

# Sunco SIP for Business

Reliable, cost-effective SIP trunking for today's business communication systems

The digital language of zeros and ones is transforming how we live, work, and communicate. Business communications are no exception. SIP trunking, or "virtual" phone lines, can take your telecom system to the next level of flexibility and resiliency and all at a very affordable cost. Let Sunco show you how!

## What is SIP?

SIP, short for Session Initiation Protocol, is a standardized language that "lives" in VoIP (Voice over IP) - which is the conversion of voice signals to data. It enables devices like desk phones or cellphones to communicate with each other over a data network instead of traditional analog lines. This language is critical if VoIP devices are to perform simple tasks like starting and ending calls, putting calls on hold, and enabling caller ID, and on a higher level, push more advanced features and applications like self-labelling keys and remote diagnostic tools.

## What is SIP Trunking?

**A SIP trunk is a 'virtual' phone line that carries voice data over the Internet or private network.** Essentially, SIP trunks provide a dial tone for your business instead of relying on more expensive copper analog lines. A SIP trunk is also referred to as a *conversation path* that can transmit an unlimited number of phone numbers. For example, if your business has 20 phone numbers running along five SIP trunks, you have the ability to have five people on the phone at one time (both incoming or outgoing calls) using any combination of those 20 numbers. This varies dramatically from a traditional analog line which can carry only one phone number and one conversation per line at a time.

Are you a business with multiple offices? SIP trunking gives your business the power to buy inexpensive dial tone from any region, regardless of where you are physically located. SIP trunking can also give your organization a “virtual” presence in another city with region-specific phone numbers, and then forward these calls directly to your head office **at no extra cost**.

Going beyond what analog lines or regular VoIP offer, SIP trunking is flexible enough to communicate with disparate phone systems, whether digital or analog. It is the ideal platform to handle modern telecom requirements with the potential for significant savings, much-improved productivity and impressive failover options.

## **Why Sunco SIP for Business?**

Sunco SIP for Business leverages the power of VoIP with added flexibility, resilience, and cost-efficiency.

### **Sunco SIP for Business benefits:**

- Consolidate phone numbers from multiple locations into one SIP trunk group
- Maintain your phone number regardless of your originating provider or region
- Activate new phone numbers quickly
- Phone numbers can originate from other regions, regardless of your physical location
- Save money with unlimited long distance in North America (except Northwest Territories, Nunavut, and Yukon)
- Comprehensive failover options
- Use your existing telephone system - an upgrade may not be required

## What Features are Included?

### Direct Dial Numbers

Activate phone numbers in the areas you need for **as low as \$3.00 per number per month, regardless of your physical location**. For example, a customer in Saskatoon calls your local (306) phone number and it is answered by your receptionist in Edmonton - giving you a “virtual” presence in Saskatoon **without the cost of call forwarding**. For a company with multiple locations (actual or virtual), *SIP trunking can bridge the distance between offices* and provide a seamless experience for your customers and staff.

### Number Portability

Your business phone number is a valuable asset. SIP trunks allow you to move or “port” your number from one telco provider to another.

### Resiliency and Redundancy

Sunco SIP for Business keeps your business running smoothly when issues like downed data networks or hardware issues arise; it’s built right into our solution design.

### Scalability

With unprecedented number portability and the ability to easily set up new numbers at a fraction of traditional phone system pricing, *SIP Trunking scales extremely well with your business as it grows*, ensuring you are ready for today and the future.

### Flat Rate Pricing Regardless of Location

Pay a flat rate for Sunco SIP trunks no matter where you’re located or how many locations you have. Traditional phone lines can carry significant costs, especially in rural areas where the remoteness and lack of competition mean analog lines are substantially more expensive.

## **Unlimited Long Distance in North America\***

SIP Trunking includes unlimited long distance to anywhere in North America\*, meaning more productive communication without racking up hefty long distance bills.

*\*Except Northwest Territories, Nunavut, and the Yukon*

## **Secure Transmission of Voice Traffic**

SIP lives in VoIP, so it uses an IP-based transmission that requires authentication. This ensures that calls made using Sunco SIP for Business are very safe. *Sunco SIP trunks can also be encrypted*, adding another layer of security for your business.

## **Local Service, Local Support**

Our tech support is a phone call away and our knowledgeable staff is quick to assist. No more call centre hassles or long wait times!

## **FAQ**

### **I'd like to investigate SIP Trunking. What are the next steps?**

The first step in getting Sunco SIP for Business setup is to contact us; we can determine if SIP service is the correct choice for your business by reviewing your business needs, current technology, internet connection reliability, and any existing telecom contracts.

### **I only have 10 employees. Would SIP trunking be suitable for us?**

SIP trunking is more suited to organizations with over 20 employees. For smaller businesses wanting to take advantage of the incredible functionality of VoIP, Sunco's Cloud-hosted telephone service, Voice for Business would be an excellent option. Contact the Sunco team today for a free demonstration!

## **What are resiliency and redundancy?**

Resiliency and redundancy go hand in hand as part of your organization's disaster recovery plan. Resiliency is on the network side and describes the ability of your system to manage an Internet service failure. In this situation, SIP trunks can be preset to failover to another destination, whether it be to another phone number or to a backup SIP trunk group in another city, ensuring your business stays connected.

Redundancy relates to your physical hardware - desk phones and the actual phone system itself. If your system fails and you have redundant hardware, your SIP trunks can seamlessly connect your calls to another phone or even a cell phone. Your business never goes offline.

## **Does SIP trunking make it easier and cheaper to get another number?**

Yes. With Sunco SIP trunks, additional numbers can be added quickly and remotely causing minimal impact to your business. Best of all, phone numbers with SIP trunking are cheaper to activate than on traditional phone lines, typically less than \$3 per number per month.

## **I have employees all over Canada. Is SIP trunking a good fit for me?**

Absolutely! One of SIP's greatest advantages is the ability to connect faraway locations with local numbers and failover features. Get local numbers from one region to another, and ensure your staff can work as though they were all in the same place.

## **How does 9-1-1 service work with SIP trunking?**

9-1-1 service over VoIP, including SIP trunks, works differently than 9-1-1 calls made over traditional phone lines. With analog lines, the caller's physical address is displayed when a call is made to a 9-1-1 operator. With SIP trunking and VoIP telephone systems, the address of the company hosting your telephone system will be displayed. **It is critical that all users on a VoIP or SIP system have each phone number and its address registered with the provider.** When dialing 9-1-1, it is also imperative for the caller to clearly state their address in order for help to arrive at the right location.

## **Is Sunco compliant with CRTC regulations regarding 9-1-1 service?**

Definitely. The CRTC (Canadian Radio-television and Telecommunications Commission) created a strict set of regulations to ensure the safety of clients using a VoIP system or SIP trunking. SIP providers, like Sunco, must conform to these regulations and submit a lengthy and comprehensive application to be considered a compliant provider. Sunco has gone through this process, ensuring **we can offer our clients reliable and government-compliant 9-1-1 service.**

## **Do I have to sign a contract?**

No fixed contracts are required. Sunco SIP for Business features both contract and month-to-month options.

## **Do I need to upgrade my phone system?**

Generally, most modern phone systems support SIP trunking. Sunco can assess your current technology and provide upgrade options if needed. We offer a full line of both on-premise and hosted solutions to meet your organization's needs.