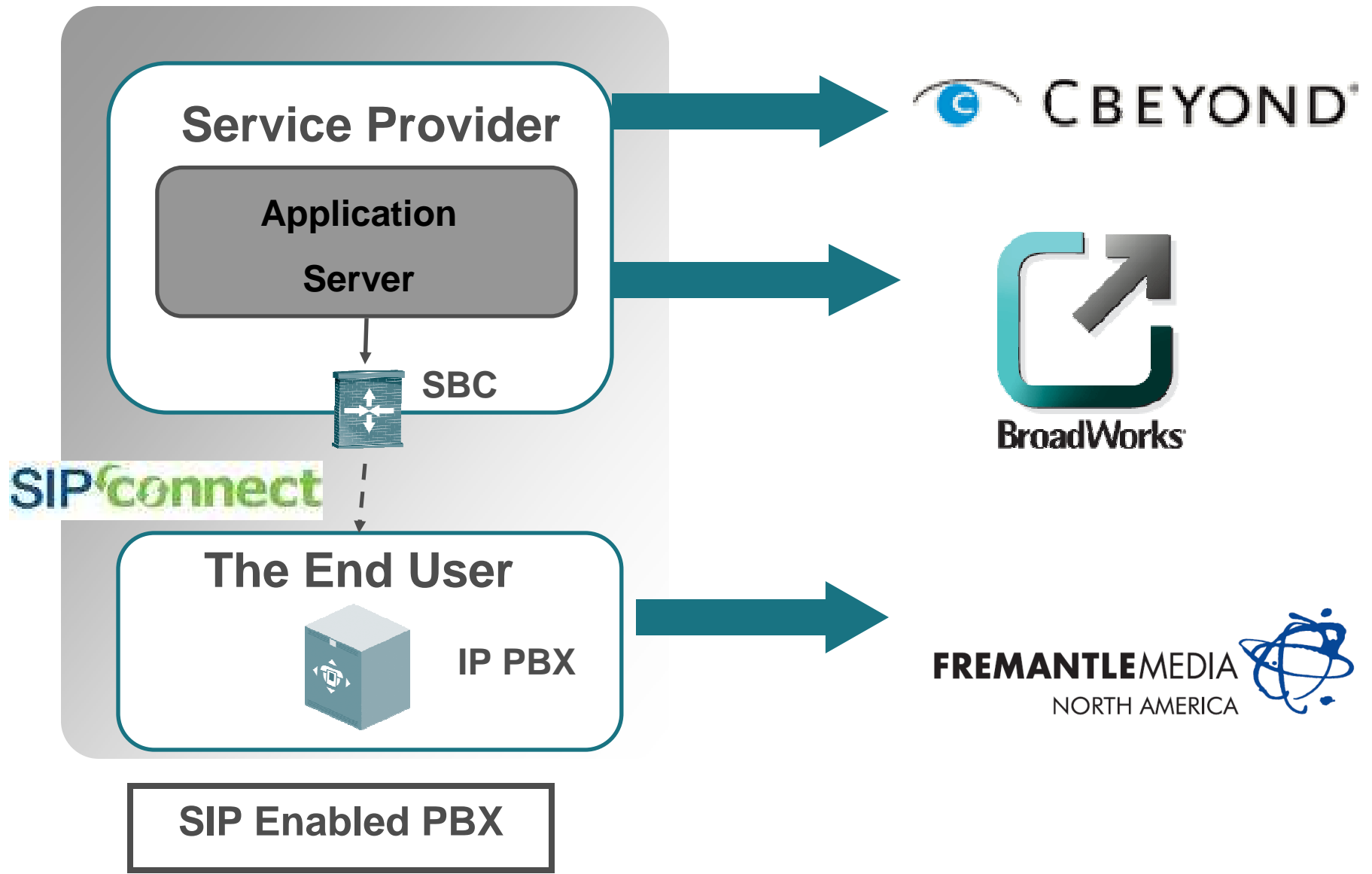# SIP Trunking Solutions

September 2008, Mark Enstrom

Agenda

- **The Panel: Who We Are**

- **One Platform, Any Solution**

- **Integrated Access and SIP Trunks**

- **Differentiation is key.**

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The Components of a SIP Trunk

