



George Brindley Jr
COO

Understanding the Power of SIP Trunking and How to Harness It to Take Your Business to the Next Level

George Brindley Jr of NuSound Telecommunications Explains the Value of SIP on Small to Mid-Sized Businesses

WHITE PLAINS – January 31, 2012 – How can a communications protocol elevate your business? Consider the impact of Voice over Internet Protocol (VoIP) communications and its ability to lower costs and offer powerful new business applications. These two benefits alone are accelerating the adoption of IP based technology, also known as the convergence of voice and data, on a global level regardless of the size of company. Session Initiation Protocol (SIP) raises the bar of IP by adding intelligence to business processes and providing both users and IT departments with greater control over their communications.

SIP is an IETF (Internet Engineering Task Force), internet-based protocol originally designed for call set-up and control. According to

the SIP RFC, the protocol defines how two or more end-points can negotiate to set up and control a communications connection that suits the capabilities of the devices and the needs of its users. In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated.

Many companies have made the transition to VoIP; however, most are only using it for communication on the LAN. In this scenario VoIP is only being used as a one-to-one replacement for traditional telephony. These businesses realize a sound return on investment by lowering administrative costs as well as costs associated with calls made within the company. SIP trunking, on the other hand,

provides a greater return because it takes VoIP a step further. For instance, full potential for IP communications can be realized only when communication is taken outside of an organization's LAN. SIP trunks thus eliminate the need for local PSTN (Public Switched Telephone Network) gateways, costly BRIs (Basic Rate Interfaces) or PRIs (Primary Rate Interfaces). Furthermore, it directly operates with existing IP PBXs so there is no need for additional hardware.

SIP trunking also offers a number of unique features that have a direct correlation on improving a company's productivity. These features include

- Enhanced 911 Service
- Disaster Recovery
- 411 Directory Assistance
- Interactive User Portal for setup and MAC's
- Multiple Location Interoperability

- Long Distance Bundles available as well as A La Carte as needed
- 800 Number

Essentially, SIP makes employees more productive, business processes more efficient, and customers more satisfied. In today's business world there are many communication channels, but with little or no integration between them. This presents a guessing game for users and a problem for management. SIP transforms communications into a single integrated tool determining how calls are handled and the manner in which they are routed.

Communication is the lifeline of every company and SIP gives users complete control. As a result, SIP trunking has the ability to increase profitability and give businesses a competitive advantage in their marketplace.

ABOUT NUSOUND TELECOMMUNICATIONS

Founded in 1986, NuSound Telecommunications is a dynamic, market leading technology company providing voice & data network solutions for the New York Tri-State Area. The commitment to providing a thorough understanding of each client's

unique telecommunications requirement as well to exceed customer expectations for more than two decades has enabled NuSound to team up with leading manufacturers such as Panasonic, Toshiba, Avaya, Zultys, Cisco & Freedom Voice. Outstanding design, implementation, service and support, empowers their client's to enhance productivity, increase profitability, and maintain a more competitive advantage within their own industry. For more information and to discuss "real case scenarios" please call 800-972-7271 or visit us at www.nusound.com.