

## SIP Print Enters the Enterprise



*By Juliana Kenny*

When the CEO and CTO of a call recording manufacturing company that traditionally targets small- and medium-sized business sit down with you during ITEXPO (News - Alert) and they tell you that they are taking their solutions to the enterprise, you raise more than one eyebrow.

But when you take into consideration the fact that it's Don Palmer and Jonathan Fuld describing this venture to you, you quickly lower them. As the leaders of SIP Print, a company that has made call recording simple and cost-effective for so many SMB's, they have benefitted from starting off with an agile and flexible solution that is now being sought after by companies of all sizes and in varying verticals.

"We keep enhancing the heck out of what we have, and we wanted to keep it simple and easy to use," said Palmer, CEO of SIP Print. And now a C-level company will be implementing SIP Print's solutions as SIP Print approaches the hosted side of the call recording spectrum.

Fuld, CTO, told me that larger enterprises are asking more questions more frequently about how to get VoIP for cheap, as it actually becomes cheaper. And, in turn, they are asking why call recording can't be less expensive as well. As it turns out, it can, and is. For this reason, SIP Print is able to enter the enterprise market with its traditionally SMB-g geared call recording solutions.

The company has also entirely finished its GSA (News - Alert) application for government licensing, and will be obtaining the license any day now. As more and more companies seek out more simple, less expensive call recording solutions, more organizations are discovering SIP Print.

**SIP PRINT** 



Connecting Technology

SIP Print is demonstrating and displaying its industry-leading solutions in booth 401 at ITEXPO West 2011. Stop by its booth to check out what's new from Palmer and Fuld.

Want to learn more about Session Initiation Protocol (News - Alert)? Be sure to attend the SIP Tutorial Conference collocated with TMC's (News - Alert) ITEXPO West 2011, taking place NOW, in Austin, Texas. The SIP Tutorial, co-sponsored by TMC Partner Crossfire Media, is a full day training program that will focus on SIP technology from SIP messaging, though Server types, Security, Firewall and NAT operation, SIP Trunking, Troubleshooting and SIP in Unified Communications (News - Alert). To register, [click here](#).