

## SIP and the vision of global connectivity

By Steve Johnson, President, Ingate Systems

The Internet has evolved quite a bit over the past few years. SMTP gave businesses the productivity tool of email, then HTTP delivered the Web to every desktop in the enterprise. Today, SIP is the standard for realtime communications such as VoIP, presence and instant messaging. But are manufacturers of telecommunications equipment really bringing SIP to the enterprise the way it was meant to be?

Think of it: many SIP solutions on the market today promote only closed network applications. Between private network applications, VPN branch tunnels, etc., SIP-enabling equipment is increasingly marketed as realtime connectivity solutions for the single enterprise.

This was not the true vision of SIP.

When IETF created the protocol, their goal was to facilitate global connectivity: everyone reachable anywhere, at anytime. Breaking down the barriers of country, time zone, even liberation from the constraints of landline telephone communications, SIP's true vision was to bring the global business community together for collaboration, to improve productivity and generally

help everyone work smarter, together.

Unfortunately, many of the most exciting implementations of SIP aren't being promoted today. From the use of proprietary protocols and leased lines for VoIP, to the use of PSTN gateways for all traffic outside the LAN, and even VPN tunnels limiting VoIP to internal corporate use only, we are still building isolated VoIP islands in far too many instances.

At Ingate, the focus is bringing SIP to every enterprise to achieve this vision of global connectivity. They are making firewall traversal of SIP-based communications a reality. Their goal is to make anyone reachable in realtime regardless of access method, client/user agent, or global or pri-

vate IP network. No longer will remote NATs be a problem for the road warrior working from a hotel room overseas. Bringing the enterprise to the far-flung employee, while making anyone in the world accessible to him from anywhere, at anytime, furthers this idea of global connectivity.

It's time for a wake-up call in our industry. The true vision of SIP can be realized if we work together to promote the benefits of global connectivity. This will not only help our customers generate more business opportunities for themselves but will translate these into real-world sales for our industry. ☎

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