

FOURTEENIP XIV



Six reasons you should switch to SIP Trunks for your hotel

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Introduction

Chances are you've heard the term SIP Trunks – but what are they and why should you consider deploying them in the hospitality sector.

Read on to discover how to get more control and flexibility over your hotel telephony with SIP Trunks and why you should be using them for your hotels.

What are SIP Trunks?

Your voice and data connections are vital components of your business – they are the way that existing and potential guests contact you. It is therefore important to understand the costs of running multiple telephone lines, the flexibility they provide and how much control you have over them.

SIP Trunks are a replacement for ISDN lines and provide a flexible and low-cost alternative for inbound and outbound voice calls. Legacy telephone systems will most likely be connected to ISDN but with the planned withdrawal of this and the PSTN telephone services in 2025, it is important to have a replacement plan in place.

This fact sheet highlights the benefits of switching to one of those alternatives, SIP Trunks.



6 Reasons to switch to SIP Trunks

1. SIP Trunks Save You Money

Why have a separate voice and data connection when you can have both on one line? By discarding your unnecessary and soon to be obsolete ISDN lines, you will be able to save a large amount of money.

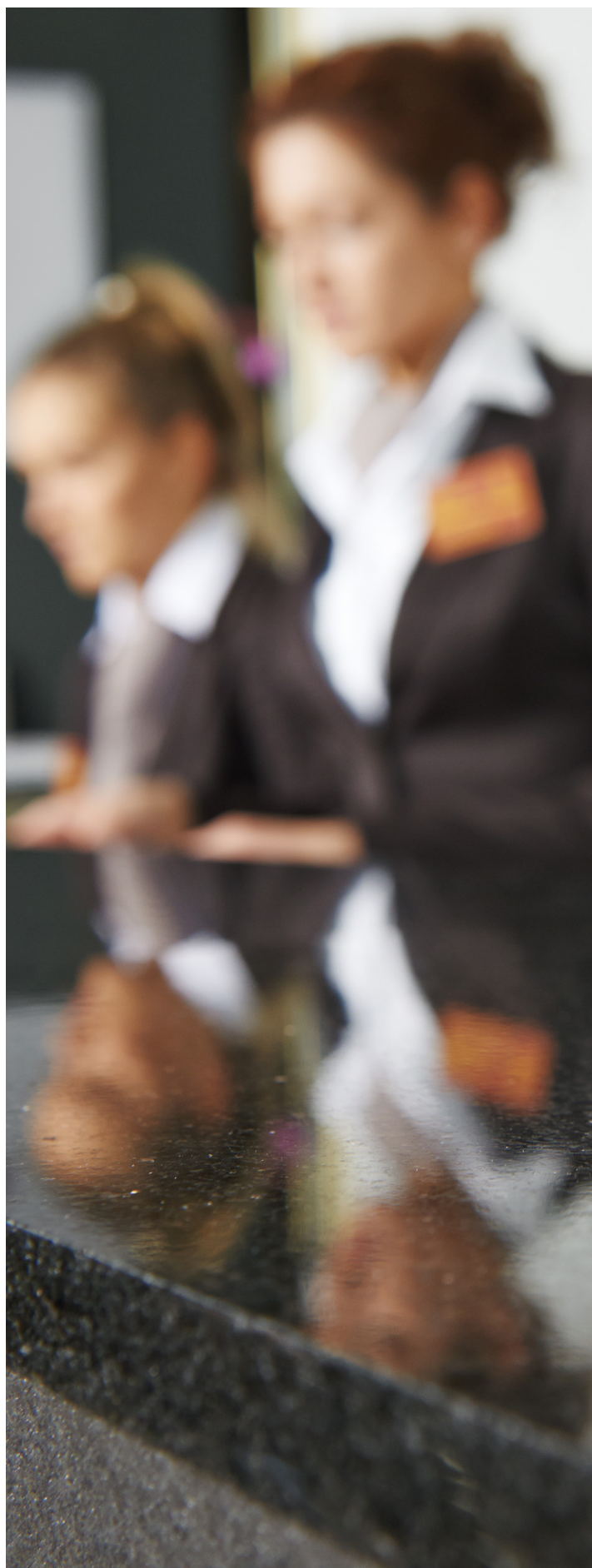
SIP trunking can typically save you 50% on line rentals and 25% on calls. SIP trunking also allows you to make free calls between connected sites, even internationally.

