



**SUCCESS STORY – SAVING THROUGH SIP TRUNKING**  
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Jason Webb - Network Administrator, SIA

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## Semiconductor Industry Association

In search for a SIP trunking provider to power their new IP phone system, a national trade association turned to VoxOx In Business for a **state-of-the-art business communication solution.**

### About SIA

The Semiconductor Industry Association (SIA) is the premier trade association representing the U.S. semiconductor industry. Founded in 1977, SIA unites over 60 companies that account for nearly 90 percent of the semiconductor production of this country, including Intel, AMD, Micron Technology and Texas Instruments.

### The Challenge

When relocating to the East Coast, Bay Area-based organization SIA leveraged the opportunity to cut costs and expand phone features by switching from a traditional business phone system to Voice over Internet Protocol (VoIP). The challenge was doing so without introducing complications that would increase risk or put a burden on training and support. SIA had already purchased on-premise asterisk-based phone equipment, but was still in need of compatible VoIP phone service for the new phone system. Hence, the organization was seeking a SIP trunking provider.

“A business associate over at Ricoh, our office equipment supplier, mentioned VoxOx In Business’ SIP trunk offerings. We checked out VoxOx In Business’ solutions and felt it was a good fit,” said Jason Webb, network administrator at SIA.

### The Solution

Because VoxOx In Business operates its own network, the company offers not only less expensive, but also higher quality end-to-end solutions, as compared to other IP telephony providers. After meeting with SIA, VoxOx In Business created a comprehensive package that addressed the client’s remaining phone service needs, while also lowering costs. The package consisted of:

- 22 SIP trunks
- 4.5 Mbps T1 line
- Managed Router
- 1000 Minute Bundle
- Installation
- Provisioning
- Project management
- Online Management Portal

### The Result

VoxOx In Business worked synergistically with the phone vendor and the phone manufacturer to integrate all the elements into a state-of-the-art business phone system. The project management component differentiated VoxOx In Business from previous vendors:

“We felt completely comfortable throughout the whole process. Shawn from VoxOx In Business called almost daily to make sure things were going smoothly and on schedule,” said Webb. “We saved a lot of time by having a single point of contact to answer questions regarding the installation, even ones outside of VoxOx In Business’ scope of work.”

Since installation, SIA has been enjoying the value and added convenience of **VoxOx In Business VoIP services, including higher bandwidth, increased ease-of-use, and high-quality technical support.** The package created by VoxOx In Business offers the following cost and convenience benefits as compared to traditional phone service providers:

- Single data connection for both voice and data with available-bandwidth dynamically allocated to organization’s need.
- Lower per minute long distance rates.
- No need to purchase T1 cards, which typically cost \$2,000 to \$3,000/card. (Each card covers ~two dozen phone lines.) These are necessary for traditional phone systems, but not IP-based phone solutions.
- Ability to add or remove phone lines without incurring installation costs or buying additional equipment – instant scalability, whether it’s 5 or 200 phone lines.

Typically, companies leveraging IP business phone systems can expect to see roughly 20-30% cost savings over traditional phone systems. ■