SIP Enabled PBX

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Who We Are

BROADSOFT *Innovation calling.* → **Mark Enstrom**

Manager, Wireline Solutions

CBEYOND → **Greg Rothman**

Director, SIPconnect Development

FREMANTLEMEDIA NORTH AMERICA → **Chad Hamilton**

Director, IT

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One Platform Enables <u>Any</u> Solution

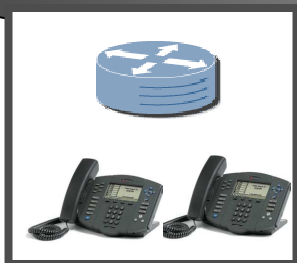**Any Endpoint, Any Access, Anywhere – One Enterprise**

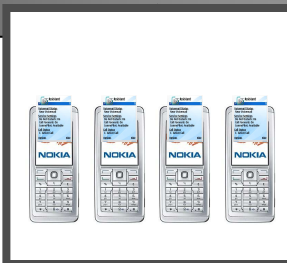Unified Comm. Call Centers Conferencing Front Office

Universal Enterprise Feature Set

BroadSoft
BroadWorks
The Leading VoIP Applications Platform

PBX / IP-PBX   **IP Phones**   **Mobile Workforce**   **SOHO Remotes**

Any Premise Equipment

Carrier-Branded Enterprise Clients

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Integrated Access and SIP Trunks

Service Provider

BroadWorks

IP

SIP connect

Key System Customer

TDM PBX Customer

IP PBX Customer
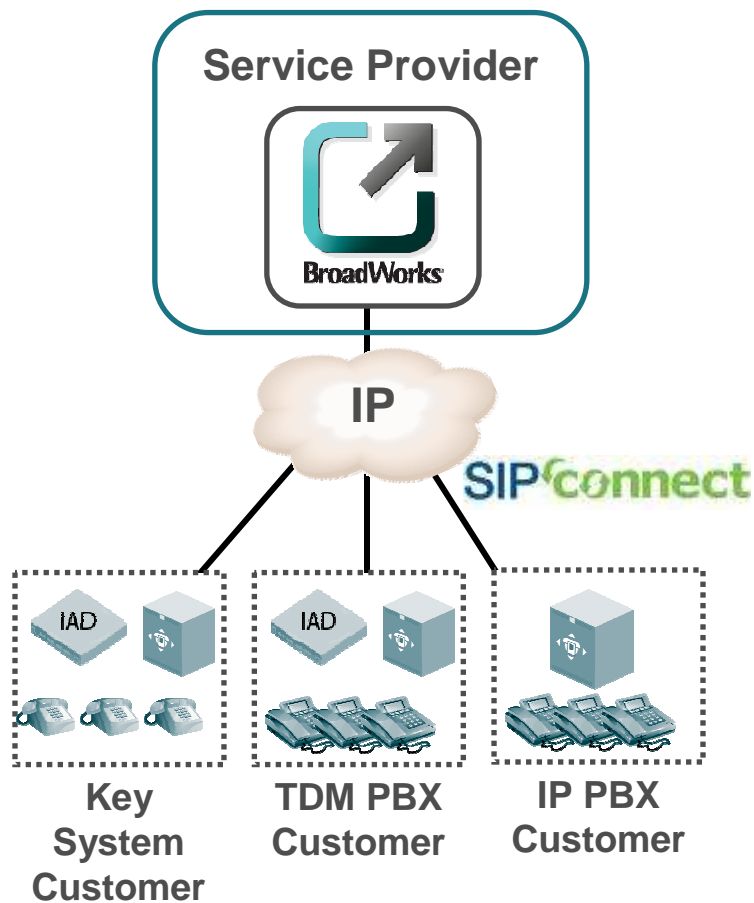
- **Integrated Access for Business Lines and Business Trunks**
  - Connection to Analog Phones, Key Systems, and IP PBXs
  - Classic line and trunk feature sets
  - Business Continuity
  - Personal productivity features
  - Web 2.0 and voice mashups

- **SIP Trunks**
  - Connection to IP-PBXs
  - Business Continuity
  - Personal productivity features
  - Enhanced trunk services (Bursting)
  - Web 2.0 mashups

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Why the Focus on SIPconnect?

