

# AVAYA

INTELLIGENT COMMUNICATIONS

## Enterprise Infrastructure

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# Agenda

**1** Why Avaya is talking about SIP trunking

**2** Partners

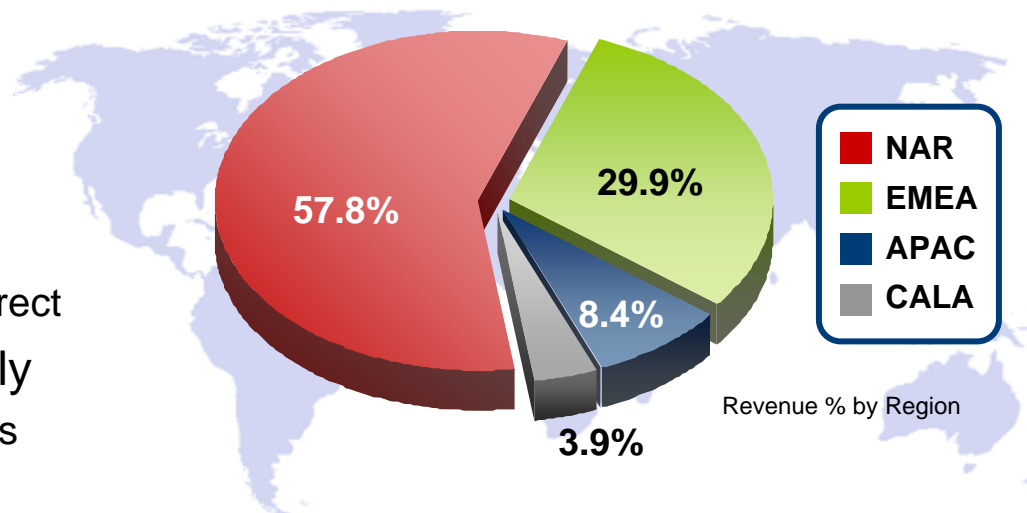
**3** SIP trunking

**4** Customer architecture before and after

**5** What more can SIP trunking do?

## Avaya, a Global Leader in Business Communications Applications

- \$5+ billion leader in IP telephony and communications applications
- Global presence
  - 58% U.S.; 42% International
  - Product sales: 43% direct; 57% indirect
- 100,000,000 users of Avaya globally
  - 1 million businesses in 150 countries
  - More than 900 of the Fortune 1000
- Industry leading R&D with 4000+ patents / applications<sup>(1)</sup>
- 2,500 distribution partners; 4,200 ISV's
- 18,000 Employees worldwide
- Track record in managing effectively through technology transitions
  - Former division of AT&T and Lucent, spun-out as independent company in October 2000
  - Acquired by private equity firms Silver Lake Partners & TPG Capital in October 2007



