SIP Trunking

There's So Much More!!!

- Mark Enstrom, Product Marketing Manager, BroadSoft

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Agenda

SIP Trunk Differentiation Now
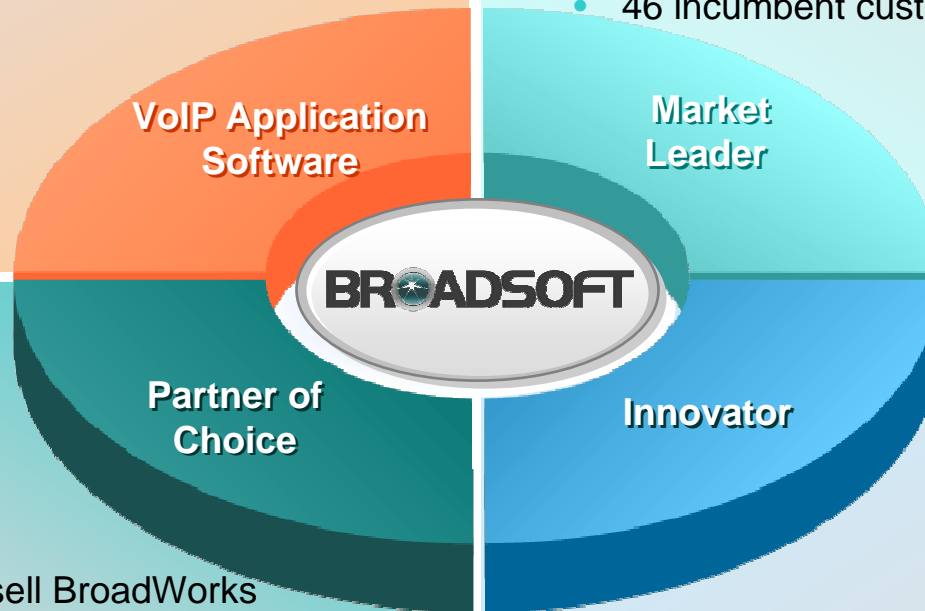
Transforming Business in 2008

What's Beyond?

About BroadSoft

VoIP Application Software

- Hosted PBX / IP Centrex
- Business Trunking
- Residential Broadband

Market Leader

- Founded in 1998
- 250+ fixed & mobile service providers
- 7 of top 10;13 of the top 25 global carriers
- 46 incumbent customers

Partner of Choice

- 5 of top 6 TEMs resell BroadWorks
  - Alcatel Lucent, Ericsson, Huawei, Nokia- Siemens
- 150+ interop partners

Innovator

- Commercially deployed 6+ years
- Voice & multimedia applications
- First mobile PBX deployed

SIP Trunking is Business Transformation

Differentiate by integrating services
Combine services & create new applications

Offer non communications services
Add hosted Internet services to portfolio

Move from voice access to IP access
Voice becoming a application

Now   *Rest of 2008*   *Beyond*
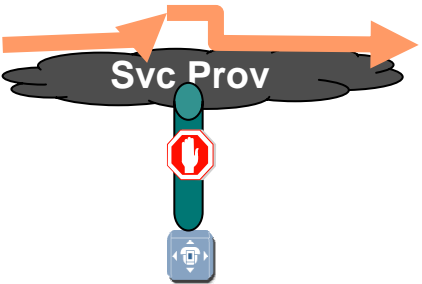
Now: Services Complement the IP PBX

Converged Enterprise

Hosted

SIP Trunk

Hosted/SOHO and PBX integration

Personal and site-based disaster recovery

Business Continuity

Svc Prov

Network Enhancements

Call Bursting
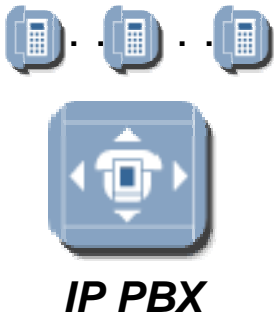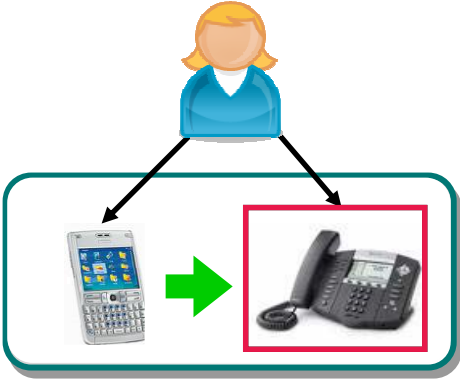
Flexible bandwidth for time of day and/or year

Call, *and move calls,* from any phone, with one number

Mobile Workforce

IP PBX

The Anywhere, Anytime Number

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Next: Become a Managed Services Provider

