VOICE SERVICES

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SIP Trunking

costs and savings

guide

SIP Trunking costs and savings guide

Discover how your business can make significant savings on its communications spend

One of the key benefits of IP telephony is a reduction in your capital expenditure and operating costs. But how much will you actually save?

The specific savings will be unique to each organisation, but this guide will give you some understanding of where those savings will come from.

How much does a call cost your organisation?

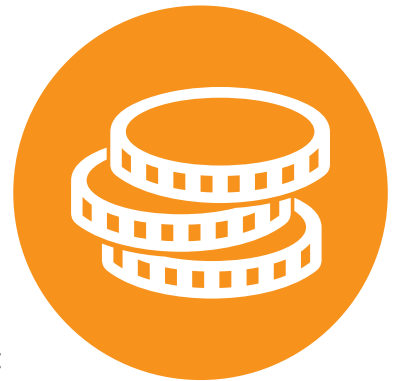Calculating the approximate cost of an individual call is relatively simple:

- The termination cost – around five pence per call.
- The per minute call rate – variable depending on the call destination.

As useful as this calculation is, the value returned is not completely accurate. In order to fully understand call costs, you also need to consider:

- The cost of ISDN line rental.
- Costs associated with running and maintaining the company PBX.
- Support and maintenance costs for both PBX and ISDN lines.

Taking into account these additions the total cost of ownership (TCO) of your existing telecoms system could be considerably more than you first thought. Choosing SIP trunking solutions from Flip can help you reduce these costs by:

- Replacing ISDN lines and allowing you to use a broadband connection to carry voice traffic.
- Providing your calls to fixed landlines (01, 02 and 03) for free, as part of the service*.
- Making calls to other Flip service users are also completely free.

How much is a call worth to your organisation?

The financial cost of the call itself does not reveal its full value to your organisation.

Less obvious benefits include:

- **The value of any customer orders placed by telephone.**
- **The secondary benefits of providing telephone support to customers.**
- **Maintaining relationships that lead to repeat business.**

Calculating exact monetary values based on these factors may be extremely difficult, but they do emphasise the importance of high-quality telecoms to your business. By using SIP trunking solutions to cut costs, you can further maximise your profit.

* May depend on the exact service provided

The added value of flexibility

But there are further complexities in calculating telecoms costs. If your business is subject to peaks in demand, you may well need to maintain several additional ISDN lines for redundancy. With Flip SIP Trunks, you can add capacity as and when required. The same flexibility allows you to remove SIP trunks from your account once demand falls back to normal levels. Working with Flip ensures that you only ever pay for what you use. Your business has all the comms capacity you need, without having to pay a standing charge for spare lines.

Expansion

The same flexibility that allows you to deal with peaks in demand can also be applied to business expansion. Working with Flip you can:

- Add lines and extensions at new locations quickly and easily
- Reconfigure your telecoms systems quickly and easily as your needs change

This not only saves time but also relates directly to a financial benefit.

Disaster recovery potential

By now you should have come idea of the financial importance of your communications system. So what happens in the event of a failure? Using ISDN-based telephony, a line fault could leave your business without phones for an extended period of time. Even if the outage is only partial, an inability to handle the required volume of calls will cost your business dearly.

Traditionally you would maintain redundant ISDN lines and switch over in the event of a problem. But this again leads to additional, unnecessary expenditure that adds to your telecoms running costs. SIP trunking services from Flip can be combined with our Inbound service to provide additional fault tolerance. In the event of a local broadband outage, Inbound provides an online interface which allows you to easily redirect incoming calls to an alternative location or mobile phone – meaning you can keep your business running smoothly.

What are the costs and savings?

By adopting SIP trunking solutions from Flip your business will be able to realise significant savings in terms of:

- Reduced call costs
- Reduced line rental costs
- Flexible configurations that adjust in line with your company's demands
- Speedy deployment to support company expansion
- Improved disaster recovery options to keep your communications running at all times

To learn more about Flip SIP Trunks, download your free eGuide::

SIP trunking factsheet

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