



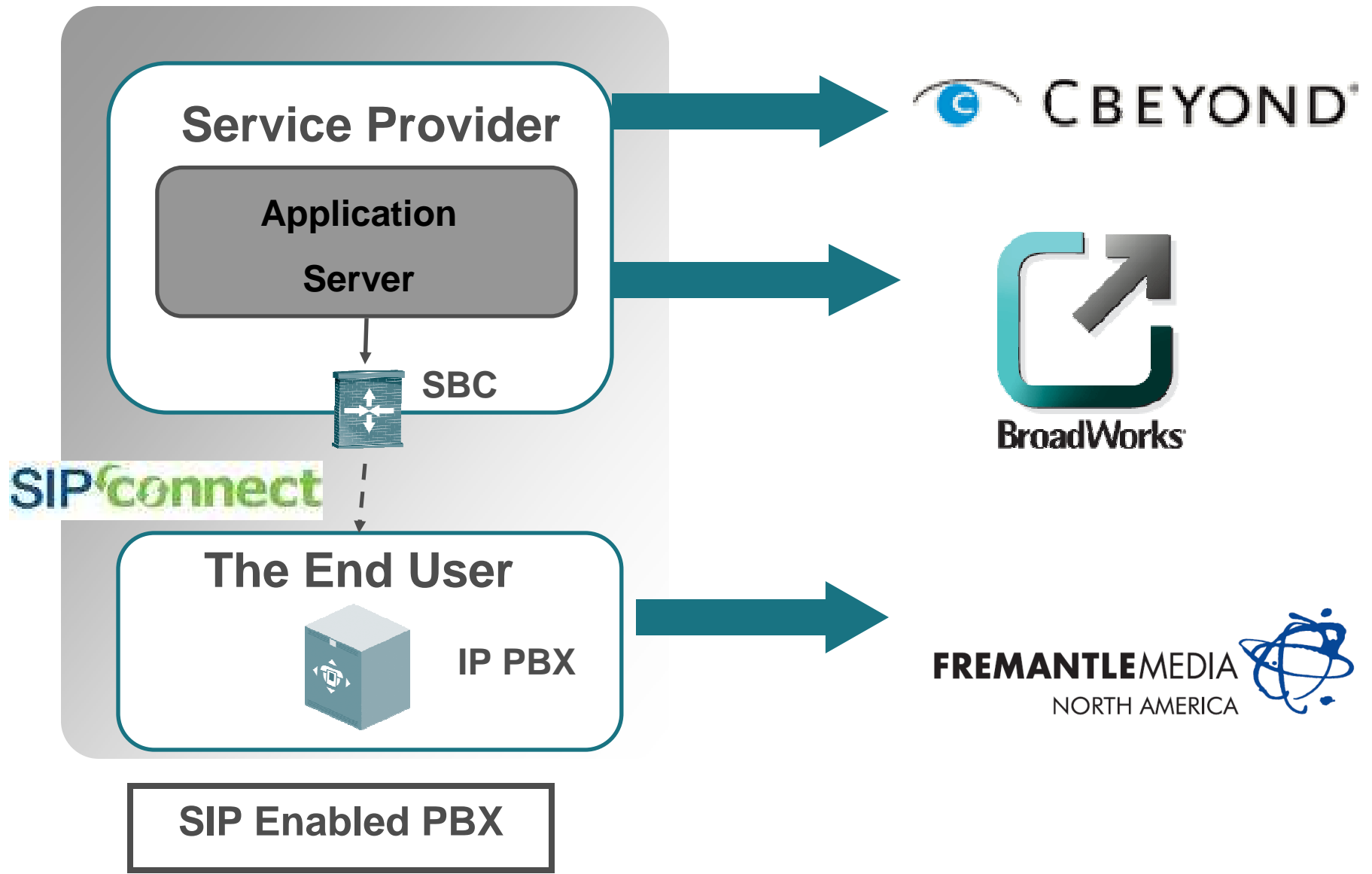
# SIP Trunking Solutions

September 2008, Mark Enstrom

# Agenda

- **The Panel: Who We Are**
- **One Platform, Any Solution**
- **Integrated Access and SIP Trunks**
- **Differentiation is key.**

# The Components of a SIP Trunk



# Who We Are



**Mark Enstrom**

*Manager, Wireline Solutions*



**Greg Rothman**

*Director, SIPconnect  
Development*

**FREMANTLEMEDIA**  
NORTH AMERICA



**Chad Hamilton**

*Director, IT*

# One Platform Enables Any Solution

Any Endpoint, Any Access, Anywhere – One Enterprise

Unified  
Comm.