Software as a Service (Saas)

Email

Backup

CRM

Gaming

Storage

IM & P

IP TV

Voice

Collaboration

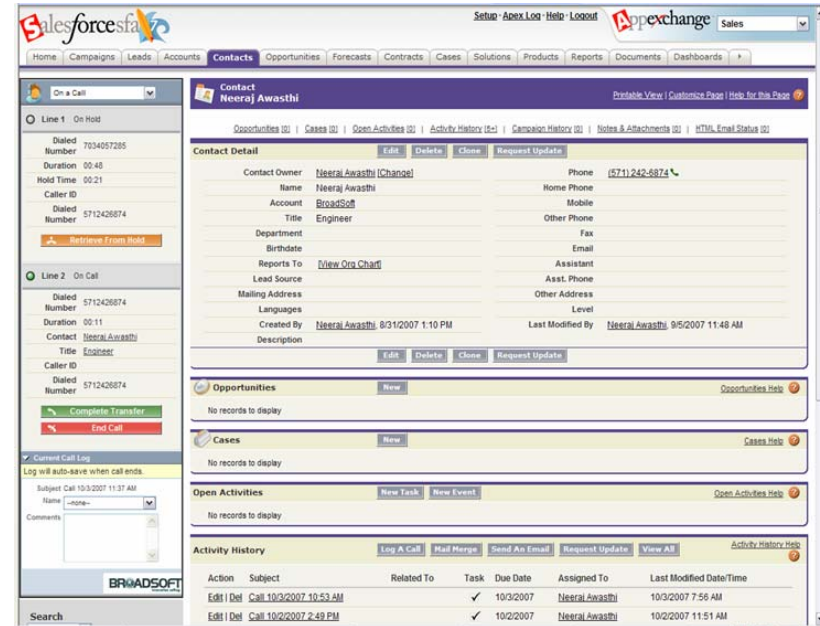*QoS, Security, Addressing*

Broadband IP

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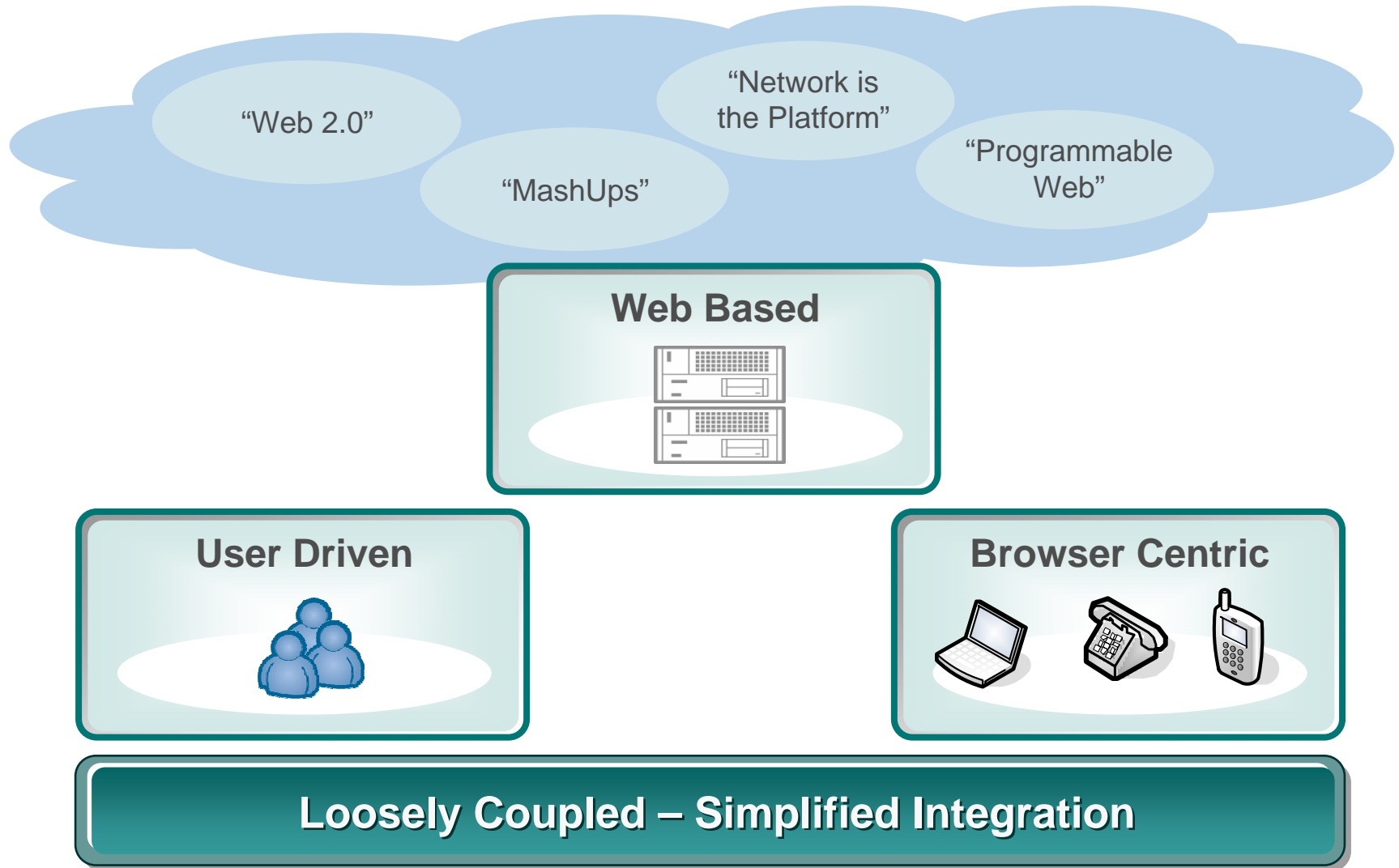
SaaS Example: CRM Integration

