siptrunk™

eBook

Evaluating and Choosing the Right SIP Trunk Partner: A Comprehensive Decision Guide



Table of Contents

PAGE 3	**Your SIP trunk partner is more than a vendor**
PAGE 3	**Decision point #1: Business model** White label Wholesale Agent and referral programs
PAGE 4	**Decision point #2: Pricing considerations** Per-minute vs. per-channel models Unlimited plans and hybrid options Hidden costs and fee transparency Volume discounts and scaling benefits
PAGE 5	**Decision point #3: Billing and taxation** Tax collection Remittance obligations Automation Hands-off billing and taxation
PAGE 6	**Decision point #4: Network and service quality** Network infrastructure Uptime Redundancy Call quality
PAGE 7	**Decision point #5: Capabilities and customer experience** Communications features Provisioning and porting Integration and compatibility
PAGE 8	**Decision point #6: Security and compliance** STIR/SHAKEN Enhanced 911 services and location accuracy PCI DSS FedRAMP HIPAA-aligned healthcare communications
PAGE 9	**Decision point #7: Partner support and enablement**
PAGE 10	**Worksheet #1: Questions to ask potential SIP trunking providers**
PAGE 11	**Worksheet #2: Security and compliance checklist**
PAGE 12	**Worksheet #3: Red-flag checklist**
PAGE 13	**Worksheet #4: Partner evaluation scorecard**
PAGE 14	**Why resellers choose SIPTRUNK**
PAGE 14	**About SIPTRUNK**

Your SIP trunk partner is more than a vendor

The shift away from legacy telephony is happening at scale, and resellers who align with the right infrastructure partner are positioned to capture a disproportionate share of the migration. Mordor Intelligence's SIP trunking market analysis shows the market climbing from $73 billion in 2025 to $182 billion by 2031, with cost savings of 25% to 65% over legacy PRI lines driving adoption across every enterprise segment. [1]

That growth means little to your business, however, without a reliable SIP trunking partner standing behind your service. The provider you choose shapes your service quality, operational overhead, compliance posture, and profit margins.

This guide will help you navigate seven critical decision points throughout the SIP trunk provider evaluation process to help you make the best selection for your business—with worksheets to help focus your effort.

Decision point #1: Business model

Resellers entering the SIP trunking market generally choose between several distinct models. Each carries different implications for brand control, profit potential, and operational involvement.

White label

You sell SIP trunk services under your own brand. The platform provider remains relatively invisible to your customers. You set retail pricing, own the customer relationship, and capture the full margin between wholesale and retail. This model offers the highest profit potential and the strongest path to building lasting business equity.

Wholesale

You receive favorable wholesale pricing without the white-labeling layer. Wholesale arrangements suit resellers focused on volume and price competition rather than brand building.

Agent and referral programs

You refer customers to a provider and receive a commission, typically a fixed percentage of monthly recurring revenue. These programs offer the lowest barrier to entry but cap your earnings and give the platform provider ownership of the customer relationship. They work well for supplemental income but limit your ability to build a substantial standalone business.

For most telecom agents, IT consultants, and MSPs serious about long-term growth, white-label SIP trunk arrangements deliver the strongest combination of control, margin, and durability.

[1]Mordor Intelligence, SIP Trunking Market Size & Share Analysis—Growth Trends and Forecast (2026 - 2031)

Decision point #2: Pricing considerations

Pricing models impact your profitability and competitive positioning. The most successful SIP trunking reseller partnerships offer transparent, predictable pricing that enables accurate customer proposals and sustainable margin development.

Per-minute vs. per-channel models

Traditional per-minute pricing charges for actual usage, creating cost uncertainty for customers with variable call volumes. While this model works for businesses with predictable, low-volume communication needs, most companies prefer the budget predictability of per-channel pricing. Per-channel models charge fixed monthly fees regardless of minutes used, simplifying customer budgeting while providing resellers with consistent recurring revenue.

Unlimited plans and hybrid options

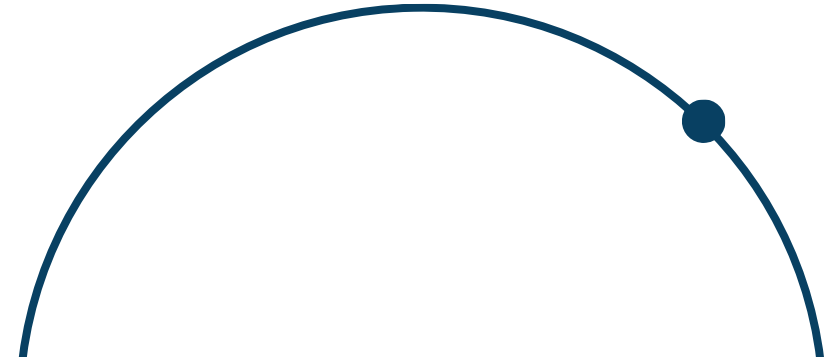
Advanced pricing structures combine the benefits of both approaches. Unlimited channel plans allow customers to purchase blocks of minutes shared across multiple lines, optimizing costs for businesses with fluctuating usage patterns. Wholesale trunk options that offer extreme flexibility with per-minute rates and unlimited channels are perfect for organizations with highly variable call volumes.

