

SIP: Transforming the Enterprise IP Telephony Landscape

In 2005, for the first time, more IP PBX ports were shipped in the U.S. than legacy digital PBX ports. So, the discussion of “if” users will adopt IP telephony has now shifted to “when” and “how quickly.” Today’s VoIP installations offer users exceptional cost-effectiveness with no compromises in performance and network security; just as important, they are also capable of providing users access to a wide variety of specialized applications.

Session Initiation Protocol (SIP) – the only protocol based on nonproprietary Internet standards – is poised to become the leading option for enterprises that want to enable multiple applications, such as email, messaging, conferencing, video streaming and mobility into existing telephony applications. [MOSS is actively championing the adoption of SIP for enterprise network customers who want enhanced IP telephony capabilities.](#)

Basic Characteristics of SIP:

Simple: SIP is based on a mechanism that simply initiates, terminates and modifies sessions over IP networks. These sessions could be as basic as a telephone call or as complex as a multi-party mixed media session.

Open: SIP is the mechanism that integrates services across platforms. It helps realize the true potential of IP telephony by delivering interoperability between vendors. SIP provides global connectivity without the need for central servers, and regardless of the individual service provider.

Secure: SIP’s simplicity makes it easier to interoperate within a multi-vendor network, but also more vulnerable to security abuses. This issue can be effectively resolved by building SIP capability into the enterprise firewall, strengthening authentication and encryption of messages.

Application-Rich: SIP enables users to embrace emerging IP applications: instant messaging, desktop call management, personal mobility, conferencing and many others.

Proven: MSN, AOL and Yahoo have all announced support for the SIP protocol, and more and more businesses are adopting SIP for person-to-person communications services. Microsoft has recently announced inclusion of a SIP-based communications client with the Windows operating system.

For more information on how your organization can benefit from SIP, call Ron Spencer at MOSS, 616-451-9933.

561 Century SW
Grand Rapids MI 49503
voice: 616-451-9933
fax: 616-451-8187

www.mosstele.com



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