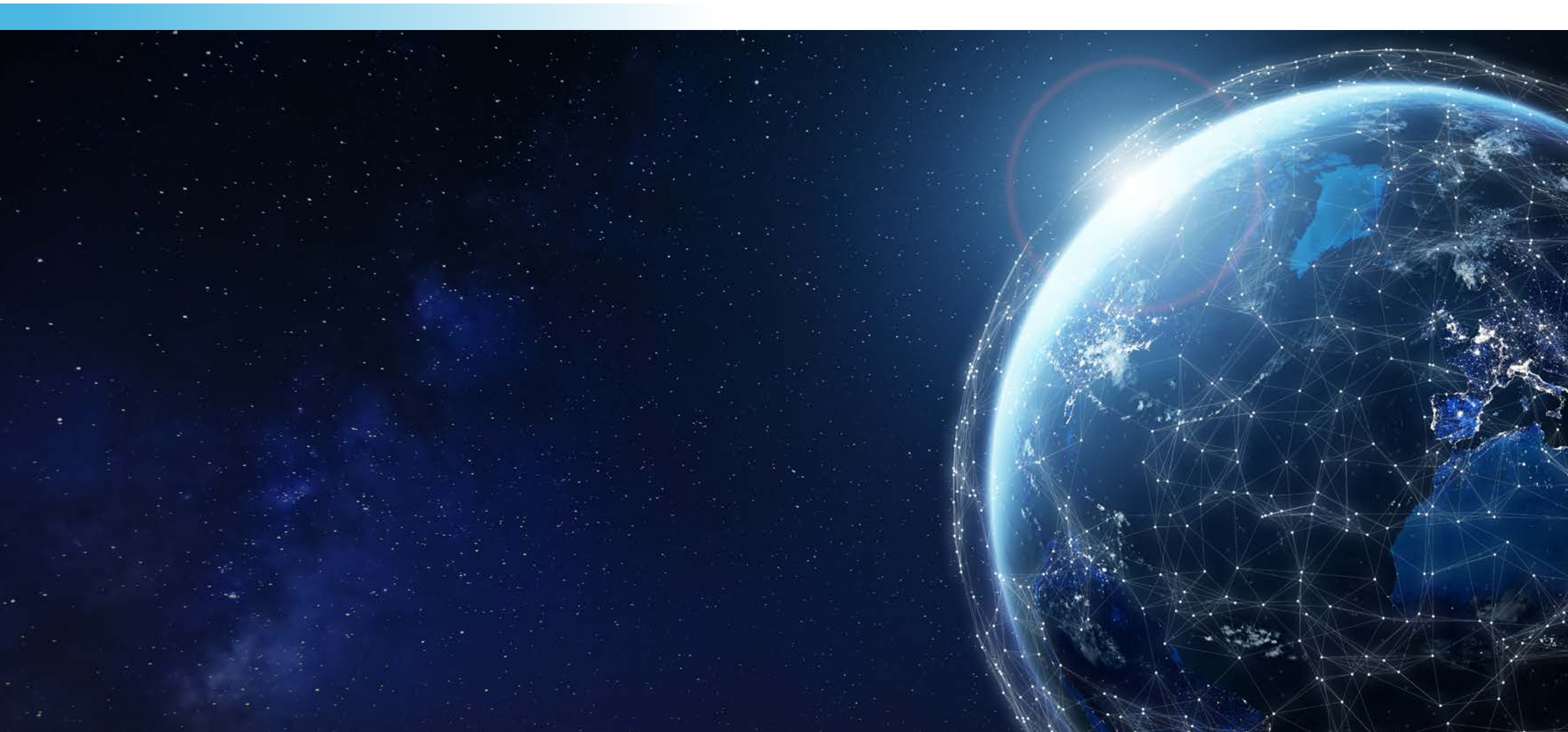
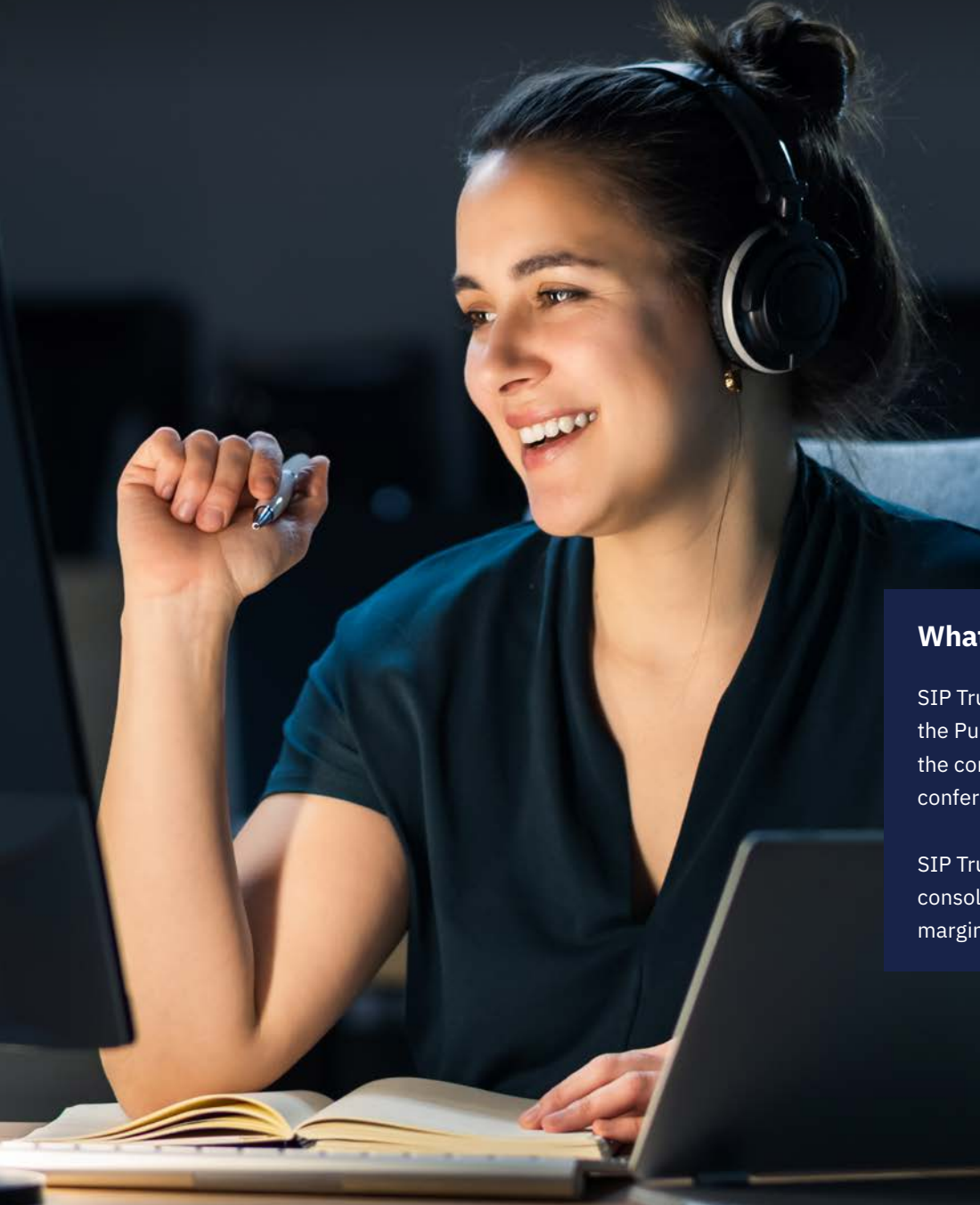


