Session Initiation Protocol (SIP):
What is it and do I need it?

Event Info:

When:
Wednesday, October 12, 2011. **Registration begins 11:00a.m. Seminar begins at approx. 11:30am and adjourns between 1:00 and 1:30pm depending on questions.**

Where:
OCLC Inc.
6565 Kilgour Pl. (previously Frantz Rd.)
Kilgour Building - enter from the East, turn toward the cafeteria, and we are in the private dining room.
Free parking is available

Fee:
Free for the first guest from each member company
$10/additional attendee from each member company
$20/non-members
Pre-registration assists us in keeping our costs down, and provides a more accurate count for seating and lunch. **Pre-register to be eligible for our door prize drawing!**

Pre-register at:
www.atp-ohio.org

Dear Friends and Guests of ATP,

SIP trunks have been around for a while, but not everyone is using them.   What is the benefit of SIP technology for your business? How do I know if I can take advantage of SIP?

We will have Jon Murphy of TW Telecom tell us they will be rolling out their new SIP product, how it works, the SIP "lingo" (ex: call paths vs. lines and trunks), and the benefits of their service and SIP in general.

We will also have Ryan Ritter, Voice Manager at Cardinal Health, who will tell us about their recent deployment of 80+ sites of SIP. Ryan can tell you what he had to consider for their equipment interface, what other landmines he discovered during the rollout, and what benefits that Cardinal Health expects to see as a result.

We'll be sticking with the lunch-and-learn format, and there will be lots of networking opportunities as well. Speakers are still being finalized, but we want to make sure you have plenty of time to save the date.

Plan now to join us and enjoy a thought-provoking and affordable session. We look forward to seeing you!

Sincerely,

Laura Engle

ATP President, 2011

and Market Manager for

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