

AVAYA

INTELLIGENT COMMUNICATIONS

Introduction to SIP Trunking

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Agenda

1 Why Avaya is talking about SIP trunking

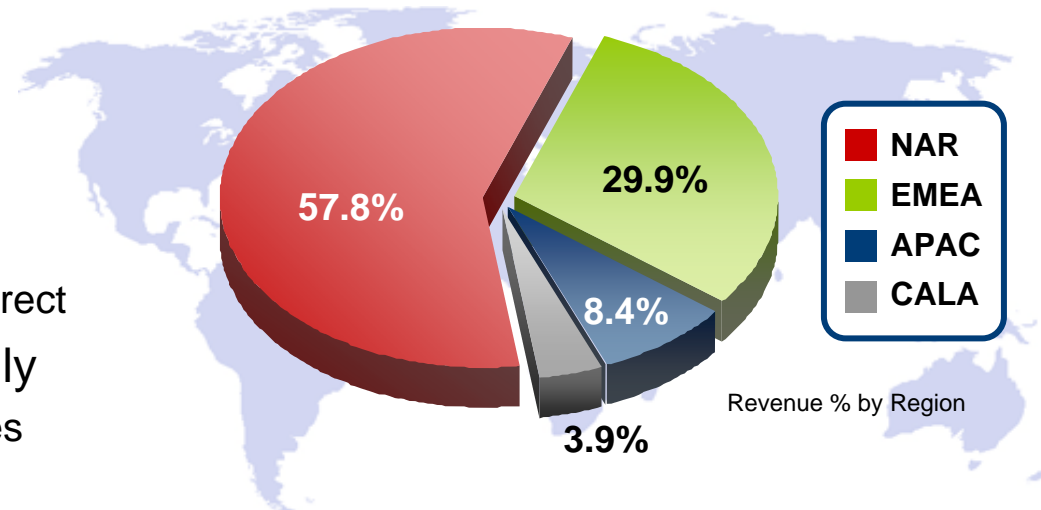
2 Partners

3 Evolution of SIP trunking

4 Benefits of SIP trunking

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⁽¹⁾
- 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



Issues Driving Businesses Priorities

Seamless Communications

- Increasingly virtual, **globally integrated** enterprise
- Globally **dispersed workforce**
- Mission- critical **business continuity**

Customer Service

- **Customer is still king**
- Customer service as **competitive differentiation**
- **Drive revenue** while controlling costs and mitigating risk