As hospitality specialists we offer payment options for hotels, lower costs with bundled calls and it's quick to order and deploy.

2. SIP Trunks Provide Business Continuity

SIP trunking offers a flexibility that is not available through traditional ISDN circuits. A number of possibilities can affect how resilient your voice and data connections are. Unforeseen circumstances - such as damage to lines, changing locations or being unable to redirect calls, can be damaging to your business.

SIP trunking minimises these problems and ensures you can keep working through every eventuality. SIP Trunks can be combined with Broadband or Ethernet high speed data services to provide you with a high-quality converged solution, reducing points of failure with full failure resilient options to improve your DR plans.



3. SIP Trunks Offer Number Portability

We understand the importance of keeping existing telephone numbers for your hotel, so we take care of any number porting requirements so that your telephone numbers stay the same, guests remain in contact with you and there are no unnecessary marketing costs associated with a new number. SIP Trunks can also be used to display out-of-area geographic telephone number ranges should you wish to make calls from any location but appear local.

4. SIP Trunks Offer Greater Operational Flexibility

If you're still using ISDN, the chances are that you are spending money on lines that you may not actually need all year round. SIP trunking gives you complete control of your lines - you can add more when demand is high, reduce them when there is little demand and split calls and reserve channels for outbound and inbound calls to make handling more efficient.

Being able to make these instant changes puts you in total control of your communications. It sets your hotel up perfectly for a migration to a cloud-based telephony solution such as our Evolution Voice cloud telephony for hotels, when the time is right.



Cloud Telephony Service
for the Hotel Industry

Evolution Voice

5. SIP Trunks Provide Access to Emerging Technologies

If you are thinking of replacing your existing PBX phone system but the time is not quite right for whatever reason, Fourteen IP can help in adapting most legacy PBX brands to work via SIP Trunks.

This will allow you to keep your existing telephony solution but take advantage of some of the benefits of SIP trunks offers. Then when the time is right to move over to a full cloud solution, the process is a smooth and quick transition.

Only available via Fourteen IP SIP Trunks, Evolution Virtual Agent (EVA) is transforming how guests and hotels communicate with one another.

Our AI powered virtual assistant with machine learning is available in over 100 languages, allows hotels to improve service and reduce operational costs whilst reducing calls to human operators by more than 60%. This helps with resourcing challenges and frees up staff to have more meaningful interactions with guests.



AI Powered Virtual Agent
Solution for Hotels

Discover EVA



6. Take Advantage of the Cloud Now

Our SIP trunks run from our Cisco platforms, why does this matter? It matters because using our SIP trunks means our customers are connected directly to our cloud telephony solution - Evolution Voice.

This makes supporting your hotel simpler and quicker because support is mostly resolved remotely without costly and time delayed travel.

It also allows access to additional features and functionality and with the addition of Evolution Voice Connect service. You can benefit from features such as

- **Extension to extension dialling between properties**
- **Centralised and distributed working environments**
- **Operator overflow from one property to another**
- **Centralised call centres**
- **Replacement of a failed on-premise voicemail system.**

SIP Trunks are less costly per channel, more flexible, quick to install and offer a great business continuity solution. They offer auto attendant features, handling calls before they reach the property, reducing the number of channels required and managing calls should your telephony service be interrupted.

Is it time to replace your ISDN connections?

About Fourteen IP

Founded in 2011, Fourteen IP has established itself as the global carrier for the hospitality industry with its Evolution Voice services being deployed in over 330,000 hotel rooms across 24 countries, supporting leading hotels and groups worldwide.

Focused on the hospitality industry Fourteen IP has offices in the UK, USA, Canada and Mexico and is an approved vendor the Hyatt, Marriott, Hilton and many more hotel groups.

Services include Cloud Telephony, Connectivity, SIP Trunking, Webex Conferencing and Collaboration, Guest Administration and EVA - our AI powered, front and back of house Virtual Agent solution.

With hundreds of hotels successfully migrated over to Fourteen IP SIP trunks already, we will take care of the entire process end to end.



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