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 features like telephony, instant messaging, streaming media, video conferencing, multicast, presence and interoperability are all made available using SIP.

**BENEFITS OF SIP**

**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. 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. 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.

**BANDWIDTH FLEXIBILITY**
Advanced UC features like presence, and the ability to deliver multimedia content, instant messaging and video conferencing are inherently tied to the IP-based integration of SIP.

**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 voice systems and its associated voice communications solutions. ShoreTel’s SIP support now allows integration with more than 20 SIP service providers and multiple session border controllers.

**SOURCES**
- shoretel.com
- convergence.sprint.com/blog/post/2011/07/18/Breakout-Year-for-SIP-Trunking-.aspx

**USING SIP HAS SOME DISTINCT BENEFITS**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Connect through IP across different branch locations.</td>
</tr>
<tr>
<td>2</td>
<td>Local access circuits are reduced.</td>
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<tr>
<td>3</td>
<td>The phone system is centralized.</td>
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<tr>
<td>4</td>
<td>Up to a 50% reduction in trunks has been seen.</td>
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<td>5</td>
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