Call Centers

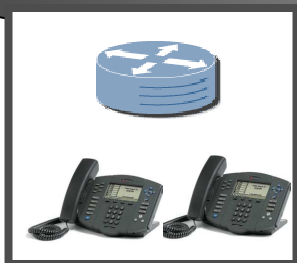
Conferencing

Front  
Office

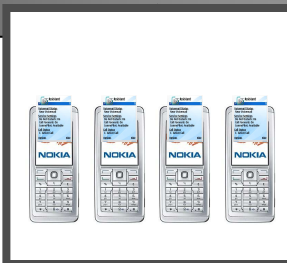
Universal Enterprise  
Feature Set



**PBX / IP-PBX**



**IP Phones**



**Mobile  
Workforce**



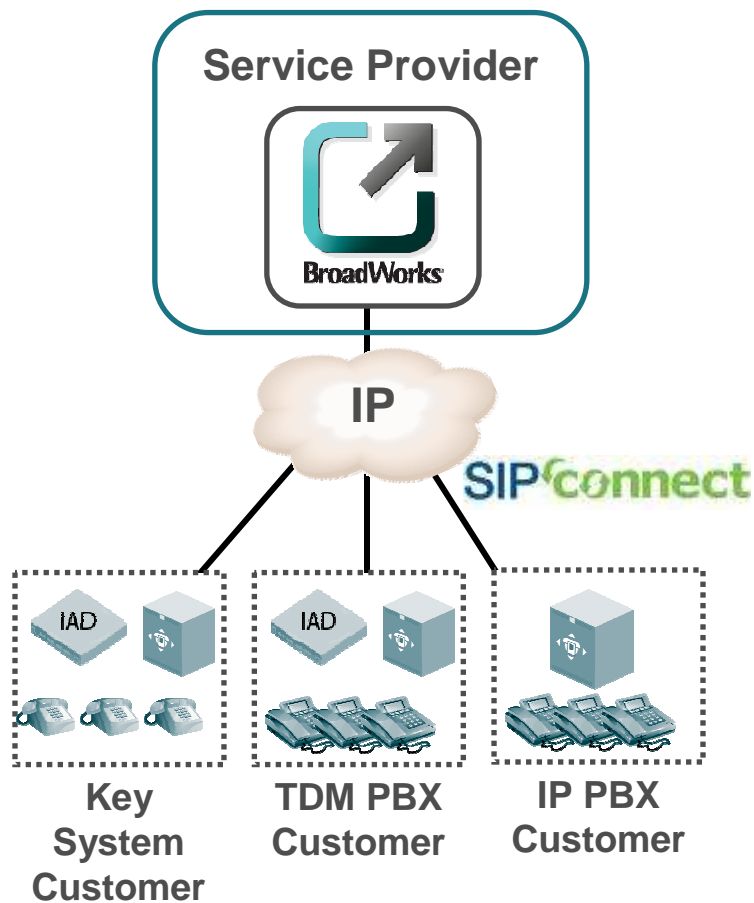
**SOHO  
Remotes**

Any Premise Equipment



Carrier-Branded  
Enterprise Clients

# Integrated Access and SIP Trunks



- **Integrated Access for Business Lines and Business Trunks**
  - Connection to Analog Phones, Key Systems, and IP PBXs
  - Classic line and trunk feature sets
  - Business Continuity
  - Personal productivity features
  - Web 2.0 and voice mashups
- **SIP Trunks**
  - Connection to IP-PBXs
  - Business Continuity
  - Personal productivity features
  - Enhanced trunk services (Bursting)
  - Web 2.0 mashups

