

SIP vs PRI

The Best Reasons To Switch

Both PRI and SIP Trunking enable reliable PSTN connectivity, but **the superior benefits of SIP Trunking are clear.**



75%

of North American businesses plan to use SIP Trunking by 2016. (Infonetics)^[1]



MORE THAN 80%

of companies with 20,000 employees say SIP is very important to their business. (Eastern Management Group)^[2]



73%

are "extremely satisfied" with SIP Trunking call quality (Software Advice)^[3]

SIP ADVANTAGES

COST SAVINGS & RAPID ROI

Save up to **40%** when replacing PRI with SIP Trunking, which would include free Long Distance minutes, lower trunking costs and more.



BETTER RELIABILITY

According to Gartner, **downtime can cost companies an average of \$5,600 per minute.**^[4] SIP Trunking offers **peace of mind** by having the network automatically reroute calls to an alternate site should there be an unexpected service disruption.

HIGHLY FLEXIBLE TECHNOLOGY THAT GROWS AS YOUR BUSINESS DOES

Easily and quickly scale your **communication services** by ordering SIP channels in any increments to align with your business needs; unlike PRI that comes in fixed blocks of 23.



TIME SAVINGS THROUGH A SIMPLE INTEGRATED NETWORK

Converging voice and data onto one single IP network provides optimal voice quality, higher performance levels and reduces complexity, costs and time required to manage multiple networks.

LOCAL BUSINESS PHONE NUMBERS

Be closer to your customers no matter where they are in Canada, with a virtual presence through a local number without the need for expensive FX services that PRI requires.



MORE CAPACITY, LESS CONGESTION

Trunking pooling allows call capacity to be shared between all locations to handle peak demand. Overflow helps avoid congestion during traffic spikes. **You save money and provide better customer experience.**

HIGH QUALITY VOICE CALLS

Enable wideband audio, also known as **High-Definition voice**, providing improved quality of sound. This is a more natural sounding communication that cuts through background noise.



FLEXIBLE & SIMPLE TRANSITION

Get the benefits of SIP Trunking today while you **gradually migrate your current PBX and network from PRI to IP.**

FUTUREPROOF YOUR NETWORK

SIP Trunking offers native IP connectivity that **positions your network for current and future innovation**, without the fear that your investment will become obsolete.



ALLSTREAM SERVICE GUARANTEE

Allstream feels so strongly about our commitment to our customers that our SIP Trunking service is backed by the **Allstream Service Guarantee**^[5] that promises industry-leading customer service. The commitments include Dedicated Order Manager, Service Resolution Expert, Guaranteed Deliver Date and more.

“”

“With SIP Trunking now in place, I can safely say our customer service has improved tenfold, while our costs have been significantly slashed. In addition to eliminating redundant toll-free lines, analog phone lines and several PRIs, we were also able to better allocate our reception resources.”

Mick Montgomery,
Infrastructure Manager, VicWest (expertIP)

Take your voice service to the next level – pain-free – with Allstream SIP Trunking. As the first national provider of SIP Trunking in Canada, Allstream has the experience and expertise to deliver reliable IP voice service and technical support.



allstream.com/sipoffer

SOURCE:
[1] Infonetics, SIP Trunking and SBC Enterprise Survey, Sep 30 2014.
[2] Eastern Management Group, SIP Market Worldwide 2014-2019, June 2014
[3] Software Advice, Considerations for Selecting and Implementing a SIP Provider UserView, Jan 2015.
[4] Gartner Blog, The Cost of Downtime, July 2014
[5] Click here to learn more about Allstream Service Guarantee.