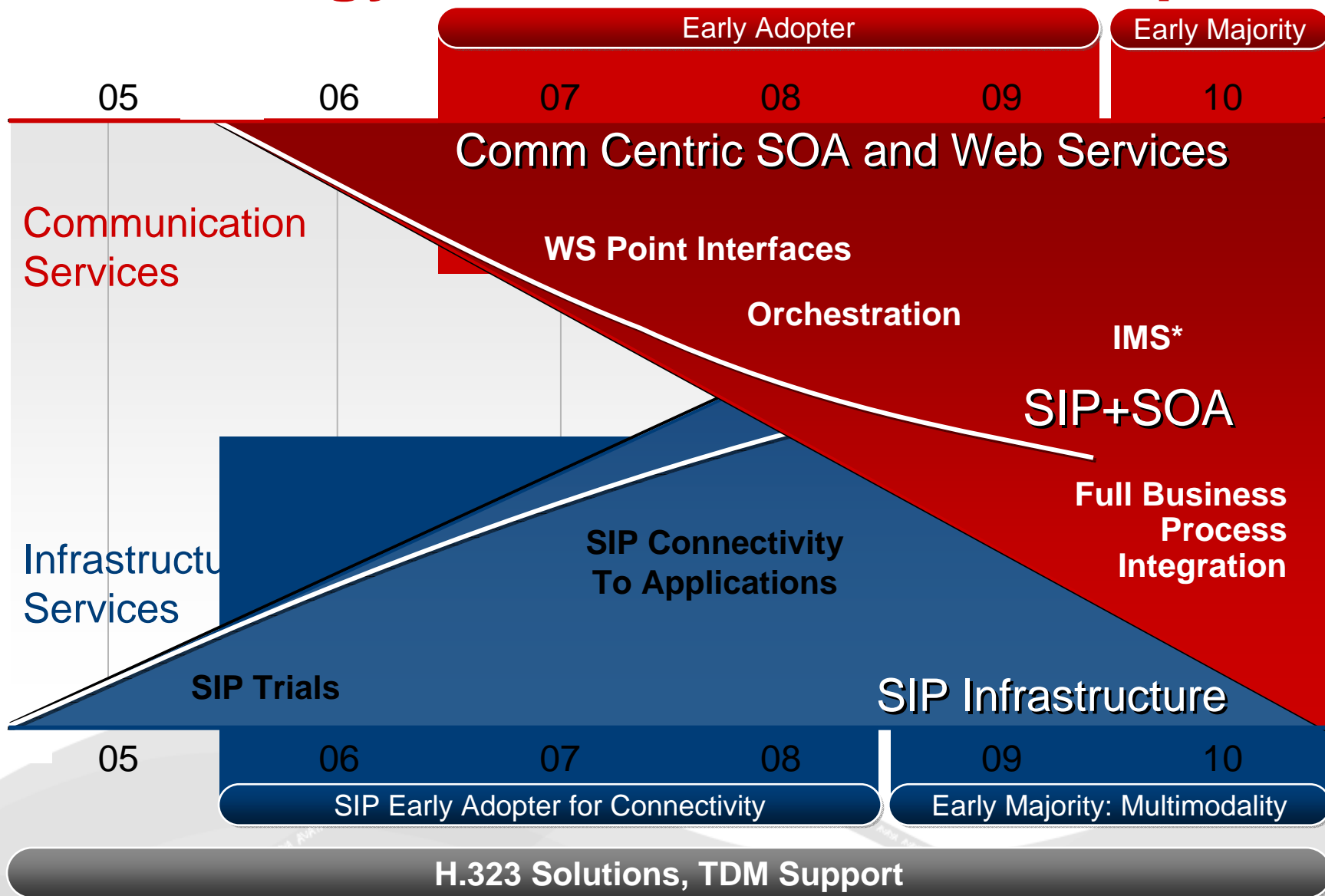
Unified Communications

- Enabling **work from anywhere**
- Work as a state of mind, **not a place**
- Killing the **productivity killers**