# Why the Focus on SIPconnect?

**Making a SIP Trunk as Easy to Install  
as a PRI**



**Personal Services to  
Differentiate Trunk Services**

# Enhanced Business Features Provide More than “Connectivity”



**BROADWORKS  
ANYWHERE**



**CALL CENTER**



**UNIFIED  
MESSAGING**

**Enterprise  
Employees**



**Premise-based TDM  
PBX, KTS, or IP PBX**



**CONFERENCING &  
COLLABORATION**

**Business  
Continuity**

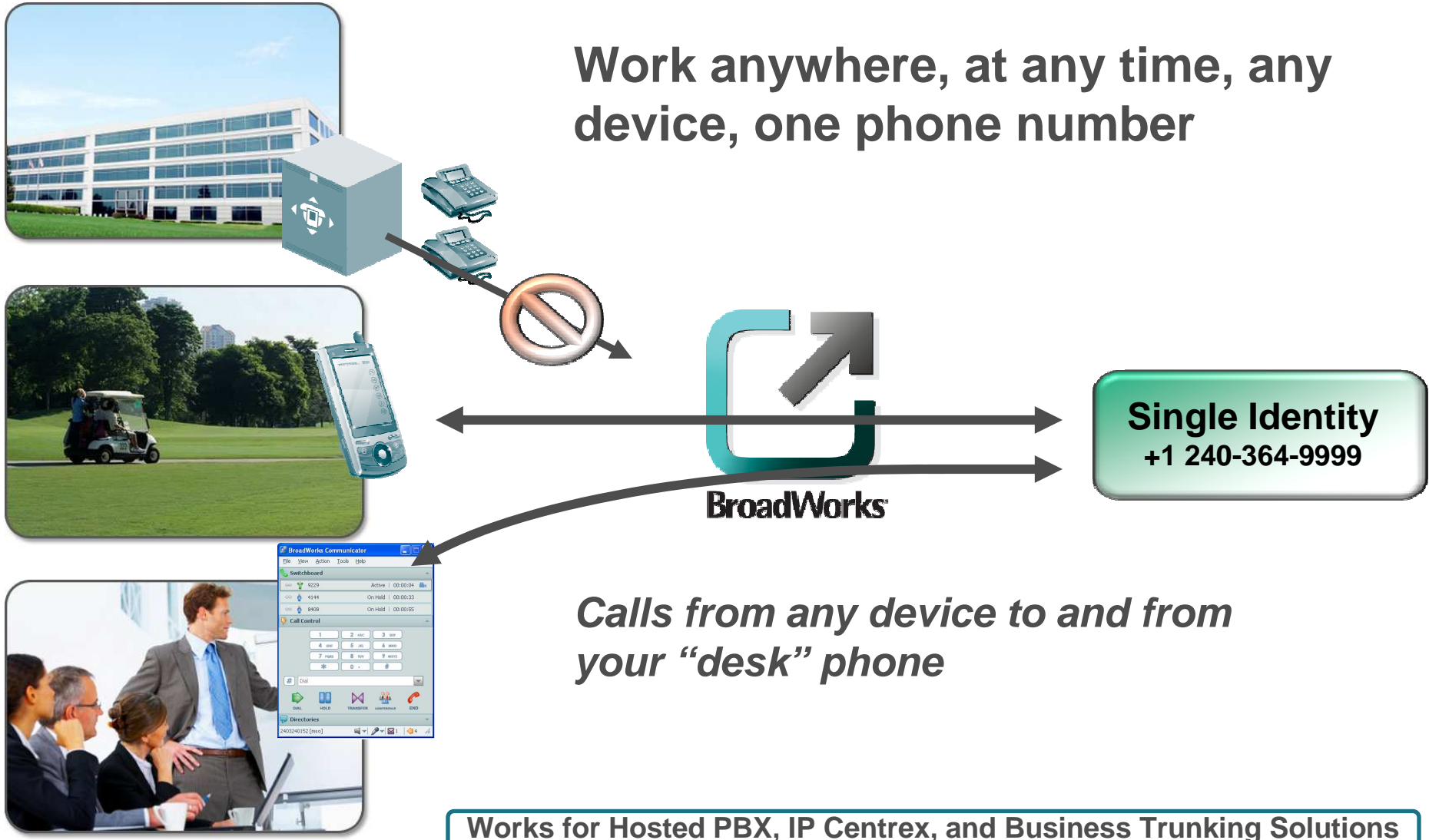
**“On Demand”  
Trunk Capacity**

**A Customized Offering Addresses Your Market and Customer Needs**



# Providing Business Continuity with Enhanced Services

Work anywhere, at any time, any device, one phone number

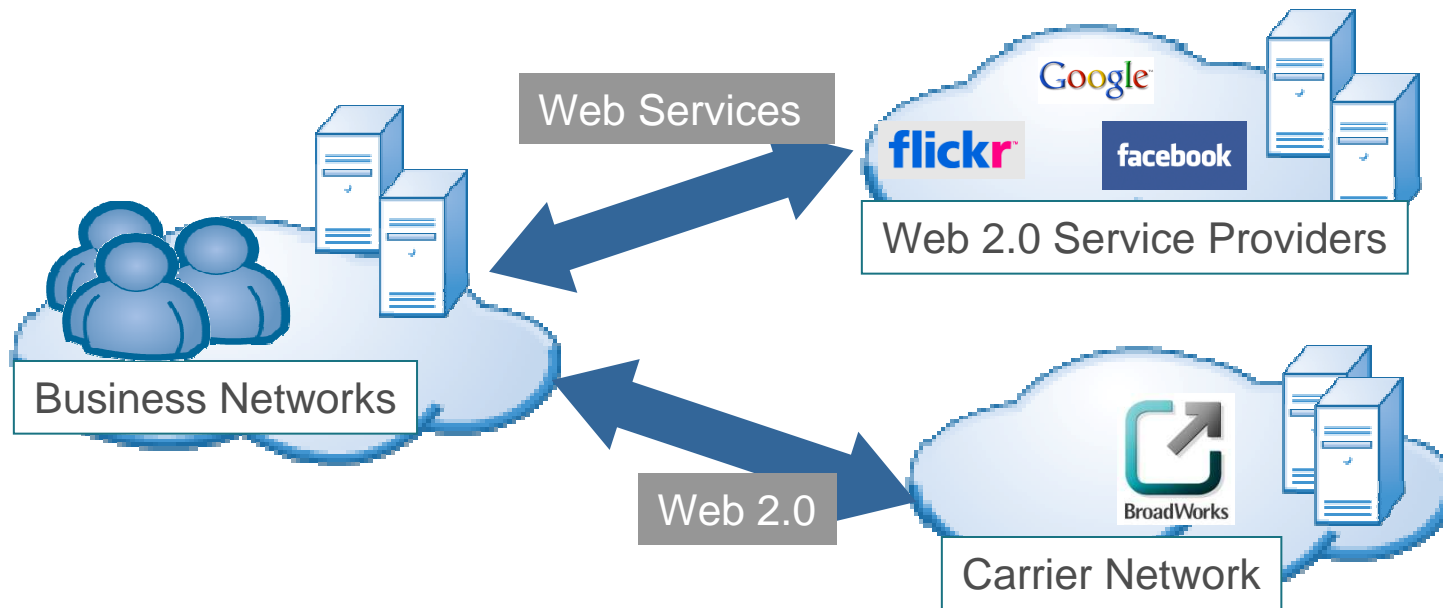


*Calls from any device to and from your "desk" phone*

Works for Hosted PBX, IP Centrex, and Business Trunking Solutions

# SIP Trunking Works in Web 2.0

Integration of Voice and IT



# An Example SIP Trunk and CRM Integration

The screenshot displays the Salesforce CRM interface. At the top, the Salesforce logo is on the left, and navigation links for Setup, Apex Log, Help, and Logout are on the right. Below this is a horizontal menu with tabs for Home, Campaigns, Leads, Accounts, **Contacts**, Opportunities, Forecasts, Contracts, Cases, Solutions, Products, Reports, Documents, and Dashboards. The main content area is divided into two columns. The left column contains a 'Line 1' status indicator, a dial pad with a search field and a 'Dial' button, and a 'Hide Dialpad' button. The right column shows the 'Contact Detail' for 'Nic Jackson'. The contact information includes: Contact Owner (Neerai Awasthi), Name (Nic Jackson), Account, Title, Department, Birthdate, Reports To (View Org Chart), Lead Source, Mailing Address, Languages, Created By (Neerai Awasthi, 10/5/2007 12:39 PM), and Description. The phone number is (703) 547-2282. Below the contact details are sections for 'Opportunities', 'Cases', and 'Open Activities', each with a 'New' button and a message 'No records to display'. The bottom of the interface features a search bar, a 'Create New...' dropdown, and a 'Recent Items' list with entries for 'Nic Jackson' and 'Daryl Garcia'.

