

Need a reason to switch to SIP?

We'll give you five.

Now's the time to create key opportunities for your network.

Today's service providers seek seamless ways to get more out of existing technology investments while integrating leading-edge IP capabilities. SIP Trunking is often associated with its ability to lift the burden of xed channel allocation. But what other benefits do these trunks offer? Review the points below to learn the key advantages your business will gain by switching to SIP Trunking.

1. Cost Savings

SIP Trunking helps organizations reduce costs by supporting the convergence of separate voice and data networks.

In order to help protect your network, it's important to understand the threats to your business in an objective way without being alarmist or assuming they could never affect your company. Threats may be internal or external. In addition, your business may face risks as a result of compliance issues or the fallout from business interruption.

2. Scalability

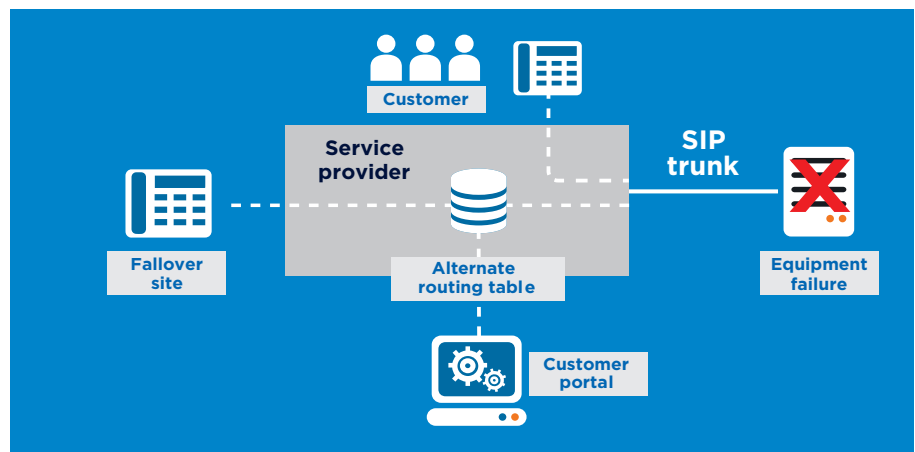
SIP Trunking allows your organization to buy the call capacity you need while delivering flexible and hassle-free scalability.

SIP Trunking eliminates the need for on-site installation and offer rapid software-based provisioning of additional capacity in as little as one call path at a time. As a result, your organization will be more nimble and able to respond quickly to system and application growth needs.

3. Alternate routing and business continuity

The enhanced failover capabilities of SIP Trunking can support your business continuity and disaster recovery strategies.

SIP Trunking can be configured to automatically route inbound calls to another telephone number or trunk group during a connection failure and, following restoration, return call traffic to the primary destination.



SIP Trunking can be programmed to support automatically triggered alternate routes by phone number parameters in the event of a system, PBX or network failure. Many providers offer customer administration portals for ease of setup and management.

4. Unified communications

SIP Trunking acts as the glue to support multi-location UC applications such as VoIP, Unified Communications (UC) and audio/video/web conferencing.

SIP Trunking enhances collaboration and responsiveness, and they enable UC capabilities to be extended across the IP network to support an array of IP-enabled end-user devices.

5. All-IP networking

SIP Trunking may serve as an essential building block for migrating to a flexible all-IP network.

Many organizations are interested in architectures that deliver voice, data and video traffic through an all-IP network. By handling SIP voice calls as IP data, SIP Trunking provides a next-generation solution for supporting the evolving needs of your network.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers.

The broad Spectrum Enterprise portfolio includes networking and managed services solutions, including Internet access, Ethernet and Managed Network Services, Voice and TV solutions, Managed Application, Cloud Infrastructure and Managed Hosting Services. Our industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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