Making a SIP Trunk as Easy to Install as a PRI

SIPconnect SIP FORUM

Personal Services to Differentiate Trunk Services

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Enhanced Business Features Provide More than "Connectivity"

BROADWORKS ANYWHERE

CALL CENTER

UNIFIED MESSAGING

Enterprise Employees

CONFERENCING & COLLABORATION

Business Continuity

Premise-based TDM PBX, KTS, or IP PBX

"On Demand" Trunk Capacity

A Customized Offering Addresses Your Market and Customer Needs

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Providing Business Continuity with Enhanced Services

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

Single Identity
+1 240-364-9999

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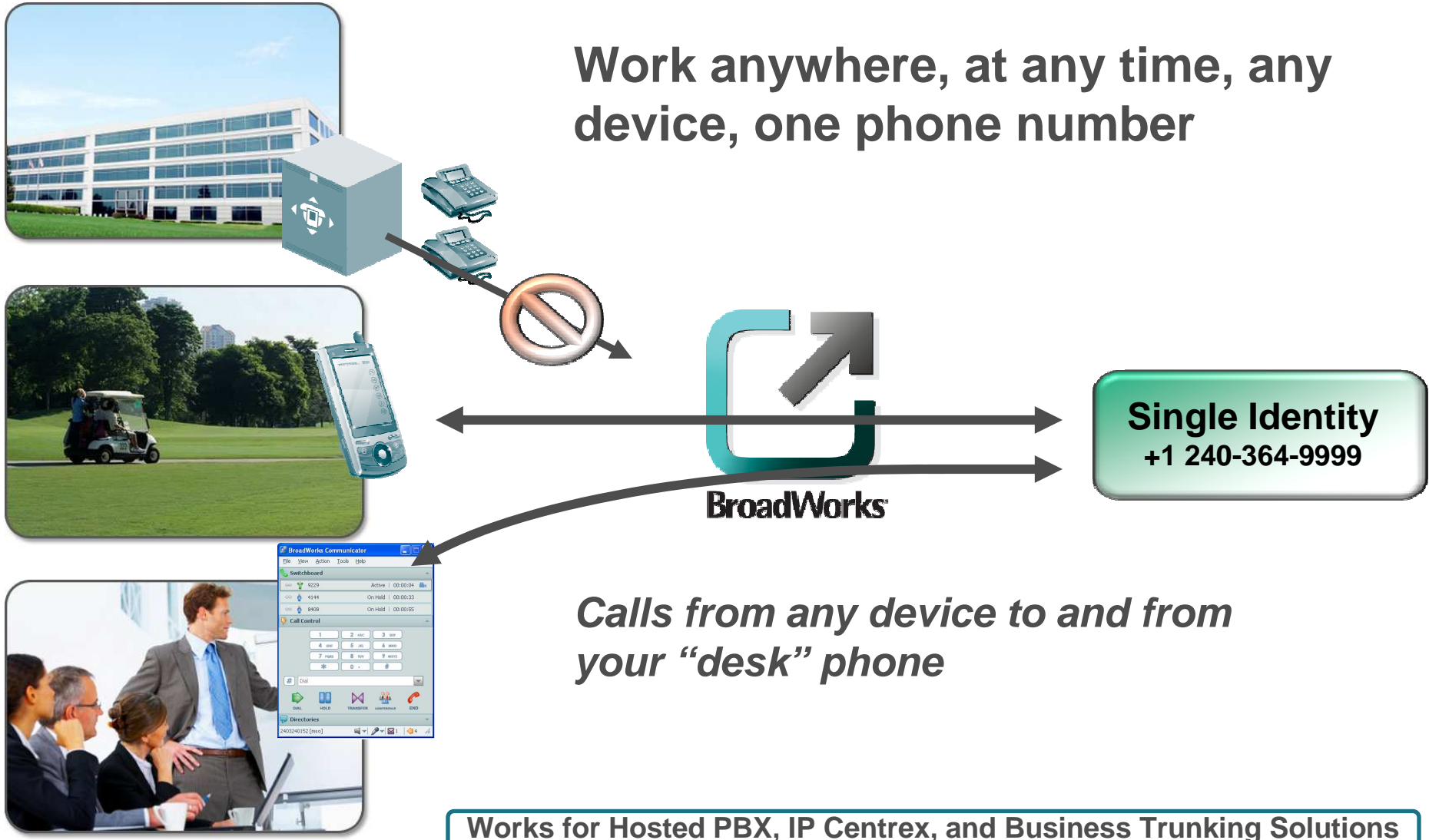
Calls from any device to and from your "desk" phone

