



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

SIP Forum Overview

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SIP Forum President and Managing Director



# SIP Forum Background

- ❖ Founded in 2000 in Sweden
- ❖ Leading Non-Profit IP Communications Industry Association
- ❖ Membership ranks comprised of Corporate “Full Members” that pay annual dues and support the work of the Forum, Academic Institutions and Individual “Participant” Members (@6000)

# SIP Forum Full Member Companies



# SIP Forum Academic/Institutional Members



# Founding SIP Forum Mission

- ❖ “Advance the development and deployment of innovative IP communications solutions that comply with, and properly interoperate with, other products and services that use the Session Initiation Protocol (SIP) protocol.”

# Current Focus

- ❖ The battle for widespread adoption has been won (but the war rages on...)
- ❖ The new battle cry is for interoperability -- among end-point devices, enterprise IP-PBXs, and SIP-enabled Service Provider Networks.

# Current SIP Forum Activities

- ❖ Advances product/service interoperability
  - SIPit interoperability test events
  - Defines and create compliance tests
- ❖ Addresses key technical issues
  - Technical Working Group efforts include SIP Trunking (SIPconnect), User Agent Configuration, Fax-over-IP
  - SIP Security and Unified Communications task groups in planning stages
- ❖ Develops industry-wide technical recommendations and best-practice implementation guides (i.e., SIPconnect)

# Current SIP Forum Activities, con't

- ❖ Provides Industry Licensing Programs (SIPconnect Compliant Program)
- ❖ Creates educational content
  - White papers and other documentation
- ❖ Builds awareness about SIP and IP Communications Technology
  - Educational seminars and other events
  - Articles and other editorial in industry trade magazines and journals
  - Podcasts and Webinars
- ❖ Maintains growing community of IP Communications industry professionals

# What is SIPconnect?

- ❖ The **SIPconnect Technical Recommendation** is a standards-based “Best-Practices” document that provides detailed rules and guidelines for achieving direct IP peering and interoperability (SIP Trunking) between IP PBXs and VoIP service provider networks.



# What is the SIPconnect Compliant Program?

- ❖ The **SIPconnect Compliant Certification Program** allows eligible companies to license the use of the SIP Forum's 'SIPconnect Compliant' certification mark -- the official brand of the leading standard for SIP Trunking products and services.



# Workshop Agenda

- ❖ **1:00pm-1:20pm – Opening Remarks and Introduction: The Why and What of SIPconnect** – Presenter: Marc Robins, Managing Director, SIP Forum
- ❖ **1:20pm-1:40pm -- The SIPconnect Value Proposition** – Presenter: Eric Burger, SIP Forum Chairman
- ❖ **1:45pm-2:15pm -- SIPconnect Compliance Process Overview** – Presenter: Chris Gatch, CTO, Cbeyond.
- ❖ **2:15pm-2:45pm -- Lessons Learned** – Presenter: Richard Shockey, SIP Forum Director and Chair, Technical Working Group.
- ❖ **2:45pm-3:00pm – Break**
- ❖ **3:00pm-3:45pm -- SIPconnect Deep Dive** – Presenter: Chris Gatch, CTO, Cbeyond.
- ❖ **3:45pm-4:00pm—Closing Remarks and Q&A** – Moderator: Marc Robins