



SIP Forum Best-Practices Workshop: Building Interoperable SIP Trunking Solutions with SIPconnect

SIPconnect Overview and Value Proposition

Eric Burger

Chairman of the Board, SIP Forum



Why Are You Here?

- ❖ Enterprise demand for SIPconnect
- ❖ Integrator demand for SIPconnect
- ❖ Service provider demand for SIPconnect
- ❖ Equipment manufacturer demand for SIPconnect from partners & vendors

The Problem

❖ The Good

- IP communications enable rich enterprise applications
- SIP clear winner for routing & negotiating communication sessions

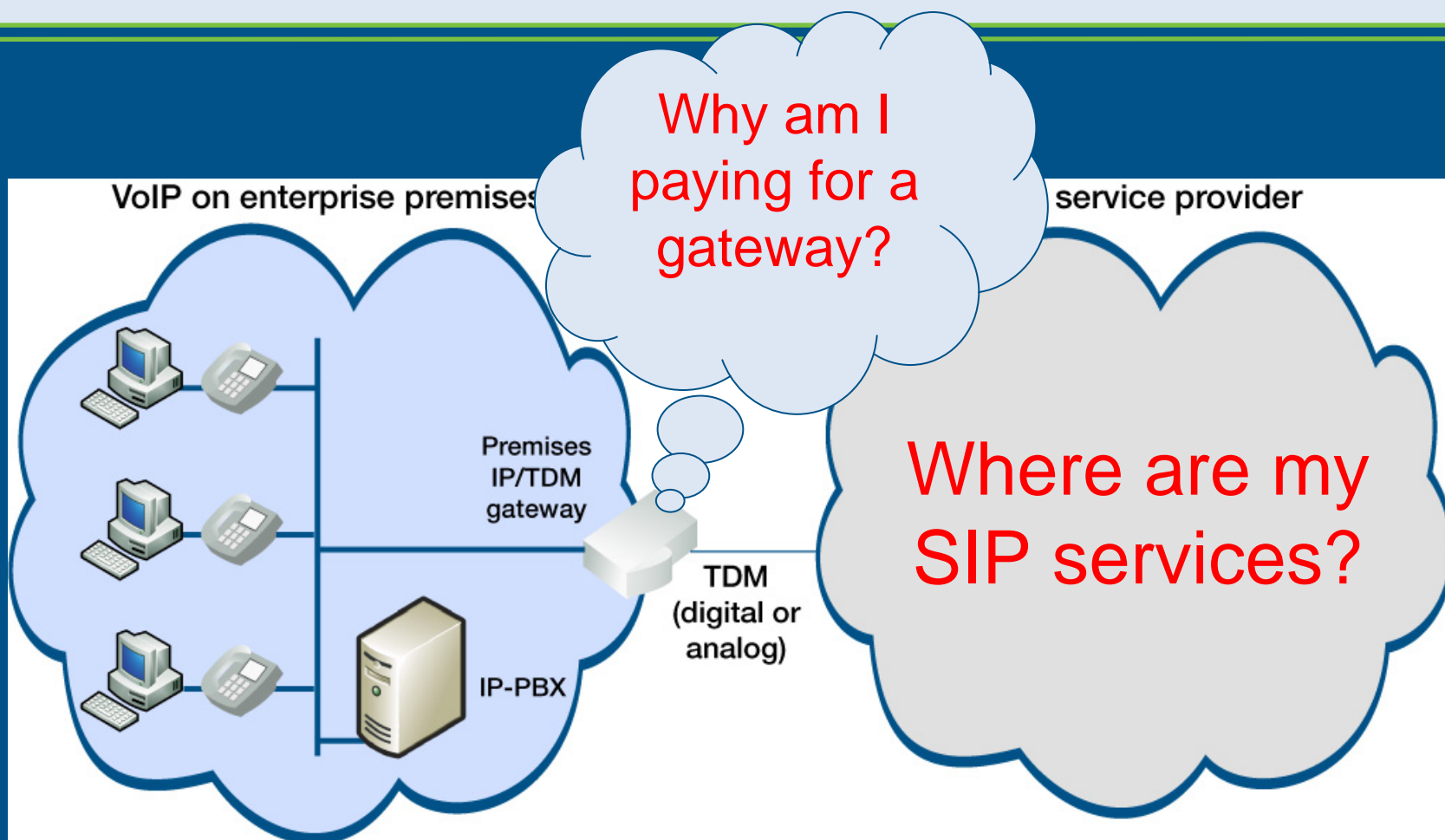
❖ The Bad

- Many, many features and options in SIP
- Hard to provide feature-rich communication applications across vendors and providers