# Xtended Integration for ACT!

The screenshot displays the ACT! software interface. At the top, a search bar contains the text "6023736840, C3IP Communications, Cory Miller,". Below this, a contact record for Cory Miller is shown with fields for Company, Address, E-mail, Salutation, Title, Department, Phone, Mobile, and Fax. A "Create a History" pop-up window is open, showing a call record for Cory Miller on 1/27/2008 with a duration of 01:24. The pop-up window includes fields for From, Duration, Attach, Associate with, Record Manager, and Regarding. The "History Type" is set to "Call". The "Result" section shows "Call received" selected. The "Create a History" window also includes buttons for "Hang up", "Follow Up", "Create History", and "Create History + Follow Up".

6023736840, C3IP Communications, Cory Miller,

Company: C3IP Communications, Address: 8603 E. Royal Palm Road, Suite 210, E-mail: cmiller@c3ipcommunications.com

Contact: Cory Miller, Salutation: Cory, Title: Principal, City: Scottsdale, AZ, State: AZ, ZIP Code: 85258, Country: United States

Phone: (480)422-1729, Mobile: (602) 373-6840

Call History: 1/27/2008, Contact: Cory Miller, Duration: 01:24, Result: Call received

Caller ID for incoming call

Call is answered  
Pops the Contact Record  
Timer is Started

# Look for a SIP Trunking Leader

- Market Leadership
- Trunk Group implementations that differentiate
- Someone working to make SIP Trunk implementations “as easy as a PRI”
- A focus on standards
- A vision for service evolution

**The Goal – Knock on 100 Doors, Win 100 Customers**

# Contact Information

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**Thank You**