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

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SIP Trunking Works in Web 2.0

Integration of Voice and IT

Web Services

Web 2.0 Service Providers

Google

flickr

facebook

Business Networks

Web 2.0

BroadWorks

Carrier Network

BROADSOFT
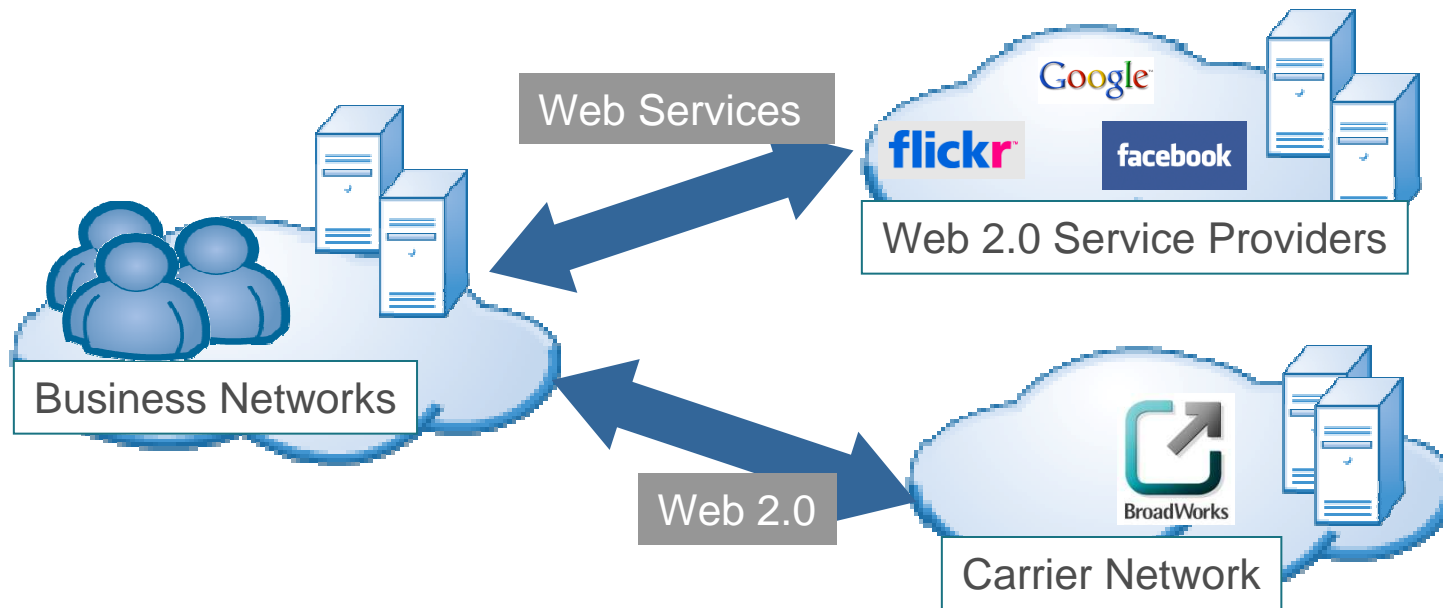
An Example SIP Trunk and CRM Integration

Xtended Integration for ACT!

Caller ID for incoming call

Call is answered
    Pops the Contact Record
    Timer is Started

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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

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Thank You