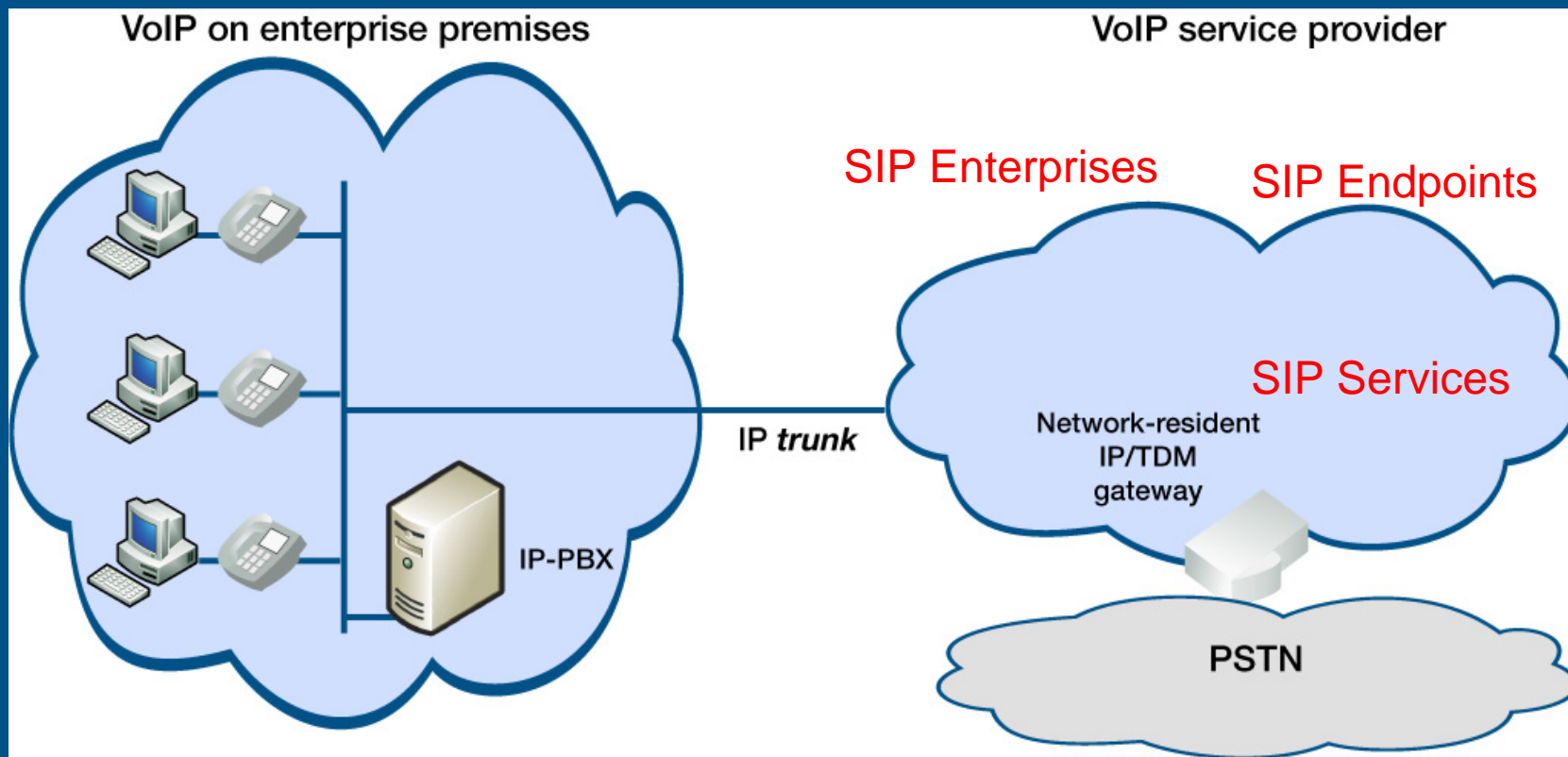
❖ The Ugly

- Interconnect today between IP-enabled enterprise and IP service provider are ISDN trunks

