



# ChannelWeb

[Home](#) | [Communities](#) | [Newsletters](#) | [Virtual](#) .....

You are not logged into Channelweb. [Login](#) | [Register](#)

Slp Print

[News](#) [Reviews](#) [Research](#) [Tools](#) [The IT Channel](#) [Networking](#) [Security](#) [Storage](#) [Hardware](#) [Software](#) [Managed Services](#) [Custom Systems](#) **NEW ON**

## CHANNELWEB

- [Channel Champions](#)
- [Sign Up For Emerging Tech Vendors](#)
- [Channelweb Connect: Our New Community](#)
- [Channel Best Sellers](#)
- [Partner Programs Guide](#)
- [2009 Channel Chiefs](#)
- [Emerging Vendors Blog](#)
- [Free Real-Time Pricing and Availability](#)

## FEATURED VIDEO

### ChannelWeb VIDEO



## SLIDE SHOWS

### [RetailVision Awards: Best-Selling Products Shine](#)

The best-selling vendors through retail and e-tail were honored by Everything Channel and the NPD Group at RetailVision Spring 2009.

### [What's Hot: Best-Selling E-tail Products](#)

From printers to Webcams to wireless routers, here's a look at the top products consumers are buying online.

### [What's Hot: Best-Selling Retail Products](#)

Digital cameras, HDTVs, home networking gear and a host of other technologies are big hits in the consumer market. Here's a look at the products flying off retail shelves.

[>>More Slide Shows](#)

## INSIDE CHANNELWEB

- [Annual Report Cards](#)
- [Blogs](#)
- [Emerging Vendors](#)
- [Fast Growth 100](#)
- [Lead Generator](#)
- [Marketing Support Services](#)
- [Partner Programs Guide](#)
- [Products of the Year](#)
- [Promo Finder](#)
- [Site Map](#)
- [Solution Provider Locator](#)
- [State of Technology](#)
- [State of the Market '09](#)
- [Top 25 Executives](#)
- [VARBusiness 500](#)
- [Vendor Content Community](#)
- [White Paper Library](#)

## BLOGS

Emerging Vendors  
April 22, 2009  
[SIP Print: The 'Wal-Mart' of VoIP Recording](#)

**Company:** [SIP Print](#)

**Headquarters:** West Lake Village, Calif.

**Technology Sector:** Networking

**Key Product:** SIP Print [VoIP](#) call recording

**Year Founded:** 2008

**Number of Channel Partners:** Building distribution network now

**Ideal Channel Partner:** SMB-focused solution providers

**Why You Should Care:** SIP Print's product line provides call recording for SIP-based VoIP deployments, helping customers meet stringent [compliance](#) requirements.

**The Lowdown:** With its recording appliance for VoIP calls, SIP Print touches two of the hottest technology growth areas -- voice and storage -- in an economy where many other product categories are suffering.

That's paying off in rapid growth for a company that only opened its doors a year ago and formally launched its pure Session Initiation Protocol (SIP) call-recording product in late 2008, said CEO and Co-founder Don Palmer.



**SIP Print VoIP call recording appliance**

SIP Print touts its eponymous voice recording appliance, developed by Palmer's co-founder and CTO Jonathan Fuld on a 1U server platform, as enterprise-level technology that's priced for the small and midsize business customer.

"About 95 percent of our business is with SMBs," Palmer said. "The sweet spot for us is 10 to 40 licenses. Most call recording platforms have been very, very expensive because most vendors have geared themselves for the enterprise space. They've tried to come down for the medium market, but they're still too expensive."

How dialed in to an emerging market for voice recording is SIP Print? Palmer is not shy in making pretty ambitious comparisons.

"We're the Wal-Mart of voice recording. Nobody even comes close to our prices," he said.

Palmer attributes the growth of SIP call recording to a pair of factors -- increased regulatory requirements to record all correspondence, especially in financial services, and the cost-effectiveness of transitioning from analog to digital recording.

From regulatory frameworks like Sarbanes-Oxley in the U.S. to the United Kingdom's Financial Services Authority call-recording requirements, a perfect storm of opportunity for SIP technology is in the offing, according to Palmer. He believes SIP Print is poised to take in \$2 million for 2009, and could double that in 2010.

And the company plans to do it solely through its distribution channel, Palmer said. SIP Print is working with several smaller distributors and is in negotiations with a company to serve as a master distributor in North America, which Palmer couldn't name.

"It's very good product, even in the down economy," he said. "The bottom line is, and this is something Microsoft is saying, just like the written word is a matter of record and e-mails are admissible in court, so will the phone call be a matter of record, because both sit on the network. And this is going to be drilled down to even an office with just 20 people.