Hidden costs and fee transparency

Careful evaluation of pricing includes understanding setup fees, regulatory charges, number porting costs, and international rate structures. The best SIP providers offer transparent pricing without hidden charges that erode customer satisfaction and reseller margins. Contract-free arrangements provide additional flexibility, reducing customer acquisition barriers while eliminating long-term commitment risks.

Volume discounts and scaling benefits

Providers offering tiered pricing based on aggregate reseller volume enable better margins as businesses grow. These structures reward successful resellers with improved pricing that can be passed along to customers or retained for enhanced profitability. Understanding breakpoints and qualification requirements helps resellers plan growth strategies and customer acquisition targets.



Decision point #3: Billing and taxation

While reselling SIP trunking is a great revenue strategy, you need to understand that your tax obligations aren't straightforward. Compliance spans federal, state, and municipal levels, and includes costs like the Federal Universal Service Fund (FUSF) and E911 service fees. It's critical to stay informed about your specific tax responsibilities, which can vary widely depending on your location and the services you offer.

Tax collection

Tax collection involves determining the appropriate taxes to charge your customers based on their location and the services provided. Not all VoIP services are taxable, but this varies based on location. Each state has its own rules regarding sales tax nexus, which is the connection between your business and a tax jurisdiction that establishes a tax obligation. If your business has a physical presence or significant sales in a state, you may need to register and collect sales tax there. In some states, local jurisdictions (cities, counties) can impose additional sales taxes. For example, in New York, both state and local taxes may apply to VoIP services. And you need to stay on top of compliance requirements—tax rates and rules can change, as often as quarterly as seen with the FUSF rate adjustments.

Remittance obligations

Once you've collected the appropriate taxes, remittance obligations come into play. This means you need to file and remit taxes to the appropriate tax authorities. Depending on where your customers are located, you may need to file taxes with multiple state and local tax agencies. You also need to keep detailed records of all transactions and taxes collected for compliance and for simplifying the filing process.

Automation

Given the complexities of state and local tax laws, tools like Avalara can simplify the process by automatically calculating the correct tax rates for each transaction. This helps ensure you charge the right amount and stay compliant with local tax laws. Seeking advice from tax experts can help ensure compliance and avoid penalties. And, you need to factor in the operational time required each month to parse out the telecom invoices to ensure you are billing your customers accurately.

Hands-off billing and taxation

There is another option. You can partner with a SIP trunk provider that will take care of the end-customer billing and taxation for you—so you don't need to worry about monthly invoicing or handling all the complex state, federal, and other phone service taxes and fees. Add hands-off billing and taxation as a requirement as you evaluate potential SIP trunking partners.

SIPTRUNK offers a dedicated dealer program featuring automated tax calculation and built-in billing systems, as well as fast customer provisioning and zero up-front contract costs. This means you can spend your time acquiring customers, growing recurring revenue, and delivering exceptional service—not calculating telecom taxes, filing compliance reports, or chasing invoice discrepancies. Get started building a profitable SIP trunking practice without the billing and taxation burden, visit **SIPTRUNK.com/get-started/**.

Decision point #4: Network and service quality

Network infrastructure

A tier-1 network infrastructure provides the foundation for superior call quality and reliability. Unlike tier-2 and tier-3 providers that depend on other networks, tier-1 providers own and operate their infrastructure, ensuring consistent performance and rapid issue resolution. Geographic redundancy protects against outages while intelligent routing optimizes call quality based on real-time network conditions. Automated failover capabilities ensure service continuity even during maintenance or unexpected disruptions

Uptime

Industry-standard SIP agreements specify 99.99% uptime, which translates to roughly 52.6 minutes of allowable downtime per year. Providers that commit only to 99.9% are giving themselves nearly nine hours of annual downtime, an unacceptable threshold for any reseller serving mission-critical businesses. The strongest providers exceed the standard, offering 99.995% or 99.999% commitments backed by geographically distributed data centers and automatic failover routing.