# bICS

**Six ways a SIP Trunking solution will add value to your cloud comms strategy**





## Enterprise cloud communications platforms need a SIP Trunk for full value

Businesses are turning to cloud-based communications platforms to achieve reduced costs, higher flexibility, and improved productivity in employee collaboration, customer service, and more. According to Gartner survey data, the proportion of IT spending that is shifting to cloud continues to accelerate, with cloud projected to make up 14.2% of the total global enterprise IT spending market in 2024, up from 9.1% in 2020<sup>1</sup>.

However, to maximize efficiency, productivity, and quality of service (QoS) across the entire organization – from multiple departments to geographically dispersed locations – a cloud platform alone is not sufficient. It must be underpinned by a robust SIP Trunk that can support voice and other channels across a unified communications (UC) structure.

### What is SIP Trunking?

SIP Trunking technology provides a direct connection between a company's infrastructure and the Public Switched Telephone Network (PSTN) via Internet Protocol (IP). As a result, it enables the convergence of all voice and data communication channels – handling thousands of voice, conference, and video calls over a single connection, which can cut telecoms costs by up to 50%.

SIP Trunking is widely considered the most effective way to create a unified infrastructure for consolidating geographically dispersed sites, improving customer experience, growing profit margins, and supporting global expansion.

<sup>1</sup>Gartner, November 2020

## The future of communication is already here

With the Integrated Services Digital Network (ISDN) scheduled to close by 2025, businesses of all sizes and sectors are making the move to cloud-based IP telephony services.