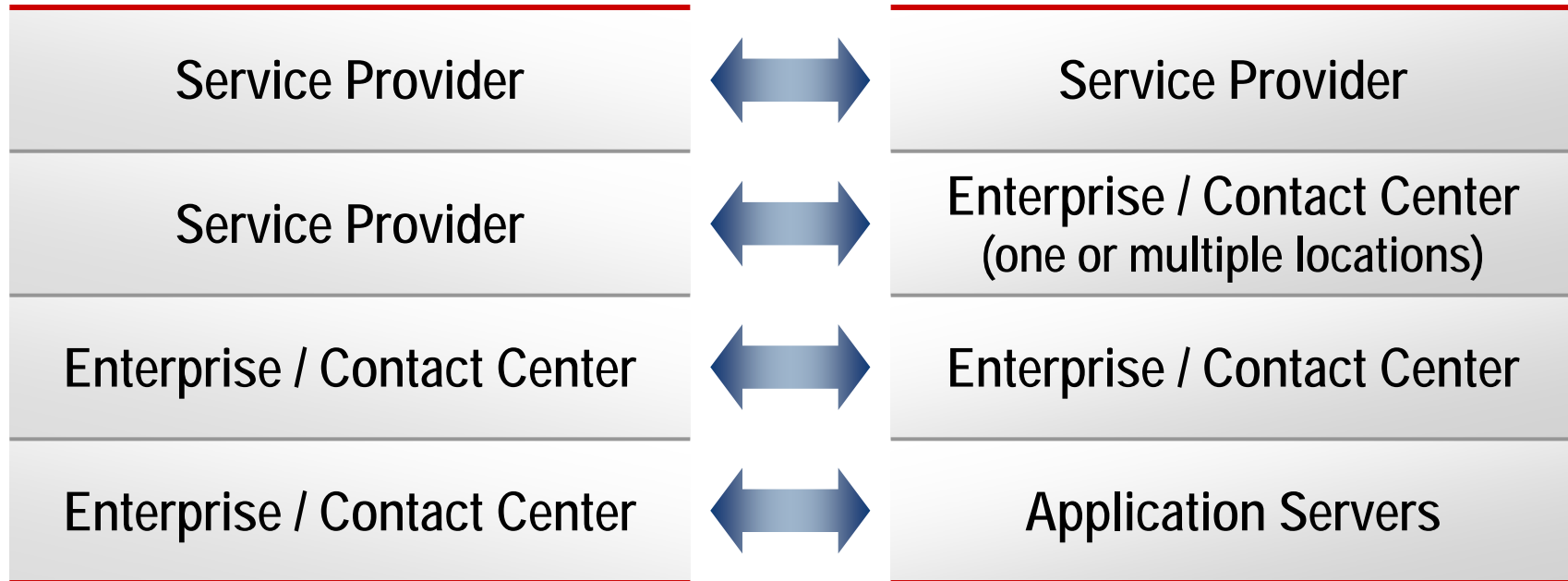
**Avaya**  
is dedicated to  
helping businesses  
reduce costs,  
lower risk and  
grow revenues.

Sources: IDC, Synergy, Infotech, Frost and Sullivan and others  
(1) Worldwide patents, including pending applications

