



Sean Hogan
President

Hogan Technology 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

Easthampton, MA— DATE — Hogan Technology, 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Many hotels are still operating on outdated phone systems that are 7-10-15 years old or older and cannot take advantage of the many benefits that SIP provides hoteliers.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 Sean Hogan, President of Hogan Technology. 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. Hogan. "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 Hogan Technology

Hogan Technology is a business technology company that specializes in increasing customer profitability and efficiency through the use of technology. Hogan Technology is operated out of Easthampton, MA and employs staff, engineers and technicians throughout the region. Hogan is a locally owned company led by Andrew Hogan, RCDD and Sean Hogan. The company has been in operation for over 25 years. For more information, please call 800.929.5201 or visit www.TeamHogan.com.