

SIP Trunking: Market Strategies & Competitive Analysis

TABLE OF CONTENTS

- I. Introduction
- II. SIP Trunking Solutions
- III. The Future for SIP Trunking
 - Horizontal & Vertical Market Strategies
 - Market Drivers & What Will Impact Them
- IV. Benefits & Challenges of SIP Trunking
 - Difficulties the SIP Trunking Industry Faces
 - How Carriers, SMBs & Enterprises Benefit
- V. Vendors Leading the Market
 - Acme Packet
 - Adtran
 - Avaya
 - BandTel
 - BroadSoft
 - Ingate Systems
 - Mitel
 - Objectworld
 - Sonus Networks
- VI. Conclusion

Report Highlights

SIP trunking continues to draw increased attention from carriers, end users, and IP PBX vendors

The best verticals for SIP trunking are not defined by the number of employees a company has, but rather by its communications needs

Contact centers and IVR-dependent companies are considered "sweet-spot" markets for many SIP trunking providers

Cutting costs remains the biggest draw to SIP trunking, but its ability to deploy UC across the enterprise and provide hosted services will be future drivers

SIP trunking vendors must keep developing standards and interoperability features to simplify deployment, while better educating customers and marketing their solutions

All SIP trunking customers are looking to combine their communications services and eliminate redundancies

Use of this PDF file is governed by the terms and conditions stated in the Subscriber License Agreement included in this file. Any violation of the terms of this Agreement, including unauthorized distribution of this file to third parties, is considered a breach of copyright. Light Reading Inc. will pursue such breaches to the full extent of the law. Such acts are punishable in court by fines of up to \$100,000 for each infringement.