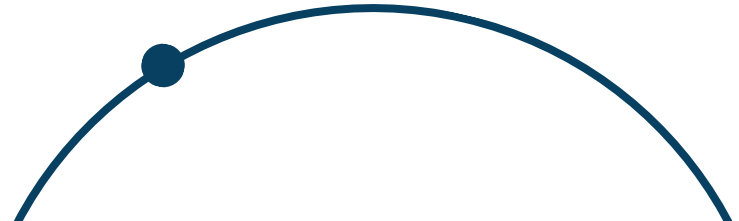
Redundancy

Ask prospective providers about their data center locations and upstream carrier relationships.

Call quality

Uptime alone does not guarantee good calls. Voice quality depends on a set of measurable performance metrics that your partner should commit to maintaining. These include:

- **Mean opinion score (MOS):** target 4.0 or higher for consistent HD voice quality
- **Latency:** under 150 milliseconds for natural conversational flow
- **Jitter:** below 30 milliseconds to prevent audio distortion
- **Packet loss:** under 1% to maintain call clarity



Decision point #5: Capabilities and customer experience

Communications features

Specific features determine your ability to meet diverse client needs. The best providers offer:

Direct inward dials (DIDs)
Employees can each have their own phone number from any area code, establishing local presence wherever customers do business.

Local and toll-free numbers
Multiple numbers pointing to the same SIP trunk enable customers to maintain presence in every market without separate phone systems.

Fax over IP service
Essential for healthcare, legal, and government sectors where fax remains standard practice.

Fraud protection
Systems that monitor for unauthorized calls and block suspicious activity protect clients from unexpected charges.

Provisioning and porting

Provisioning speed affects how quickly you can convert sales into revenue. Look for platform features that include instant account activation, real-time DID number provisioning, and self-service control panels that let you manage customer accounts without opening support tickets.

Integration and compatibility

Seamless integration with existing business systems enhances the value proposition for customers while reducing implementation complexity. The best SIP trunk vendors support popular PBX platforms and commercial systems from major manufacturers.



Decision point #6: Security and compliance

Due diligence on provider compliance requires a systematic evaluation of multiple factors. The complexity of modern compliance requirements makes thorough vetting essential for protecting your reseller business and customers.

STIR/SHAKEN

As of 2026, voice service providers with STIR/SHAKEN obligations must sign all calls using their own certificates and make their own attestation decisions, regardless of whether a third party performs the technical signing. The FCC also requires annual recertification in the Robocall Mitigation Database (RMD) by March 1 each year. Providers that can't demonstrate compliant infrastructure expose you and your customers to enforcement risk and call-labeling problems that damage customer trust.

Enhanced 911 services and location accuracy

E911 compliance remains fundamental to any SIP trunking service, but requirements have intensified. Providers must ensure accurate location data transmission for every emergency call, including detailed floor and room information as mandated by Ray Baum's Act. This requirement includes precise indoor location capabilities. Location database management has become sophisticated, with providers required to maintain real-time accuracy across all served locations. For multi-location businesses, this creates complex data management challenges that providers must handle.

PCI DSS

Payment Card Industry Data Security Standards requirements apply to any SIP trunking implementation that handles payment card data during voice transactions. The list includes call centers, retail establishments, and any business processing payments over voice calls. Encryption requirements mandate end-to-end protection for all voice data that might contain payment information. Providers must implement robust security measures that protect data in transit and at rest while maintaining detailed audit trails for compliance verification.

FedRAMP

Cloud-based SIP services increasingly require Federal Risk and Authorization Management Program compliance, particularly for providers serving government agencies or contractors. This comprehensive security framework demands continuous monitoring, regular assessments, and detailed documentation of all security controls.

HIPAA-aligned healthcare communications

Healthcare is among the fastest-growing SIP trunking adopters. Hospitals, clinics, and telehealth providers need encrypted voice traffic, appointment hotline scalability, and integration with electronic health record systems. HIPAA alignment requires that your SIP provider can document encryption practices and access controls.

Decision point #7: Partner support and enablement

Some SIP trunk providers treat the channel as an afterthought, while others build their entire business model around partner success. Look for dedicated channel support, marketing resources, training programs, and transparent commission structures that align incentives. These trust signals help you evaluate potential partners before signing on, and they offer meaningful indicators of how the relationship will play out over years.

Evaluate the structural commitments a provider makes to its reseller channel, which include:



Reseller enablement programs
Marketing resources and ongoing education help you develop expertise and competitive differentiation.



24/7 expert support
Quality providers offer round-the-clock support staffed by technicians who understand both SIP trunking and reseller scenarios.



