

Businesses Add "SIP" To Combat Recession

Solutions Designed to Enhance Productivity and Profits

By **Charlie Briggs**

TAMPA- Republic Voice & Data, headquartered here, has earned a well-deserved reputation for helping small-medium sized businesses reduce their operating costs through the use of more efficient communications technology. By providing extensive technical training to the staff, the firm announced recently that it is has been able to proactively leverage the knowledge of its workforce in able to detect and protect its customers from

antiquated or aging technology, all the while increasing their profitability and providing these customers with a competitive advantage in their marketplace.

Continuing their efforts in this vein, Republic recently announced another tool in their arsenal; Session Initiation Protocol, or SIP.

"The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony", said Republic President, Donna Arsenault. "The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses

are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of media," she continued. "Our salespeople are technological experts who consistently research developing technologies like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage. By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," Arsenault explains. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that

if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Republic Voice & Data is also associated with Technology Assurance Group (TAG), an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "Republic Voice & Data has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

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