## Relevant Partners



# Flavors of SIP Trunking



**SIP trunking can be over the LAN, WAN or dedicated circuits.  
Routing to the IP address of the server is the key.**

# It's About Solving Business Issues

## *SIP Will Help You Get There*

### Business Issues you're facing

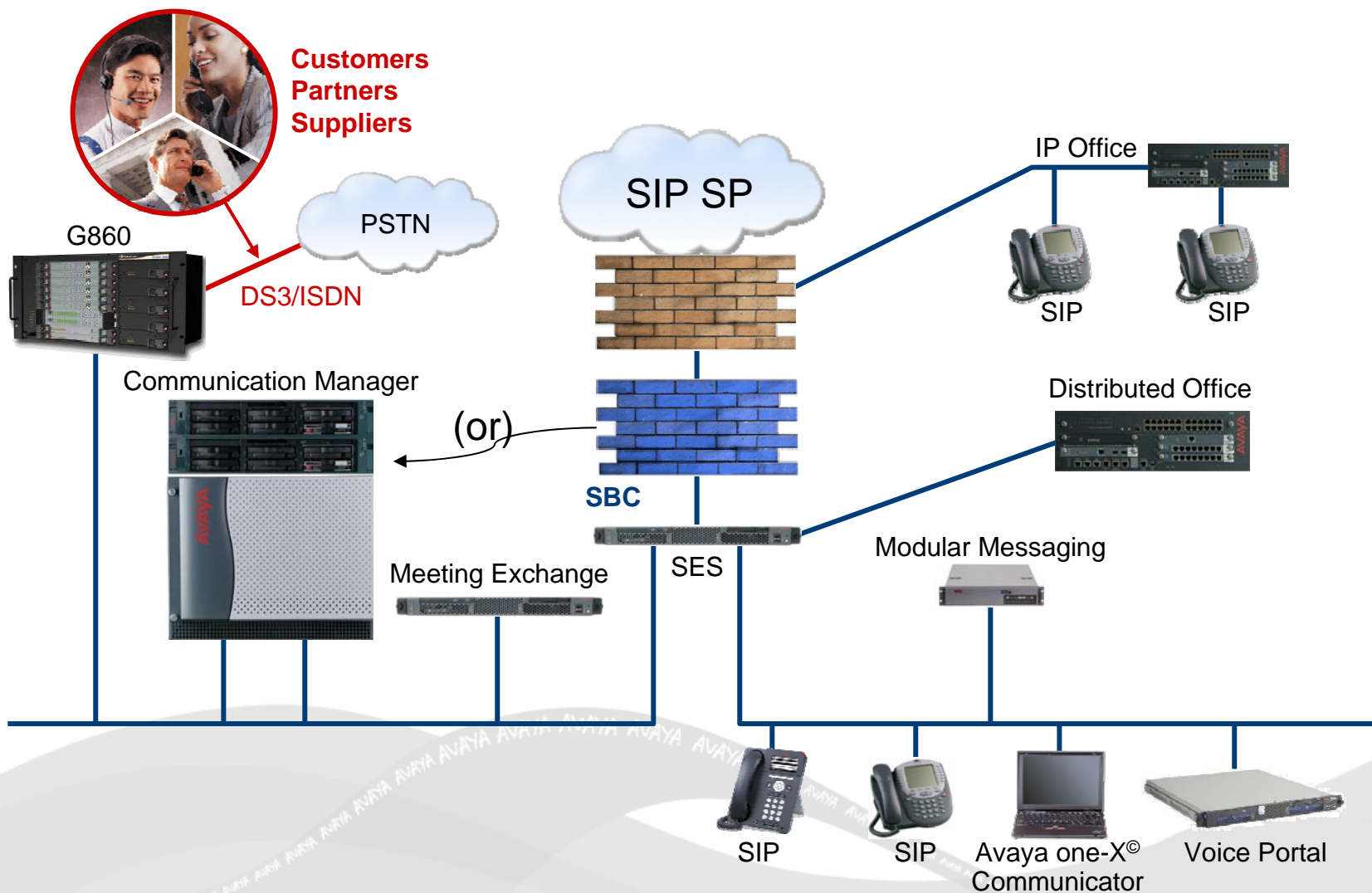
- How to manage, integration and deploy **new applications** of all types
- How to increase the **control** and provide more **choices**
- How to **integrate** systems from multiple vendors
- How to **reduce costs**, minimize risks, maintain reliability