TDM Interconnect Works, but is Bad



The New Way for Interconnect: SIP Trunk



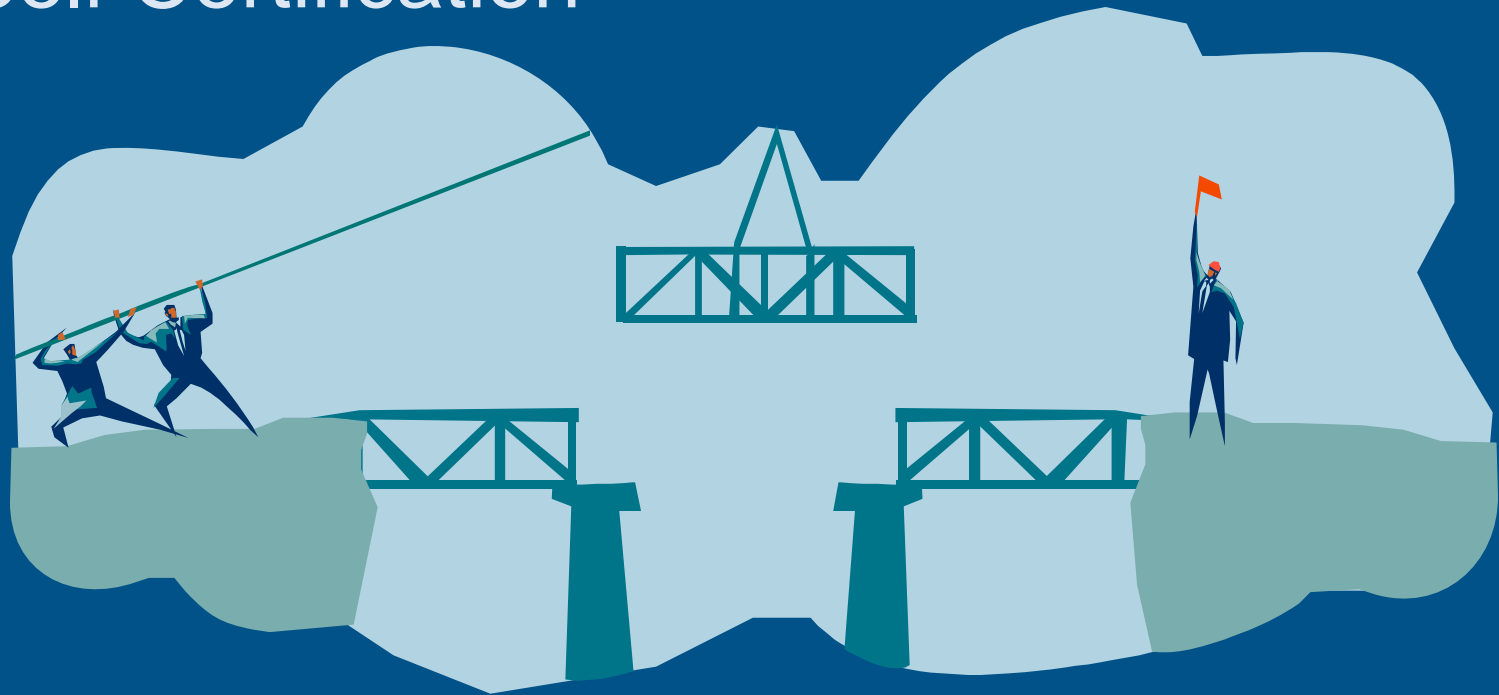
Is SIP Sufficient for Interconnect?

- ❖ Theory versus reality
- ❖ Protocol issues: SIP is complete, and...
- ❖ Need more than just protocol:
need an environment



What is SIPconnect?

- ❖ Reference architecture and compliance statement
- ❖ Self Certification



SIPconnect Value Proposition for Enterprises

- ❖ Improve productivity
 - Extends SIP services beyond local campus
 - Extends unified communications applications
- ❖ Reduce interconnect TCO
 - No ISDN gateways to buy and maintain
 - Faster implementation time
 - Premises equipment and service provider “just work”
 - Significantly reduced acceptance testing effort
 - More vendor choice from enhanced interoperability
- ❖ Better compliance
 - Clear, interoperable authentication and security models and procedures



SIPconnect Value Proposition for Service Providers

- ❖ Reduce enterprise deployment and purchasing barriers
- ❖ Improved QoS and security, both inward to network and outward to enterprise
- ❖ Offer high-end communications services
- ❖ Improved network TCO: interop, features, vendor choice, management environment, etc.
- ❖ Be a player in the SIPconnect ecosystem
- ❖ Competitive edge for the service provider



SIPconnect Value Proposition for Equipment Manufacturers

- ❖ Reduce enterprise & carrier deployment and purchasing barriers
- ❖ Increase reach of partner ecosystem
- ❖ Competitive edge for the manufacturer



SIPconnect Value Proposition for Systems Integrators, VARs, and Channel

- ❖ Reduces risk of deployment execution
 - QoS addressed
 - Security addressed
 - Provisioning addressed
 - Clear model for moving functions between enterprise and service provider
- ❖ Reduces vendor selection, testing, integration costs
- ❖ Enterprises will be demanding SIPconnect certified equipment and services
- ❖ Lower cost + more sales =
Competitive Advantage for channel



Your Success

- ❖ SIPconnect Certification important to entire value chain
- ❖ Consumers
 - Enterprise & Service Provider
 - Demand SIPconnect certification from your vendors
- ❖ Producers
 - Service Providers & Manufacturers
 - Provide SIPconnect compliant and certified products and services to your customers

Thank You!

Eric Burger
Chairman of the Board, SIP Forum
eburger@sipforum.org