Atlantech is the First to Offer Differentiated SIP via the Equinix Exchange

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Atlantech Online is now the first-ever SIP provider to offer convenient differentiated SIP services through the Equinix Cloud Exchange (ECX). This ground-breaking new partnership has the potential to revolutionize hosted voice and unified business communications services for Equinix and Atlantech clients nationwide.

Receiving voice services through a direct connect to Equinix allows organizations of any size to access first-of-its-kind connectivity on demand. You'll also benefit from remarkable scalability and speed in business voice-over-IP (VoIP) telephony services.

Why Data Transport Matters to SIP Quality

The transport of data for business voice communications is a crucial tool for modern business communications. However, maintaining the right type of real-time access requires speed, reliability connectivity and data security—at a price that's within budget.

If your need for better SIP connectivity and VoIP scalability have previously seemed out-of-reach, the Atlantech-Equinix partnership can provide your organization with a multitude of benefits.

How Does the Equinix Exchange Benefit SIP Users?

Establishing a direct connection to the Equinix cloud exchange allows organizations to achieve on-demand access to a variety of cloud services, including a high-performance connection with Atlantech's SIP trunking service. In tech speak, Equinix is a global provider of "advanced interconnection services" to enable virtual private connections to automated provisioning.

This provides SIP customers with the benefits of:

- **Easy, On-Demand Cloud Connectivity**: Once you're connected to Equinix, it's easy to scale your cloud services up and down by adding and subtracting services in real-time. In addition to Atlantech's unified business communications offerings, Equinix customers gain access to 3,000 different providers who offer 33 different product and service categories.
- **Multiple Connections Per Port**: You don't need a new dedicated port connection to Equinix each time you add a service. Multiple connections can be added without sacrificing speed or dedicated bandwidth.

- **High-Performance Connectivity** Since you are directly connected to Atlantech via a dedicated port,

you enjoy the benefits of better security and lower latency, which translates into peace of mind and quality of service (QoS) for VoIP users.

More specifically, this partnership promises each of the following factors for your organization:

- Lower costs,
- Better security,
- Flexible bandwidth allocation,
- Enhanced service management,
- Quality voice services, and

- Potential for sophisticated interconnection.

For more information on how unified comm can benefit your organization, check out How to Boost Business by Leveraging Unified Communication Tools.

Why Do Businesses Need Differentiated SIP?

Historically, many providers of communication services for business and residential customers have not differentiated between the types of data packets being transmitted, including web activity and VoIP voice packets.

With this traditional approach to voice data, packet transmission issues can result in retransmission. This isn't problematic for web surfing email, shopping, or other online activities—if anything, the end user may notice a very slight delay. However, when you're transmitting voice data over an Internet connection, packet retransmission can take a toll on voice quality. You may "hear" garbled voices, notice a slight delay in voice transmission, or face other quality issues.

How Differentiated SIP Changes Everything

With differentiated SIP, the packets used to transmit voice calls are treated and prioritized differently than other types of data transmission. In the cloud, we use a sophisticated form of packet tagging to provide quality of service (QoS) for Atlantech customers.

The tagging clearly identifies the voice transmissions and increases the priority to eliminate the risk of poor voice quality. The results of differentiated SIP doesn't complicate management or use for end-users, it simply guarantees first-of-its-kind voice quality.

Why Differentiated SIP is Just the Beginning

Clients of Atlantech and the ECX have the potential to unlock near-unlimited access to Atlantech's full suite of unified business communication services, as well as thousands of other cloud vendors in the ECX marketplace. Your business can gain the ability to scale and grow your services quickly and at an affordable cost.

If you're a first-time VoIP user or current SIP customer who's curious about the potential of differentiated SIP, don't hesitate to start a conversation. By connecting with Atlantech Online today, you can learn more about the benefits of differentiated SIP and how to tell if it's the right choice for your business's unique needs.