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SIP Trunking: Second-Wave Benefits

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Abstracts

Introduction

The initial benefit for customers converting to SIP trunks almost exclusively consisted of network savings on trunk expenses. After a review of enterprise customer case studies and recent research, there appear to be many secondary or emerging applications that can be strategically more important than the initial benefit of network savings.

Features and benefits

Understand some of the key drivers beyond network savings for SIP trunking.

See some case studies and example applications of interest to the large enterprise.

Highlights

During the introduction of SIP trunking over the past few years, service availability has been slow in coming to most markets. Many of the early network providers were the tier-2 carriers or competitive providers using SIP trunking services to cause disruption in the marketplace, with a strong focus on network savings as the primary benefit.

Your key questions answered

What is creating so much interest in SIP trunking today?

What are some examples of customers that have moved to SIP trunking?

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SUMMARY

In a nutshell
Ovum view
Recommendations for players
  For the enterprise customer
  For service providers

CUSTOMER BENEFITS, PAST AND PRESENT

Early adopters of SIP trunking focused on network savings
  The focus of these savings was all about network and usage
  But SIP trunking benefits are clearly beyond these initial "first-wave" network savings

CASE STUDIES

Highlights of two customer case studies
  Customer one, service company, TruGreen (a division of ServiceMaster)
  Customer two, state government, state of Delaware (DTI)

THE JOURNEY TO SECOND-WAVE BENEFITS

Customers built their initial ROI business case on network savings
  The network savings are initially realized based on the business case
  But then enterprise customers discover there are other opportunities

APPENDIX

Methodology
Further reading
Author
Ovum Consulting
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