SIP Trunking and Architecture
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Agenda

- ShoreTel introduction
- Why move to IP Telephony?
  - Simplicity, Reliability & Scalability
  - Low TCO
  - Migration
- Benefits & Cost of SIP Trunking
Company information

**Founded**
Superior technology designed from a clean sheet of paper in 1996

**Headquarters**
Sunnyvale, California with offices in Austin, Texas, UK, Germany, Spain, Australia, Singapore and Hong Kong

**Customers**
More than 11,000 globally

**Distribution**
Sold through resellers and distributors worldwide

**Ownership**
Public, listed on NASDAQ (“SHOR”)
No debt, positive cash flow
A global reputation for excellence

- Customers in 33 countries
- More than one million licensed users to date
- Dramatically lower TCO
- World class customer satisfaction
- Great collaboration with world leaders: IBM, AT&T, Verizon, Juniper, and the list goes on
- Winner of many industry awards including
  - Best in VoiceCon for the last three years
  - Best overall VoIP provider by Nemertes Research for the last six years in a row
One brilliantly simple solution for the way you work

Business Communication Solution

Unified Communications
- Integrating voice, video, data across any device to streamline collaboration and enhance productivity

IP Phone System
- Unifying rich communication capabilities into a modular design that scales and integrates with ease

Contact Center
- Combining flexible yet sophisticated multimedia contact center capabilities to empower agents anywhere
ShoreTel’s brilliantly simple unique architecture

- Built from the ground up for IP, unlike our competitors
- Distributed architecture makes it easy to deploy and scale to multiply sites and locations
- A single image with a unique, distributed architecture allows business to be as agile as possible with their business communication
- Applications are distributed and can run from anywhere in the system
- Easily managed from anywhere with ShoreTel Director: an intuitive browser-based interface that unifies everything
- Open platform for business agility, integrating enterprise applications, third-party phones and even other UC/UM platforms
Migrating from legacy PBXs to a ShoreTel Unified Communications Solution
Leverage existing infrastructure while migrating new users to ShoreTel

- Ex: Nortel – Dozens of ShoreTel deployments in this model

Enables ShoreTel features to the legacy PBX user

- 4 digit dialing
- Call Manager-visual vmail, directory, outlook integration, etc.
- Mobile Call Manager

Enables full UC strategy while eliminating dependency on legacy solution
Or…Rip and Replace

• Full suite of UC applications
SIP Trunking – The Components

- ShoreTel’s Business Communications Solution, the IP-PBX
- The Session Border Controller – Ingate’s SIParator
- The Internet Telephony Service Provider – Bandwidth.com
SIP Trunking - What are the advantages?

- Lower recurring costs from the carrier
- Flexible calling plans – bundled minutes, no long distance charges
- More feature offering – virtual numbers
- Deployment flexibility
  - Incremental provisionning vs. block provisioning
  - Quicker implementation – no waiting for a truck roll
  - Self serve portals – buy services on your own
- Dual use of data pipe, voice and data
SIP Trunking – The Challenges
‘Carriers Offer SIP Trunks - Why Not Just Connect Directly?’

- SIP trunks aren’t like a T1
  - Consider network security
  - Existing IT infrastructure
- Firewalls can’t handle ‘outbound SIP proxy function’
- ITSPs can’t reach an IPBX behind a firewall on the LAN
- Many Service Providers have different & incompatible SIP implementation

A supplementary device is required: a Session Border Controller
ShoreTel & Ingate
Delivering a SIP Trunking solution that Works!

• Solve SIP firewall and NAT traversal issues with a consistent solution
  • NAT traversal problems are the source of many initial setup issues

• Ensure customers can keep total ownership of network security when SIP is introduced

• Provide SIP normalization when required

• ShoreTel’s Technology Partner Program (TPP) Certification
  • Provide partners and customers validated ‘end to end’ multi-vendor solutions (ShoreTel + Ingate + ITSP)
• In the market for a phone system, Think ShoreTel’s Brilliantly Simple Unified Communications Solution

• Look at the big picture – Ease and TCO

• There are many flavors of SIP out there
  • Be sure to select an IP-PBX, Session Border Controller & ITSP that have tested & certified the solution end to end