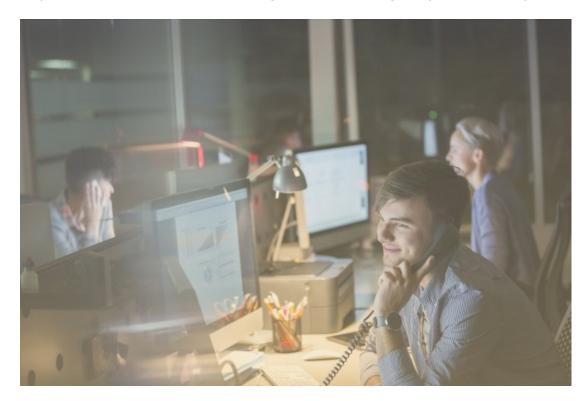# What is SIP Trunking, Part 1: The SIP Definition

By **VONAGE STAFF**

What are SIP trunks? This two-part series will discuss SIP trunking and the advantages it provides enterprises.

The SIP definition includes flexibility and quality for business communications.

No two businesses are alike, and no two business communications systems are the same. What's more, there isn't an enterprise that grows without also needing its business communications technology to evolve along with it.

As it turns out, these truths are exactly what the SIP definition is all about.

Session initiation protocol (SIP) is the technology and the standard that empowers Voice over Internet Protocol (VoIP) within modern businesses. SIP trunking is the process by which this technology is applied to the VoIP systems that increasingly replace traditional telephone trunks. Leveraging the power of the cloud, the SIP definition is that of flexibility, scalability, and controlled expenses. No matter the organization, SIP trunking stands to make telephony stronger.

Here are some of the ways your enterprise benefits by placing SIP trunking solutions at the center of how it communicates, both internally and externally:

The SIP Definition: What are SIP Trunks?

This technology is multi-user, media-agnostic, and capable of playing nicely with IP networks and legacy systems. A SIP trunking provider carries many signals at once and gives enterprises the power to bring voice, video, and data into a single system. These factors are at the very heart of SIP.

Turning on the power of a uniform resource identifier, SIP systems survey the landscape of an enterprise's communications systems. They map the individual's users and then create a plan to direct and redirect services among those individual endpoints.

Along the way, the process of SIP trunking means figuring out who is trying to talk to whom, what kind of technology and media they're bringing to the table, and how to make all these variables come together as a seamless, interactive whole.

How does SIP make a material difference to enterprises? The answer comes down to automated and streamlined routing, significant cost efficiencies, and higher-quality user experiences.

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How Does SIP Trunking Help Enterprises?

There is more than one reason why SIP trunking puts business communications at a cutting-edge advantage. The flexibility SIP brings to bear includes communications system migration, crash management solutions, automated streamlining measures, multimedia integration, and quality-boosting call environments.

For some businesses, SIP trunking represents an incremental step toward migrating to the cloud. Maybe your organization likes its legacy phone system, but it also wants to connect to more robust cloud services overall. You get this with SIP trunking. There's also a fail-safe advantage built into SIP structures: If your legacy system or your VoIP crashes, a hybrid private branch exchange can route ongoing communications through systems that are still working.

A migration or a fail-safe is one thing, but you really rely on your business communications system to do one thing and one thing all the time: set up calls and make your inbound and outbound conversations work seamlessly. When it comes to SIP trunking, the good news is that all of this happens without a lot of heavy lifting. SIP looks at the different devices in play, identifies their capabilities, and then deploys both the rules and the processes that keep everyone talking. And this can happen in different ways for a single call: Some users get voice, some get video, and all participants get access to whatever media they need to keep communications intact.

SIP trunking also cuts costs. Once upon a time, enterprises would need to continually invest in expensive solutions such as T1 lines. With SIP trunking's ability to bring data, video, and voice together, organizations can eliminate most of their T1 usage charges.

Finally, one word goes to the heart of SIP trunking's value for enterprises: quality. When it comes to SIP, you're typically working with a high-bandwidth ecosystem, and high-bandwidth means voice at its best, for every call.

Stay tuned for Part 2 of this series, and connect with a Vonage Business representative to learn more about how SIP trunking can power your business communications profile.