Training and onboarding
Comprehensive training programs accelerate competency development and reduce time-to-revenue with a structured curriculum covering technical implementation, sales techniques, and ongoing account management.



Reseller portal functionality
Effective management portals allow you to provision services, port numbers, manage customers, and access billing information through intuitive interfaces.



Transparent commission structure
Look for programs that pay residual commissions for the duration of each subscription, with no minimum revenue thresholds and clear tracking through a portal.



No contracts or up-front costs
The best programs let you scale at your own pace without forcing long-term commitments or capital outlays before you generate revenue.



Compliance track record
Providers should be able to walk you through their STIR/SHAKEN implementation, attestation policies, and Robocall Mitigation Database status without hedging.

Reseller-specific testimonials matter more than generic customer satisfaction scores. Ask for references from active resellers operating in similar segments, and pay close attention to how partners describe the support experience, the onboarding process, and how the provider has handled regulatory shifts.

Worksheet #1: Questions to ask potential SIP trunking providers

Network	• Are you a tier-1 or tier-2 provider? • What uptime is guaranteed?
Quality and Redundancy	• What MOS, jitter, latency, and packet-loss targets are guaranteed? • What happens when a facility or carrier fails
Security and Compliance	• What kind of fraud protection do you provide? • Is your service E911-ready? • Who owns STIR/SHAKEN certificates?
Pricing	• Are there any additional fees on top the pricing? • How flexible are your terms? • Is there an up-front investment or commitment required?
Billing and Tax Compliance	• Who handles telecom taxes? • What kind of support can you provide to make sure all applicable federal, state, and local taxes are collected?
Platform	• What can I provision without support? • What self-service capabilities are available?
Support	• What level of expertise does your support staff have? • Who answers P1 issues at 2 a.m.? • Do you provide ongoing training?
Branding and Growth	• How complete is the white-label experience? • What happens as volume increases? • Do you provide any sales and marketing enablement resources?

Worksheet #2: Security and compliance checklist

Certificate verification	This is the starting point for STIR/SHAKEN compliance assessment. Providers should produce detailed documentation of their certificate authority relationships and demonstrate direct ownership of all signing certificates. Providers unable to produce this documentation likely rely on prohibited third-party arrangements.
Documentation review	Include current Robocall Mitigation Database filings, security audit reports, and compliance certifications. Legitimate providers maintain comprehensive documentation and readily share relevant compliance information with potential partners.
Fraud protection	Understand how the provider monitors for unauthorized calls and blocks suspicious activity to protect your customers from unexpected charges.
Compliance communications	Ask how the provider communicates compliance updates to resellers. Providers with mature compliance programs handle these obligations transparently, so you can focus on growing your customer base instead of tracking regulatory changes.
Network infrastructure assessment	This helps verify a provider's capability to meet compliance requirements. Providers with robust, independently operated networks typically demonstrate stronger compliance postures than those heavily dependent on third-party infrastructure.
Reference checks	Speaking with existing customers can provide valuable insight into real-world compliance performance. Long-term customers can speak to service continuity during regulatory changes and the provider's responsiveness to compliance challenges.

Worksheet #3: Red-flag checklist

In the typical evaluation process, you compare your list of requirements with the capabilities on offer to find as close a match as possible at a reasonable price. But this doesn't give you the full picture. You also need to vet your options against red flags—things that can have a negative impact down the line, even when all your requirements checkboxes were ticked. Here are some red flags that that should give you pause.

Quality red flags

Could negatively affect performance, which will reflect poorly on your business.

- Can't document network performance
- Won't explain redundancy
- Is vague about network ownership
- No measurable voice-quality benchmarks

Compliance red flags

Could expose you to unnecessary risk.

- Can't clearly explain compliance responsibilities
- No documented compliance program
- Pushes regulatory responsibilities onto the reseller
- Slow or inadequate response to regulatory changes

Platform and operational red flags

Could impede your ability to scale without creating a labor-intensive business.

- Manual provisioning for routine customer changes
- Slow or cumbersome number porting
- Poor integration with common PBX/UC platforms
- No automation for billing, monitoring, or account management

Business and profitability red flags

Could impact your ability to make money.

