



## The Case for IP Lines

More and more enterprises are discovering the value of voice over IP (VoIP) and other applications based on SIP, the Session Initiation Protocol. But as they migrate to VoIP, enterprises need a way to connect their IP PBXs and other SIP user agents to each other to establish voice sessions between each other over an IP network. Rosecom's IP Lines enables this IP connection by using SIP trunking.

### Growing demand for SIP Trunking

A recent survey by The Computer Technology Industry Association found that 60 percent of small and mid-sized businesses (SMBs) plan to increase their use of converged voice and data communication solutions during the next 18 months.

Survey respondents were technology decision-makers at companies with 20-500 employees. Overall percentages came out as shown in the list below.

- 40 percent – currently evaluating a converged solution, or will begin making an evaluation within 18 months
- 20 percent – currently implementing converged solutions, or plan to do so within 18 months
- 13 percent – have already implemented a converged solution

One reason for the growth in converged communications is the advent of SIP-trunking – a way for SMBs to cut down considerably on the startup and management costs of switching to VoIP phone service.

### Benefits of IP Lines

SIP, or Session Initiation Protocol, is a protocol for initiating interactive user sessions involving multimedia elements. Until SIP trunking entered the picture, using VoIP meant purchasing and managing an expensive and complicated system of gateways to convert voice signal from digital to analog and back again—often involving several such “jumps” during the call's journey from sender to receiver, and these jumps degraded the quality of the voice call.

SIP trunking eliminates the need for gateways by using software to manage a company's VoIP service, and by utilizing the carrier's already-existing network of gateways.

When both caller and receiver are set up with internet telephony systems, SIP trunking is especially efficient, because it allows a call to travel the entire way as a digital signal.

SIP trunking also works well in cases where a call starts out digital and ends up analog. In that scenario, the signal would stay digital until the last leg, and then be converted back to analog, skipping the double-conversion normally associated with VoIP.

For many SMBs, using a software-based, SIP trunking platform means the payback for switching to VoIP can occur in as little as 3-12 months.

### IP Lines Applications

Although pricing for IP Lines is typically 30-40% below legacy offerings, features and enhancements for SIP-based (IP) PBXs are the key considerations in the deployment of SIP trunking.

- Disaster Recovery
- Single dial plans
- Capacity flexibility
- Geographic Number Flexibility