

5 BENEFITS OF SIP

SIP (Session Initiation Protocol) is the signaling standard that enables person-to-person multimedia communication in a single network session. Surveys indicate that by 2015, the majority of businesses will use SIP and utilization of T1 lines will decline. SIP is an ideal candidate for unified communications (UC), often eliminating the need for a local service provider and enabling endpoints to locate each other in an IP-based network. Core UC functions like telephony, instant messaging, streaming media, video conferencing, multicast, presence and interoperability are all made available using SIP.

2013

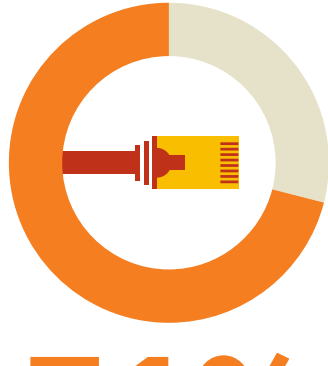
SIP trunking use



38%

2013

T1 line use



71%

2015

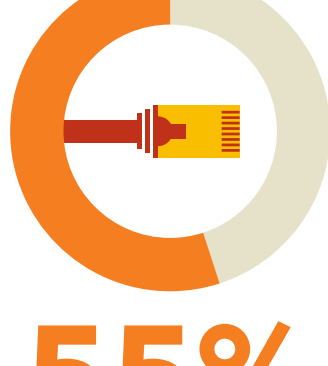
SIP trunking use



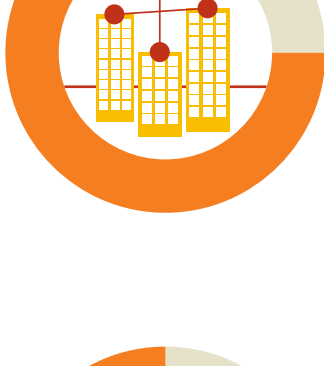
58%

2015

T1 line use

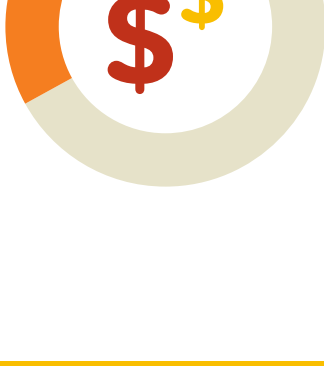


55%



75%

of Fortune 100 companies use SIP trunking



33%

have been seen by organizations using SIP trunking

USING SIP HAS SOME DISTINCT BENEFITS

BENEFIT 1

DIAL TONE TO IP



Connection through IP across different branch locations allows for a reduction in local access circuits and centralizes the phone system. Up to a 50% reduction in trunks has been seen through centralization with SIP.

BENEFIT 2

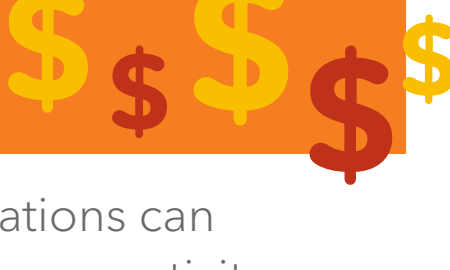
BANDWIDTH FLEXIBILITY



You only pay for the number of trunks you use. Traditionally, blocks of trunks would have to be purchased, even if you did not use the entire amount. This is also an advantage when handling spikes in service, and allows you to simply pay as you go.

BENEFIT 3

COST REDUCTION



Regional or international operations can take advantage of IP networks connectivity. SIP can interact with the PTSN, allowing service providers the ability to hop back and forth between IP and local PTSN to best leverage IP networks for cost savings.

BENEFIT 4

UC INTEGRATION



Advanced UC features like presence, and the ability to easily deliver multimedia content, instant messaging and videoconferencing are all benefited by the IP-based integration of SIP.

BENEFIT 5

INTEROPERABILITY



Always ensure that the SIP service provider is certified to work with your IP PBX.

ShoreTel has supported SIP Trunking since 2005, and has continuously enhanced the capabilities of the SIP standard for its business phone systems and unified communications solutions. ShoreTel's SIP support now allows integration with more than 30 service providers and multiple session border controllers.



SOURCES

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