



Jerry McKenzie  
President

## **Digitel Systems Inc. Reports Rapid Increase in The Popularity of Session Initiation Protocol (Sip) Among Small and Mid-Size Hotels and Motels**

*Numerous Benefits of New Communications Technology Driving Demand*

VANCOUVER, BRITISH COLUMBIA— December 4, 2013 — Digitel Systems Inc., an industry leader in lodging & hospitality and business communications, announced today that the company is seeing a rapid increase in the popularity of Session Initiation Protocol (SIP) among the region's small to mid-sized hotels. Numerous benefits of this relatively new communications technology such as cost savings, flexibility, and advanced administrative and guest applications are driving the adoption of SIP technology.

Many hotels are still operating on outdated phone systems that are 7-10-15 years old or older and cannot take advantage of the many benefits that SIP provides hoteliers. While some hotels have made the transition to VoIP, most are only using it for communication on the LAN. In this scenario VoIP is only being used as a one-to-one replacement for traditional telephony. SIP Trunks, on the other hand, provides a greater return because it takes VoIP a step further. For instance, full potential for IP communications can be realized only when communication

is taken outside of an organization's LAN. SIP trunks thus eliminate the need for local PSTN (Public Switched Telephone Network) gateways, costly BRIs (Basic Rate Interfaces) or PRIs (Primary Rate Interfaces).

"Hotel owners and operators have started to really embrace SIP Trunking because it will dramatically increase their profitability and give them a competitive advantage because of new services they can offer their guests," said Jerry McKenzie, President of Digitel Systems. As an example, by upgrading to SIP a hotel can eliminate their monthly local and long bills, an enormous cost savings to every hotel. These savings allow hotel owners and operators to offer free or low-cost flat rate long distance calling for VIP guests, a service that guests appreciate and separates the property from its competitors.

"We believe that SIP will become a more popular and meaningful acronym than VoIP," added Mr. McKenzie. "We have been providing voice and data communication solutions to business and hotels for more than 30 years and this is one of the most exciting new technologies introduced since the company began."

### **ABOUT DIGITEL SYSTEMS INC.**

Founded in 1984, Digitel Systems is a leader in voice communications in British Columbia. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Digitel Systems is the only provider that protects its customers from the two risks of technology – obsolescence and cost. Digitel Systems has earned the position as the market leader and its customers' business through quality products and services.

As a premier member of Technology Assurance Group, Digitel Systems is the ultimate resource for business phones systems, using voice over internet protocol (VOIP), session initiation protocol (SIP) and audio/web conferencing. Digitel also provides comprehensive disaster planning and recovery for local and wide area voice networks.

Digitel Systems delivers future technology today! For more information please call 604-231-0101 or visit [www.digitel.ca](http://www.digitel.ca).