Reliability and security concerns break down into four key areas:

- **Connectivity**
- **Diversity**
- **Redundancy**
- **Failover protection**

These organizations are hesitant to go “all in,” and they still purchase and use legacy TDM-based services. Their primary concerns with SIP? Reliability and security.

What you should know about your SIP provider

Overcoming reliability and security concerns on your journey to next-generation voice

When making the move from a familiar technology to one that allows for more advanced business solutions, addressing your concerns will only be in your interest. Here’s how:

Did you know that:

- 52.2% of organizations are using or planning to use SIP trunking.
- 58.8% of trunks in North America have been converted to SIP.
- 24.6% of organizations consider reliability the most important factor in a UCC strategic partner.
- 24.6% of organizations are concerned that SIP trunking increases risk.

Key SIP/VoIP challenges

- Survivability of architectures carrying voice traffic
- 100% uptime targets
- The ability to rapidly troubleshoot and repair issues
- Survivability of architectures carrying voice traffic
- Connectivity
- Diversity
- Redundancy
- Failover protection

When approaching a potential SIP partner, use this checklist to evaluate the services they provide.

A robust SIP trunking solution provides reliability and security that exceeds TDM/ISDN-PRI business trunking and voice services. CenturyLink has the solutions and expertise to help you achieve that goal.

Visit us today to start a conversation about the full benefits of next-generation voice solutions.

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