### SIP Delivers all of these and more

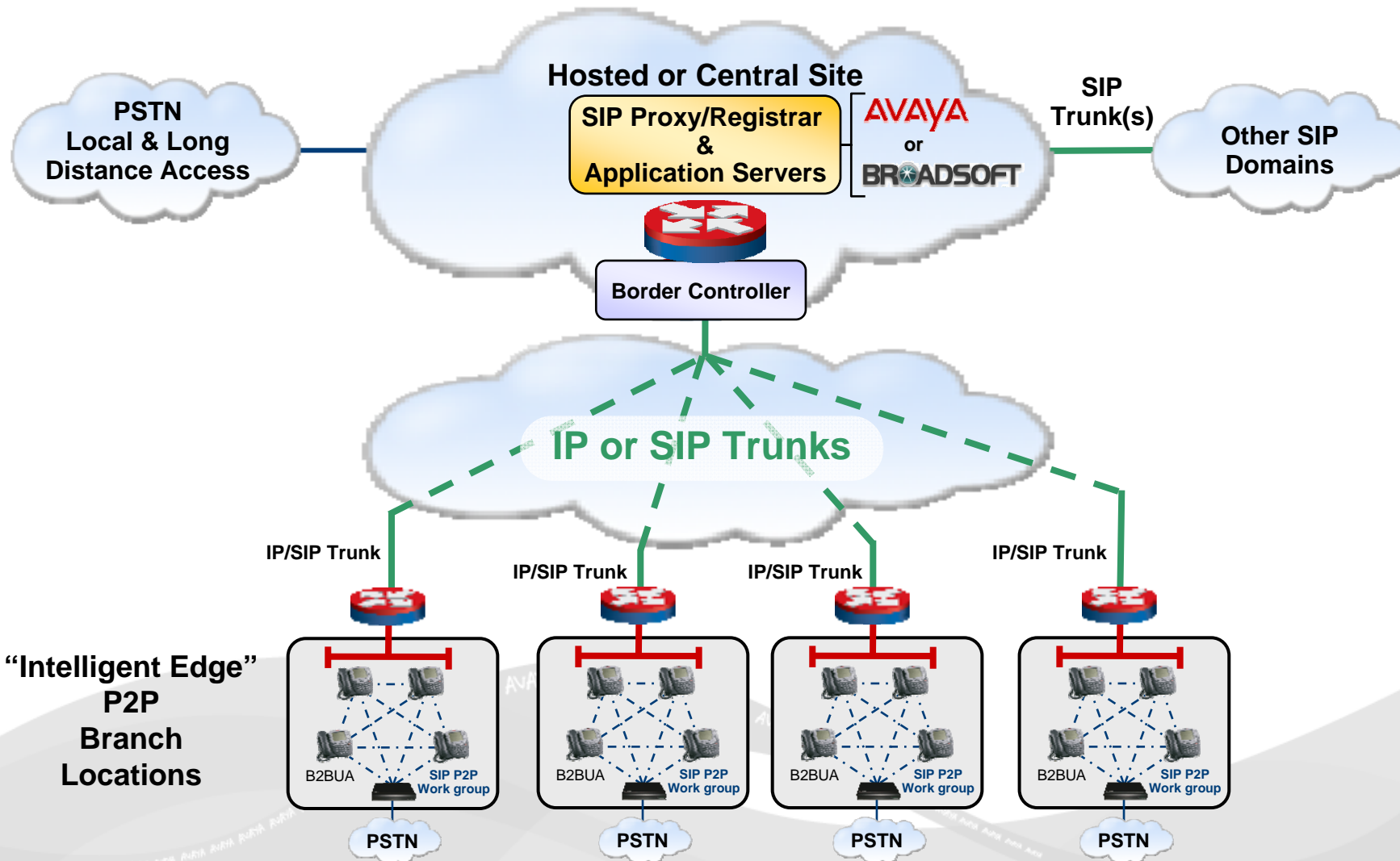
- At the edge of your network
- In your network
- Between your servers and applications
- With devices: hardphones, softphones, mobile devices

Evolving to a **highly distributed open architecture**  
SIP trunking: **reduce hardware, footprint, power, "greener"**