Business Process Effectiveness

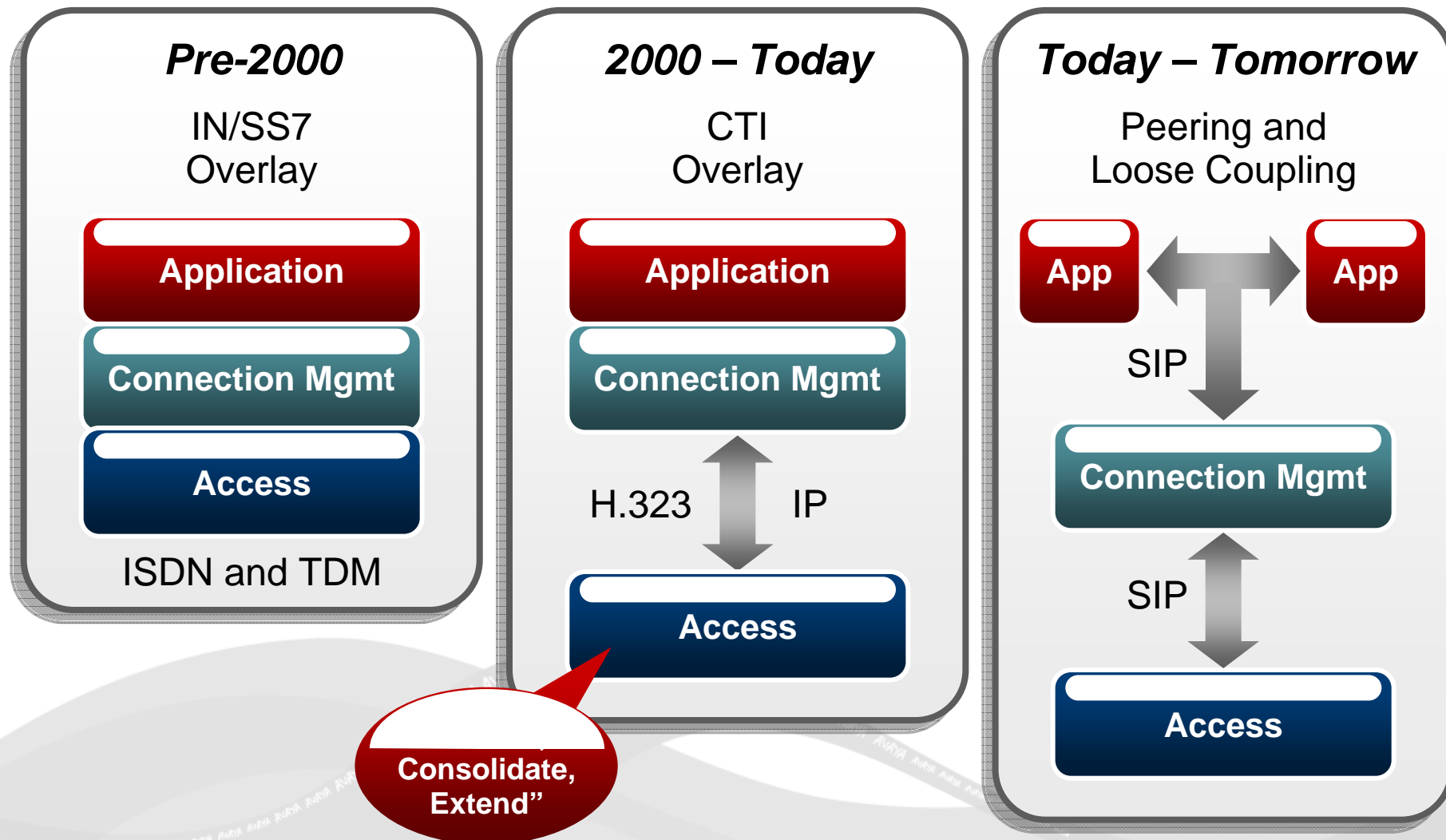
- **Greater agility** to compete
- **Human latency**, delays, errors and lack of visibility
- Rapid real-time **decision making** and **effective customer response**

