

# Save with SIP: SIP Trunking is the enabler for businesses to save costs on their voice services

colt

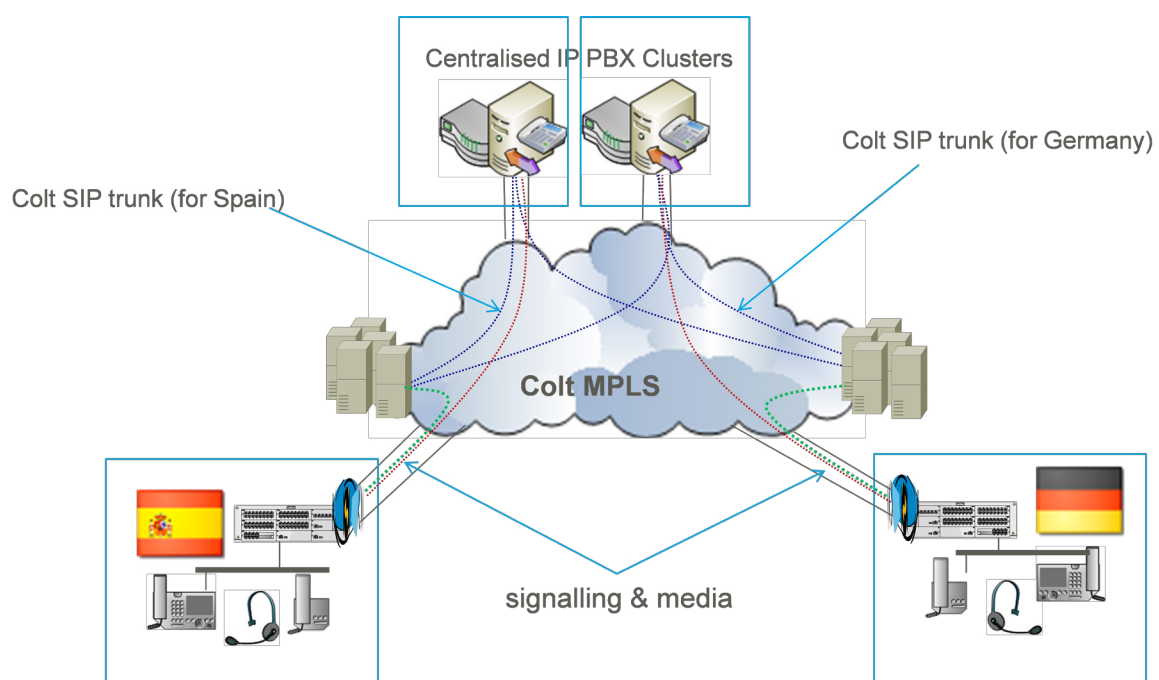
As organisations look to move towards a single converged IP infrastructure, and move away from traditional voice line services the benefits for multi-site organisations moving to SIP Trunking are clear.

Increased competition and consolidation within the European IP & Voice market is good news for IT decision makers responsible for IP Telephony & Voice procurement - particularly those who procure for the European theatre. If you are a multinational company managing multiple voice contracts, the challenges are many. Switching to a single vendor framework could be the right solution.

The initial challenge is to reduce costs. By building up a roster of multiple providers you are unlikely to negotiate the best deal; economies of scale go out the window. Furthermore, as well as the overt cost - itemised on each months invoices - there is also the hidden administrative

and management cost of having to manage multiple, multi-country vendors across different geographies. This can be addressed by moving to one, more flexible, agreement which consolidates all vendors.

The whole ethos of IP Telephony is to centralise IP PBX clusters for a whole region and reduce administration and operating costs. Whether you are based in the Baltics, Barcelona or Berlin, multi-national enterprises need a supplier that can offer the following: A telephony network that can deliver connectivity and PSTN services for all your national or international branch offices to just several centralised data centres. Along with that comes expertise in pan-European service wrap; understanding of, and compliance to, regulatory requirements; demonstrate best-in-breed Voice and IT services; and finally provide a centralised sales contact, for ordering, billing and service for contractual ease of use.





Furthermore, if the vendor has genuine multi-national credentials then they can scale with you as you grow – wherever that may be. Our own [customers](#) state that one of the main reasons for choosing Colt is our pan-European availability and ability to provision an seamless end-to-end service experience across countries. This spans that capacity to manage the complex task of migrating multi-country numbering onto a multi-country SIP service, as well as utilising Colt's pan-European network of voice, enterprise connectivity, and direct line connectivity to over 20,000 buildings in 42 major European cities. Colt can provision this quickly and simply.

The move from multiple vendors to single supplier is a trend we're seeing across the IT sector. Colt's recent report 'The Tech Deficit' found that a popular strategy amongst IT decision makers for reducing complexity across IT is the consolidation of suppliers. 63% of Tech Deficit respondents said they saw a benefit in having a single supplier provide a range of different IT service and infrastructure options. 'Easier to manage' and 'significant cost savings' were the top two benefits cited.

## Reduce total cost of ownership

Market research from leading analysts like Gartner & Forrester shows enterprises can reduce their monthly telecommunications costs by 25% - 50% by migrating from traditional ISDN services to SIP Trunking. Colt can demonstrate a business case and RoI model, based on your current network configuration and voice costs.

Book a free consultation session with Colt now to realise:

- How to eliminate local access costs through centralised SIP trunking
- Make instant saving on call charges with a free tariff audit
- Predictable spend profiles with flat rate tariffs
- Benefit from free inter-site calls
- Free conferencing bridge access with Colt Conferencing.

## See who's saving right now

It's not surprising that we're seeing customers come to us to provide consolidated voice services.

Colt recently worked with global travel supplier [Trivago](#), equipping six of its European operating countries with Colt's SIP Trunking solution, [VoIP Access](#), to ensure a consistent voice solution. In this way trivago could proceed with a single contract, which helps the company as it expands into further European regions and requires additional VoIP availability.

To arrange a consultation or to discuss how Colt can help you...

...please contact us at:  
[info@colt.net](mailto:info@colt.net)  
or visit [colt.net](http://colt.net)