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March 31, 2009 SIP Print Joins ADTRAN Alliance Program to Help SMBs

By Anshu Shrivastava, TMCnet Contributing Editor

SIP Print, the creator and provider of a SIP-based VoIP call recording platform, has announced that it joined the ADTRAN Alliance Program to expand the reach of IP communications solutions to the small and medium-sized business (SMB) market.

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ADTRAN is a supplier of networking and communications solutions and introduced the ADTRAN (News - Alert) Alliance Program, a collaboration between ADTRAN and technology and service providers that complement the NetVanta 7000 converged IP private branch exchange (PBX (News - Alert)) Series, just today.

This program is expected to enable solutions providers to deliver interoperable enterprise-class IP communications solutions to meet the specialized

needs of SMB in a number of vertical markets.

ADTRAN is collaborating with SIP Print (News - Alert) to provide interoperable technology that will enable solutions providers to deliver integrated network solutions. The companies plan to serve SMB marketplace with these product lines.

"It's been refreshing to work with the team at ADTRAN and see an organization that is so committed to meeting and exceeding the needs of the SMB market," said Don Palmer, CEO at SIP Print.

Palmer said that ADTRAN recognizes that smaller companies need a voice over Internet protocol (VoIP) call recording platform this is "easy to use" and "easy to afford." He added that the company will work with ADTRAN's sales team to communicate the benefits of this partnership to the SMB market.

The products and services selected for inclusion in the program address key needs in the SMB market with a wide range of business applications. ADTRAN officials said that this enables end-users to increase productivity and efficiency. In addition, reseller partners also benefit from a comprehensive solution offering.

The alliance program members have "successfully" completed interoperability testing with ADTRAN's NetVanta 7000 Series platform, said officials. The platform offers a complete voice and data networking solution for business locations of up to 50 stations.

These platforms combine multiple functions including an IP PBX, voice mail, multilevel auto attendant, full-featured IP router, 24-port PoE switch, firewall, and virtual private network (VPN) into a one-box system.

"We've created the ADTRAN Alliance Program to help identify best-of-breed technology providers that are particularly well-equipped to address the network issues and challenges facing our customers today," said Tim Saunders, vice president, product management for Enterprise Networks Division at ADTRAN.

Together with companies like SIP Print, Saunders said, the alliance program is providing customers the necessary tools to build an end-to-end communications network best suited to their needs.

Anshu Shrivastava is a contributing editor for TMCnet. To read more of Anshu's articles, please visit her columnist page.

Edited by Stefania Viscusi

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