- Has opaque pricing or unexplained fees
- Requires long-term contracts or inflexible volume commitments
- Limited margin or pricing control for resellers
- Can't provide reseller references

Support red flags

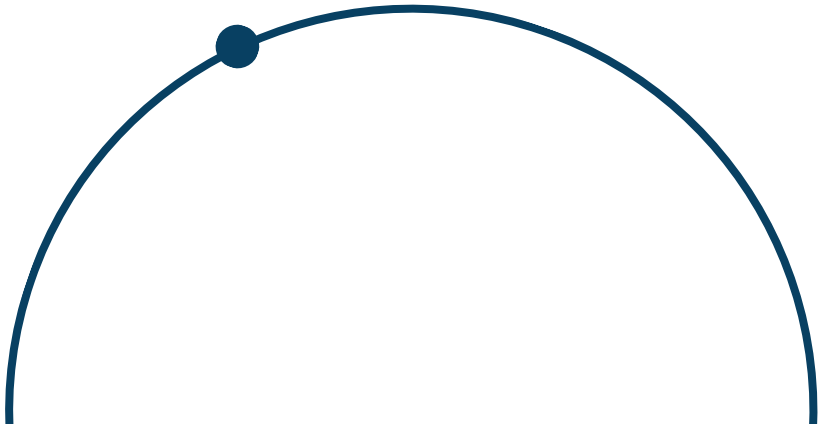
Could affect your ability to minimize disruption when things go wrong.

- No 24/7 technical support
- Support staff lack SIP/voice-specific expertise
- Requires support tickets for basic provisioning
- No defined escalation process for critical issues

Partner fit and customer ownership red flags

Could signal they're not willing to help build your business.

- Little or no white-label capability
- Provider has direct relationships with your customers
- Weak reseller-specific tools or resources
- Provider competes directly with its resellers



Worksheet #4: Security and compliance checklist

Use the following scorecard to weight the evaluation areas based on your requirements and score candidate partners accordingly.

Evaluation area	Weight	Partner 1	Partner 3	Partner 3
Business model	_____ %			
Pricing/profitability economics	_____ %			
Billing and taxation	_____ %			
Network and service quality	_____ %			
System features and customer experience	_____ %			
Security and compliance	_____ %			
Other: _____	_____ %			
Other: _____	_____ %			
Other: _____	_____ %			
Score:				

Why resellers choose SIPTRUNK

The SIPTRUNK platform is designed for businesses that want to build a SIP trunking practice and recurring revenue stream selling SIP trunking services, quickly and painlessly. With SIPTRUNK you'll get access to a simple-to-use SIP trunk solution that makes selling and managing your customers a breeze.

SIPTRUNK offers:

Platform compatibility
SIPTRUNK works with all major IP PBX, IP gateways and open-source PBX projects. No matter the manufacturer you represent or the system deployed, SIPTRUNK is compatible.

No contracts
With SIPTRUNK, neither you nor your customers will need to enter into any long-term contracts or make large up-front investments. Everyone pays for what they need, when they need it.

Expert support
Our industry-leading support center provides access to telco veterans ready to help you win opportunities or resolve technical issues. You and your customers are in the best hands.

Hands-off billing and taxes
We take care of end-customer billing and taxation so you don't need to worry about monthly invoicing or handling complex state, federal, and other phone service taxes.

Automated provisioning
SIPTRUNK features fully automated account creation and service provisioning. It takes less than 10 minutes—start to finish—to have SIP service ready for use.

Transparent commissions
Receive transparent monthly reporting and automated commission payouts directly into your bank account. Every invoice has a detailed breakdown of earnings.

Bring your own bandwidth
Unlike many other SIP trunking providers, with SIPTRUNK you and your clients can use any internet provider you choose. This gives you the flexibility to select the best possible internet service offering.

Toll fraud protection
SIPTRUNK systems are constantly monitoring for unauthorized calling and are set-up to kill any suspicious activity immediately, helping to protect from potential fraud.

Widespread DID coverage
SIPTRUNK has a large database of telephone numbers across rate centers in the US and Canada, plus 40 other countries. This means most DID requests get provisioned immediately.

Quick path to revenue
SIPTRUNK makes it easy to get started. You can sign up, complete your agreements, and be ready to sell without ever handling a piece of paper or writing a check. You'll be earning commissions in no time.

To get started building a profitable SIP trunking practice, visit SIPTRUNK.com/get-started/.

About SIPTRUNK

SIPTRUNK was founded by telecommunications experts with over 50 years of combined SIP trunking experience. We've called on this experience to bring you a platform that will propel you toward rapid success.

With SIPTRUNK you don't have to worry about the major up-front expense of purchasing your own softswitch or the monthly costs associated with hiring customer service and technical professionals. SIPTRUNK provides all of this for you. And, unlike other providers, we take care of end-customer billing and taxation for you, so you don't need to worry about monthly invoicing or handling complex state, federal, and other phone service taxes. Learn more at SIPTRUNK.com.