What can you do?

• **Provide a fully integrated experience**
- **SIP Trunks with Sales Force**

• **Give all organizations**
- **Click to dial/answer**
- **Call logging and notes**
- **Call control**
- **All from the CRM interface**

Emerging Trends in Service Integration

"Web 2.0"

"MashUps"

"Network is the Platform"

"Programmable Web"

Web Based

User Driven

Browser Centric

Loosely Coupled – Simplified Integration

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Voice Enabled Service Integration

Voice Mashups

| User Driven | Let the user decide how voice fits into their business process |

| Web Based | By letting them combine it with the other services they use on the web |

| Browser Centric | And then access the combined service anyway they want |

"Self Service Integration" Is the Killer Application

Service Transformation
The New Service Creation Model

Create an application enabled network
Add web 2.0 technology to network

Introduce web 2.0 applications
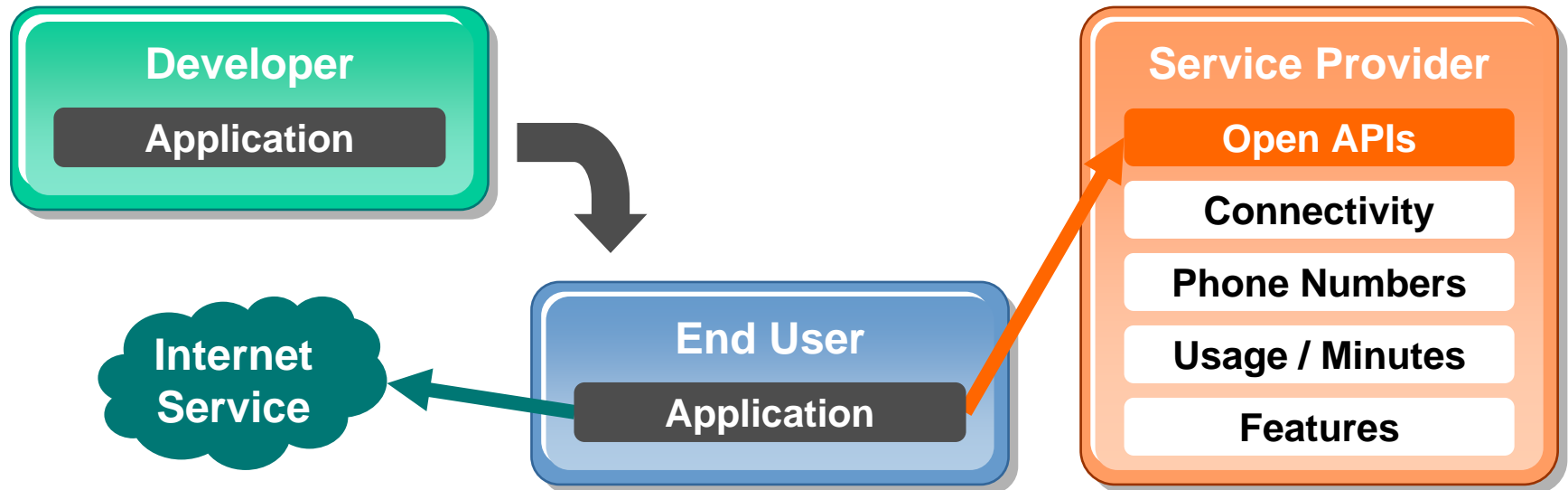*Carriers or third parties create mashups*