"We're compliant CALEA [the Communications Assistance for Law Enforcement Act], so we can record pure SIP trunks. And look, our product comes with so much storage, you could literally take a phone off the hook and leave it there for five years and it would record it."

Posted by Damon Poeter at 11:30 AM

[>>More from "Emerging Vendors"](#)

[Login To Add Your Comments](#)



Explore our range of communication solutions including broadband, mobile networking & more

**Alcatel-Lucent**

Communication and collaboration solutions for secure plug-and-play and VoIP  
**HP ProCurve Networking**  
Enhance IT investment returns with our Global Solution services for education & finance sector  
**Hitachi Data Systems**

[More Related Links »](#)

[Emerging Vendors Home >>](#)

[RSS](#) [Subscribe To This Feed](#)

[More Newsfeed Information](#)

[Recent Posts >>](#)

[Jedox Extends Microsoft Excel For Business Intelligence](#)

[Startup Marries Local Storage Devices, Cloud Computing](#)

[Marketo: Make The Most of Sales Leads](#)

[Pay As You Go With Paglo's Cloud Computing Platform](#)

[Edgeos Fuels Engine For Managed Security Services](#)

[Turning Technologies Lets Audiences Speak Their Minds](#)

[Voltage Security Electrifies Encryption](#)

[Doyenz Unravels Mysteries of Cloud Computing](#)

[Sonasoft Building Channel To Deliver Data Archiving To SMBs](#)

[SIP Print: The 'Wal-Mart' of VoIP Recording](#)

[Networking Start-up Only Has Eyes For The Data Center](#)

[Celio Dresses Up Smartphones](#)

[Avocado: Turn Video Surveillance Into Smart Data](#)

[VaultLogix: Online Data Backup Star On The Rise](#)

[Anoto: Pens That Are Mightier Than Swords](#)

[Coming to America: German Security Vendor Hits U.S. Shores](#)

[CallCopy Courts Channel With VoIP Recording](#)

[Wipe Out: Ensconce Sweeps Data Off Hard Drives](#)

[Pentaho Takes Open-Source Path To Business Intelligence](#)

[Ecessa Touts Necessity Of WAN Optimization](#)



[News](#) | [Reviews](#) | [Research](#) | [Tools](#) | [The IT Channel](#) | [Networking](#) | [Security](#) | [Storage](#) | [Hardware](#) | [Software](#) | [Managed Services](#) | [Custom Systems](#)


*International Partners:* [Germany](#)

[Media Kits](#) | [Reprints](#) | [Privacy Statement](#) | [California Privacy Rights](#) | [Copyright © 2009 United Business Media LLC](#) | [Terms of Service](#)



**ADVERTISEMENT**

The Economy is Down.  
Commerical Open Source is Up.  
Tap into the Growing Demand for SugarCRM in this down economy  
**SUGARCRM**  
COMMERCIAL OPEN SOURCE



**CHANNEL MASTERS PROGRAM**

A two day  
kickoff event  
June 17-18,  
Boston  
and a year-long  
channel  
executive  
acceleration  
program

[Learn More](#)



CHANNEL SERVICES >>

- [Special support for Microsoft partners in today's economy](#)
- [Get your channel fix right on your mobile app](#)
- [Protect your valuable company data with reliable storage services](#)
- [Raritan PDUs can help customers improve their energy efficiency and green their data center.](#)
- [Print VAR? Then check out the Print VAR Blog.](#)
- [Find out here why security and storage solutions opportunities won't slow down in a slow economy.](#)
- [FREE Channel NetSeminars with the editors. Log in from anywhere.](#)
- [Get your channel fix right on your mobile app](#)
- [Employers and Job Seekers - find one another at ChannelWEB TechCareers](#)
- [Get your channel fix right on your mobile app](#)

**CHANNELWEB MARKETPLACE**

**[Secured USB Flash Drive For Government](#)**

BioStik, the most secure USB drive. Zero computer interaction until your fingerprint is authenticated  
[www.biostik.com](http://www.biostik.com)

**[So, You Want to Be A Channel Chief?](#)**

Tips and tales from the top. Hear directly from a panel of leaders. Free Webinar.  
[www.amazonconsulting.com](http://www.amazonconsulting.com)

[Buy a Link Now](#)

**ChannelWeb TechCareers** Search Jobs:

Keyword(s)

[Post Resume](#) | [Employers](#)

Recent Post:

[Sr Product Marketing Manager](#)  
Switch and Data seeking Sr Product Marketing Manager in Tampa, FL