To achieve cloud transformation, a SIP Trunk is the essential next step. Without it, enterprises must rely on the PSTN for last-mile connectivity, slowing down performance and impeding omnichannel functionality.

## Add value to your cloud comms strategy with a good SIP Trunking solution



### 1. Enable global expansion

With SIP Trunking, it is possible to easily scale in line with your business needs, and even trial new markets before committing to a physical presence, by establishing a virtual presence there. Any good SIP Trunk provider will be able to seamlessly extend their service to offer you reach and infrastructure, not only in your current markets but also the markets within your expansion roadmap.

A global and reputable provider will be able to give you a local presence in multiple countries via cloud numbers. Your partner must be able to provide one support team and one billing structure across every market you choose to operate in, now and in the future.







## 2. Support unified communications and collaboration

### **Improve internal collaboration**

For enterprises already operating across multiple locations, managing separate phone infrastructures is expensive and cumbersome. Seamless multichannel connection between offices, remote workers, and traveling employees under one infrastructure will streamline communications and ensure costs remain under control.

Together with a unified communications platform, SIP Trunking enables headquarters, branch office locations, and remote staff to retain their local phone numbers, while supporting extension dialing between offices without toll charges for inter-office calls with a simplified UC infrastructure.

### **Streamline external communications**

Delivering omnichannel service is key to meeting today's customer expectations. With the right SIP Trunk, all of your communications channels — including voice, chat, video, e-mail, and social media — can be delivered and managed centrally through a single data line. Here QoS is key; you need a high-quality connection that supports HD voice and integrates with omnichannel platforms.

Consider a partner that can also integrate a full roster of third-party applications into your SIP Trunking service, such as call recording, call analytics and call-backs, to further assist your customer service team and call center agents. Build in the most consistent experience for your customers, alongside the flexibility to experiment with new business models and working practices.



### 3. Increase margins

SIP Trunking provides a host of benefits to improve efficiency and increase productivity throughout a business. At the same time, CapEx and OpEx can be minimized with no need to replace existing infrastructure.

SIP Trunk connectivity is purely Internet-based and requires no investment in hardware or separate lines. All that is needed is an Internet connection, an existing phone system or unified communications platform, and the right provider. Without a capital investment, implementing a SIP Trunking solution can result in cost savings from the first monthly bill.



### 4. Reduce administration and increase insight

By creating a unified communications and collaboration infrastructure, SIP Trunking also allows you to cut down on administrative tasks required of customer service teams and call center agents working across multiple platforms and locations, as well as time spent managing the telecoms infrastructure.

The added analytical advantages of this centralized infrastructure are considerable. A good SIP Trunk provider will enable simplified access to usage metrics and transactional data, arming you with greater insight into your customer service for staff training purposes and business development alike.



### 5. Prevent fraud

Telecoms fraud is on the rise, so it is important to look for a SIP Trunking solution that has a comprehensive fraud prevention offer built in. One example is calling line identity preservation, which enables call recipients to understand the origin of phone calls and allows for proactive blocking of calls from known fraudulent numbers.

They may even have fraud detection built in at the network level, so you can proactively protect your network and users.



## 6. Comply with international regulations

Governments around the world are regulating cloud platforms of all kinds to assure user protection and safety. From a cloud telephony perspective, there are three important regulatory aspects that need to be considered: license acquisition, lawful interception, and emergency calling.

### **Licensing**

Each country has different permissions that must be obtained to provide telephony services. To enable SIP Trunking services in European countries, for example, local telecommunications licenses must be procured. This process can be an arduous one and must be approved in advance by the requisite authorities.

### **Lawful interception**

Lawful interception (LI) requires network operators or service providers to give law enforcement agencies access to private communications, such as telephone calls or e-mail messages.

Businesses using cloud telephony to connect their workforce, call centers, or conference bridges must ensure their service provider has the required technical infrastructure and resources to support LI in every offered country.

### **Emergency services**

Emergency services access is essential for employee safety, and many governments require that every number, including virtual numbers, can make emergency calls to national shortcodes (for example, 911, 999, 112, and so on). Every in-country number should allow users to call local emergency services.

You need a provider to offer numbers that will deliver integrated IP-based calling capabilities in compliance with local regulations, so that you can maintain your focus on growth.

## Conclusion

### **Futureproof your telecoms infrastructure**

Digital transformation is revolutionizing how organizations communicate within the workplace and with their customer base. Driven by ever-evolving customer demand for better service and pressure to grow margins, cloud communications has become business critical. The right SIP Trunk will improve the quality of an enterprise's cloud infrastructure, enabling them to enhance the customer experience, and expand globally.

The future of communications is now. Can your enterprise afford to be left behind?

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