

Written by Brian Suerth
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Numerous Benefits of New Communications Technology Driving Demand

DAVENPORT, IA - April 18, 2012 - Midland Communications, an industry leader in business communications, announced today that the company is seeing a rapid increase in the popularity for Session Initiation Protocol (SIP) Trunking among the region's small to mid-sized businesses. Numerous benefits of this relatively new communications technology such as cost, flexibility, and advanced business applications are driving the demand for SIP technology.

SIP Trunking typically allows businesses that have Internet Protocol-Private Branch Exchanges (IP-PBXs) to combine their voice and data services onto a SIP-based Trunk rather than use primary rate interface (PRI), T-1 or other types of Time-Division Multiplexing (TDM) links. Some service providers are offering IP Trunking to connect TDM-based PBXs or key systems to a SIP backbone, using an on-premises device to convert TDM voice to IP. In more 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 SMBs 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.

"The SMB marketplace has started to really embrace SIP Trunking because it will dramatically increase their profitability and give them a competitive advantage," said Jason Smith, Vice President of Midland Communications. "Until now most companies would have purchased a PRI or multiple access lines and a data connection. SIP lets them converge their traffic onto a single line. Outdated technology, inefficient networks, and a down economy are driving SMBs in this direction - customers have excess bandwidth on their data networks and they want to see how they can best utilize or reduce it."

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"SIP's flexibility supports our position as our customers trusted communications advisor. After we understand their strategic business objectives we can use the breadth and depth of SIP technology to support all of their needs," added Mr. Smith. "Soon SIP will become a more popular and meaningful acronym than VoIP."

ABOUT MIDLAND COMMUNICATIONS

Midland Communications began more than 60 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Communications has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Communications, call [\(563\) 326-1237](tel:5633261237)

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