

It's "Money in the Bank" for Sterling National Ingate's SIP Trunking Solution Reduces Telephony Costs by 66%

Sterling National Bank, the principal banking subsidiary of financial holding company Sterling Bancorp (NYSE: STL), is a pioneer in the use of new technologies to improve business processes and efficiency. The company has rapidly reduced their telephony costs by using the award-winning Ingate SIParator[®] from Ingate[®] Systems to enable SIP trunking at two of its New York locations.

SIP trunks bridge the gap between voice-over-IP (VoIP) technology and the traditional public switched telephone network (PSTN). SIP trunking uses the Internet to carry communications traffic (voice calls, etc.) as far as possible before terminating at a PSTN gateway located closest to the person you're trying to reach. The Internet telephony service provider (ITSP) handles the connection to the PSTN, terminating calls as close as possible to the person being called.

Additionally, SIP trunking enables an enterprise to use just one connection for both voice and data, eliminating the cost of having two parallel networks within the enterprise.

Sterling installed SIParators at its Wall Street headquarters and Woodbury, NY office to connect its IP-based PBX to the ITSP BCom. Ingate SIParators work in parallel with a company's existing firewall to enable businesses to utilize SIP-based VoIP. They solve the Network Address Translation (NAT) traversal issues faced by businesses using SIP. They also provide the advanced routing capabilities necessary for enterprises to easily connect to carriers' SIP trunks.

The result was a savings for Sterling of approximately \$1,000 per month, or 2/3 of their previous telephony costs.

"As a company committed to a high-tech, high-touch experience for our customers, SIP trunking helps us maximize the opportunities available with IP communications," said Eliot S. Robinson, Executive Vice President, Sterling

National Bank.

"Ingate's SIParators were the ideal solution to allow us to deploy SIP trunks. They were fully interoperable with our IP-PBX, the SIP trunking service provider and our existing security infrastructure and perhaps most importantly they just worked."

Using SIP trunks meant it was unnecessary to purchase local PSTN gateways. The company was also able to get rid of costly ISDN PRIs (Primary Rate Interfaces)/BRIs (Basic Rate Interfaces). However, Sterling Bank still uses one PRI (Primary Rate Interface) ISDN for incoming calls, 911 and toll-free calling but the expense is modest since all outgoing calls that are billable are sent to the SIP trunking service provider.

With such a rapid reduction in communications expenses, Sterling expects that the SIP trunking installation, including the IP-PBX, the Ingate SIParator and the trunking service, to pay for itself in less than six months.

"Sterling Bank's experience highlights the benefits of proven SIP applications that streamline business processes and improve the bottom line," said Steven Johnson, President, Ingate Systems. "We are proud that Sterling chose Ingate to enable their SIP trunking deployment."

Sterling plans to expand its use of the Ingate SIParators and SIP trunking to other offices throughout the Sterling Bancorp network. They also plan to extend their use of IP communications beyond voice traffic, to include IM, presence and other productivity-enhancing applications.

About Ingate[®] Systems

Ingate[®] Systems develops firewall technology and products that enable SIP-based live communication for the enterprise while maintaining control and security at the network edge. Ingate has a long history of developing next-generation firewall technology that solves the NAT/firewall traversal issue with SIP communications. In addition to an extensive line of Ingate Firewalls, the company also produces the award-winning Ingate SIParator, a device that connects to an existing network firewall to seamlessly enable SIP communications. Ingate products currently protect the networks of retail companies, financial institutions, industrial firms, government agencies and small-to-large enterprises throughout Europe, Asia and North America. Additionally, Ingate has established the SIP Trunking Network at www.siptrunk.org, an educational resource that aggregates information from throughout the SIP trunking community in an industry-wide effort to educate enterprises about SIP trunking, to help simplify deployments. Ingate Systems AB is headquartered in Sweden with offices in Stockholm and Linköping. Its wholly owned subsidiary, Ingate Systems Inc., is located in Hollis, New Hampshire. For more information on Ingate Systems, visit www.ingate.com.

About Sterling Bancorp

Sterling Bancorp (NYSE: STL) is a financial holding company with assets of \$1.9 billion, offering a broad array of banking and financial services products. Its principal banking subsidiary is Sterling National Bank, founded in 1929. Sterling provides a wide range of products and services, including business and consumer loans, commercial and residential mortgage lending and brokerage, asset-based financing, factoring and accounts receivable management, trade financing, equipment leasing, corporate and consumer deposit services, trust and estate administration, and investment management services. The Company has operations in New York, New Jersey, Virginia and North Carolina and conducts business throughout the U.S.



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