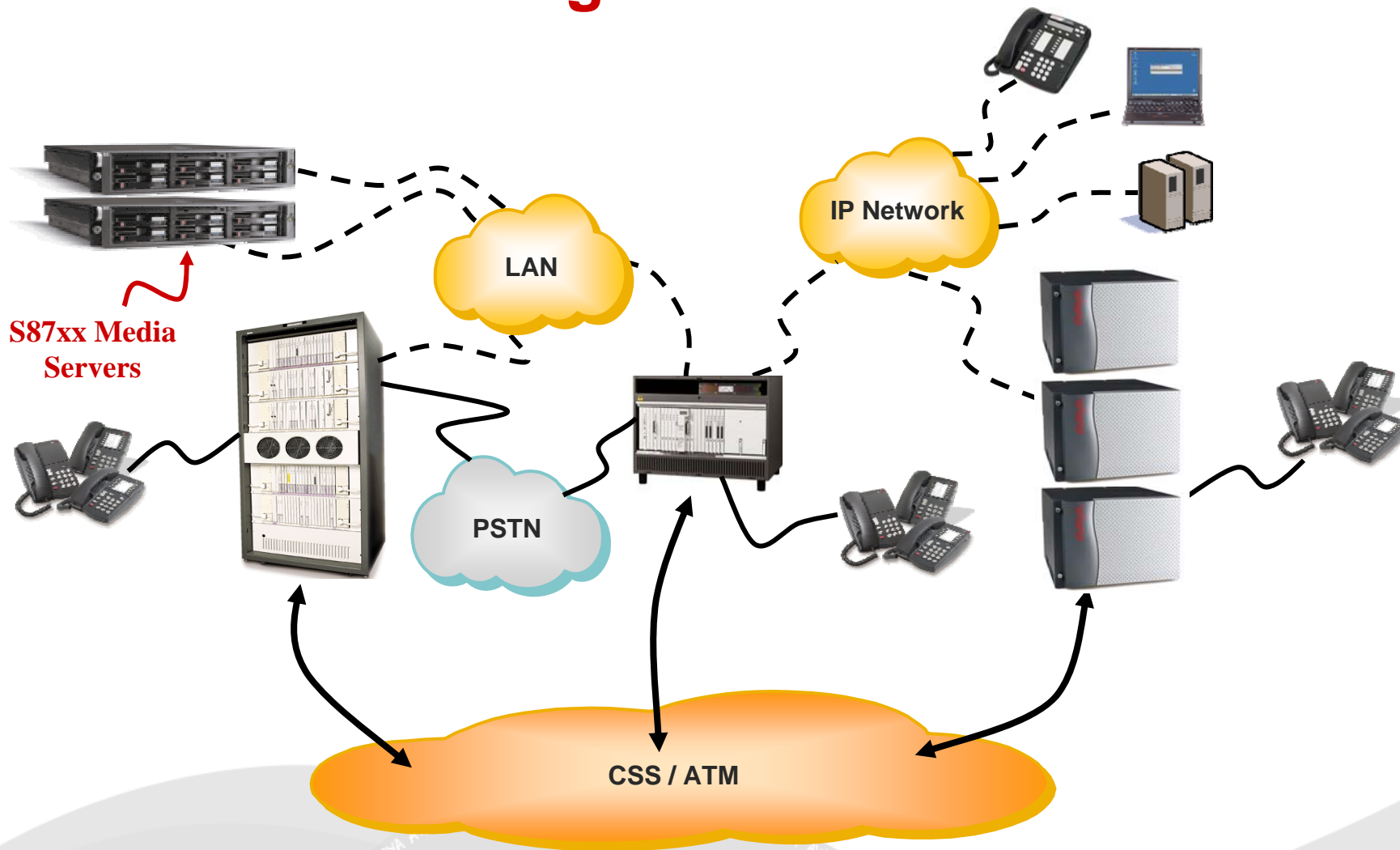
## Components of SIP Trunking Solution



# P2P SIP Hybrid Hosted Services Architecture (example)



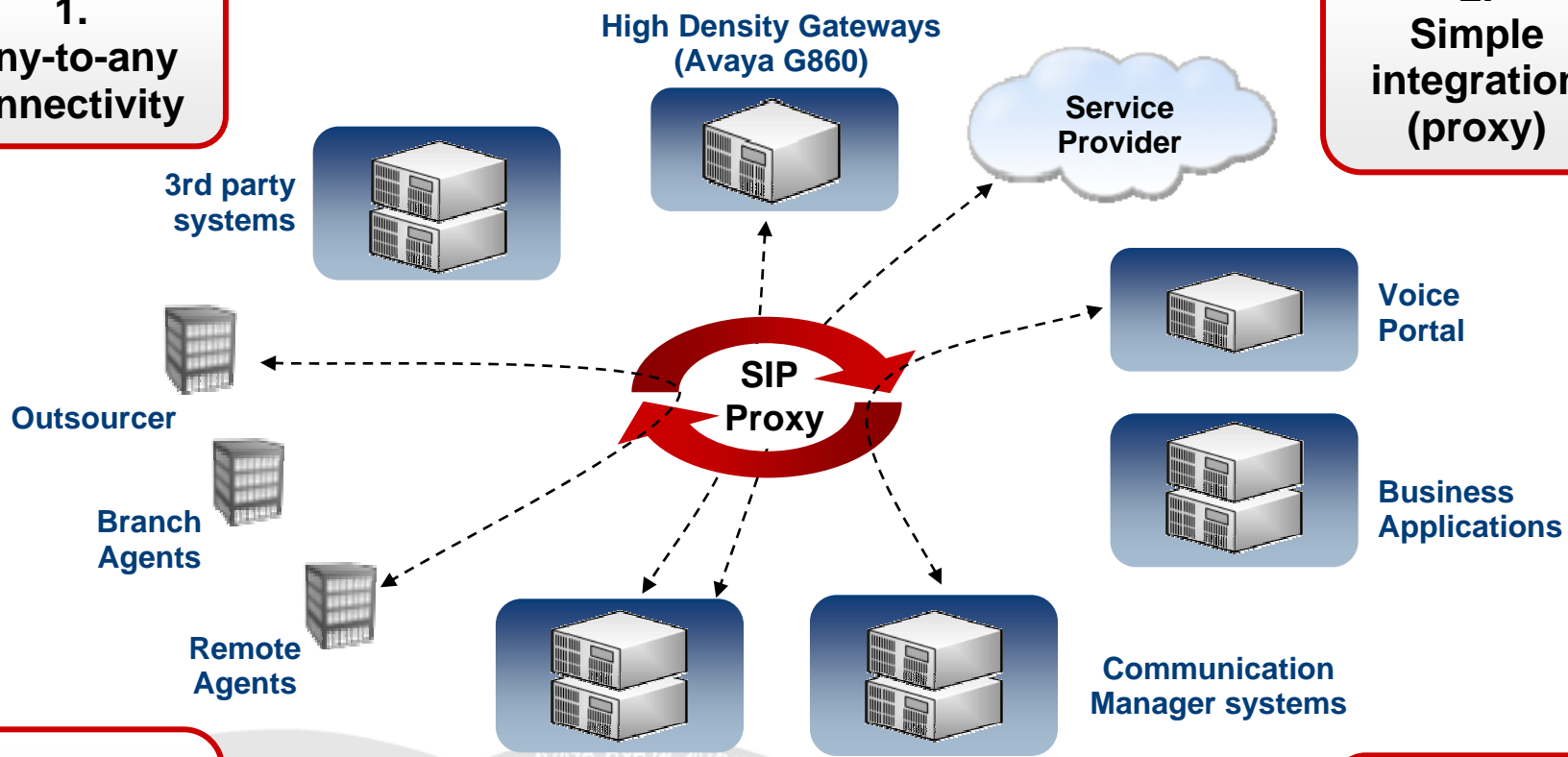
## Before: IP-Enabling the S87xx Multi-Connect



# SIP Peering Approach Taking Shape (Ryla example – after SIP Trunking)

**1. Any-to-any connectivity**

**2. Simple integration (proxy)**



**3. All applications extended**


**4. Standard integration**

# Reduce/Eliminate Enterprise Hardware

(an example)

Configs	G650 MGs	Port Slots	Port Cards	Savings (List)
<b>150 Agents – 225 Trunks Contact Center</b>				
<b>TDM Agents E1 Trunks</b>	2	15	7 24-port DCP digital line circuit packs 8 E1 interface circuit packs	-
<b>TDM Agents SIP Trunks</b>	1	9	7 24-port DCP digital line circuit packs 1 CLAN circuit pack 1 IP Media Resource 320 circuit pack	\$25K
<b>IP Agents SIP Trunks</b>	1	2	1 CLAN circuit pack 1 IP Media Resource 320 circuit pack	\$49K
<b>3,000 Agents – 4,500 Trunks Contact Center</b>				
<b>TDM Agents E1 Trunks</b>	24	266	125 24-port DCP digital line circuit packs 141 E1 interface circuit packs	-
<b>TDM Agents SIP Trunks</b>	13	147	125 24-port DCP digital line circuit packs 11 CLAN circuit packs 11 IP Media Resource 320 circuit packs	\$474K
<b>IP Agents SIP Trunks</b>	2	15	13 CLAN circuit packs 2 IP Media Resource 320 circuit packs	\$1.2M

# Where SIP Trunking Can Take You



**Be greener** - reduce hardware components, your footprint requirements and power consumption

Address your **critical business needs** in a multivendor environment

**Service your customers** in the way they wish to communicate: voice, video or multimedia unified communication

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