Create direct to end user marketplace
End users are connected to application developers
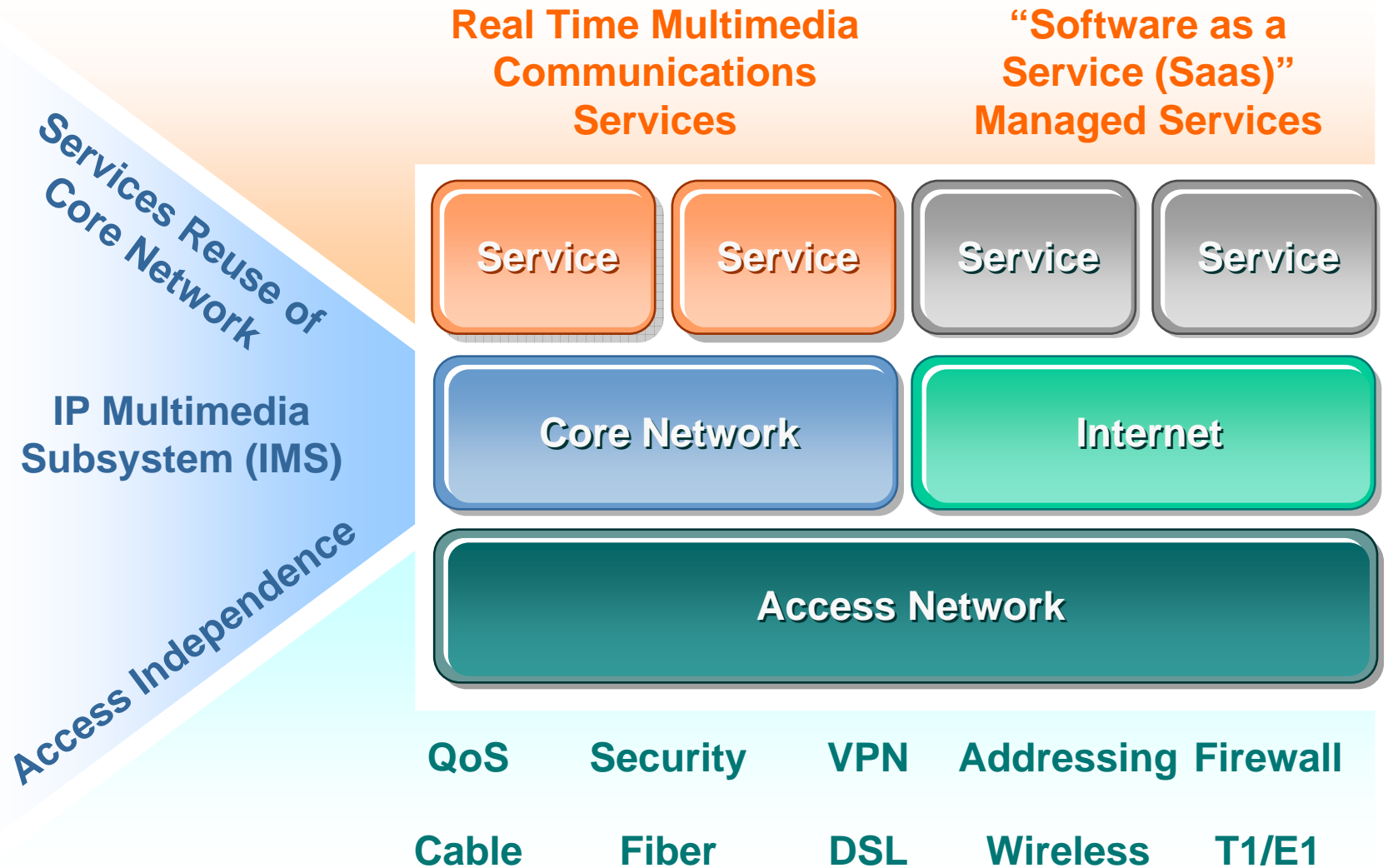
Integrate Voice with Internet Services

Open APIs

Drive innovative new applications into the hands of end users
Open APIs will drive the integration of voice services with Internet services

Developer

Application

Internet Service

End User

Application

Service Provider

Open APIs

Connectivity

Phone Numbers

Usage / Minutes

Features

www.broadsoft.com

Network Architecture
Multi Service, Access Independent

Services Reuse of Core Network

Real Time Multimedia Communications Services

"Software as a Service (Saas)" Managed Services

| Service | Service | Service | Service |

IP Multimedia Subsystem (IMS)

Core Network

Internet

Access Independence

Access Network

QoS   Security   VPN   Addressing   Firewall

Cable   Fiber   DSL   Wireless   T1/E1

SIP Trunking: Driving Business Transformation

Now: Integrating Network Services with SIP Trunks

2008: Business Transformation

- **Web 2.0 and internet services**

Service Transformation

- **Access Independence**
- **Multi-Service network**

Thank you

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