Technology Trends: SIP, SOA Adoption

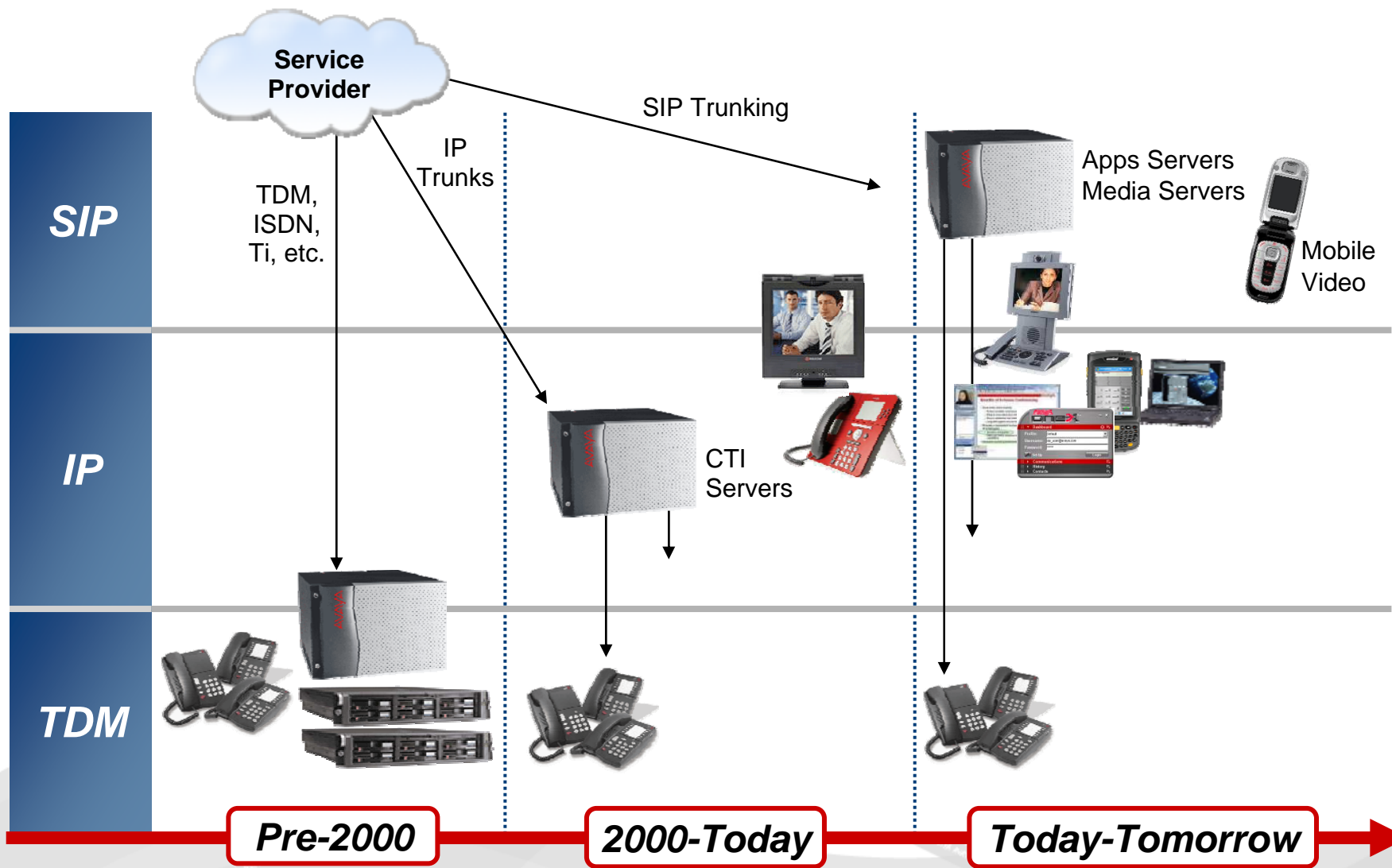


Evolution of the Paradigm

SIP Applications Architecture – It's About the Apps



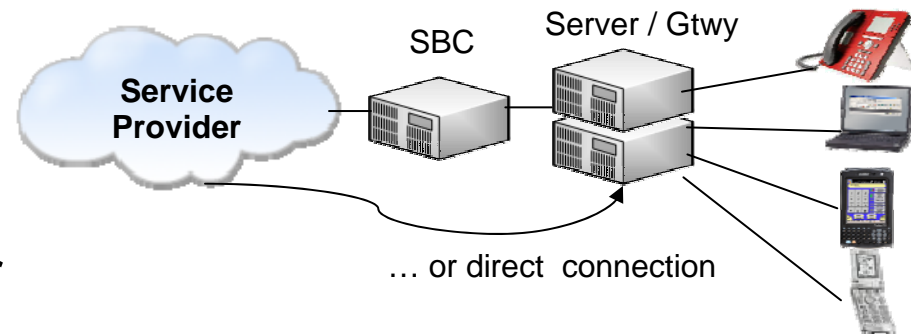
Evolution of Telephony



Components of SIP Trunking

- Service Provider

- Service
- Session Border Controller



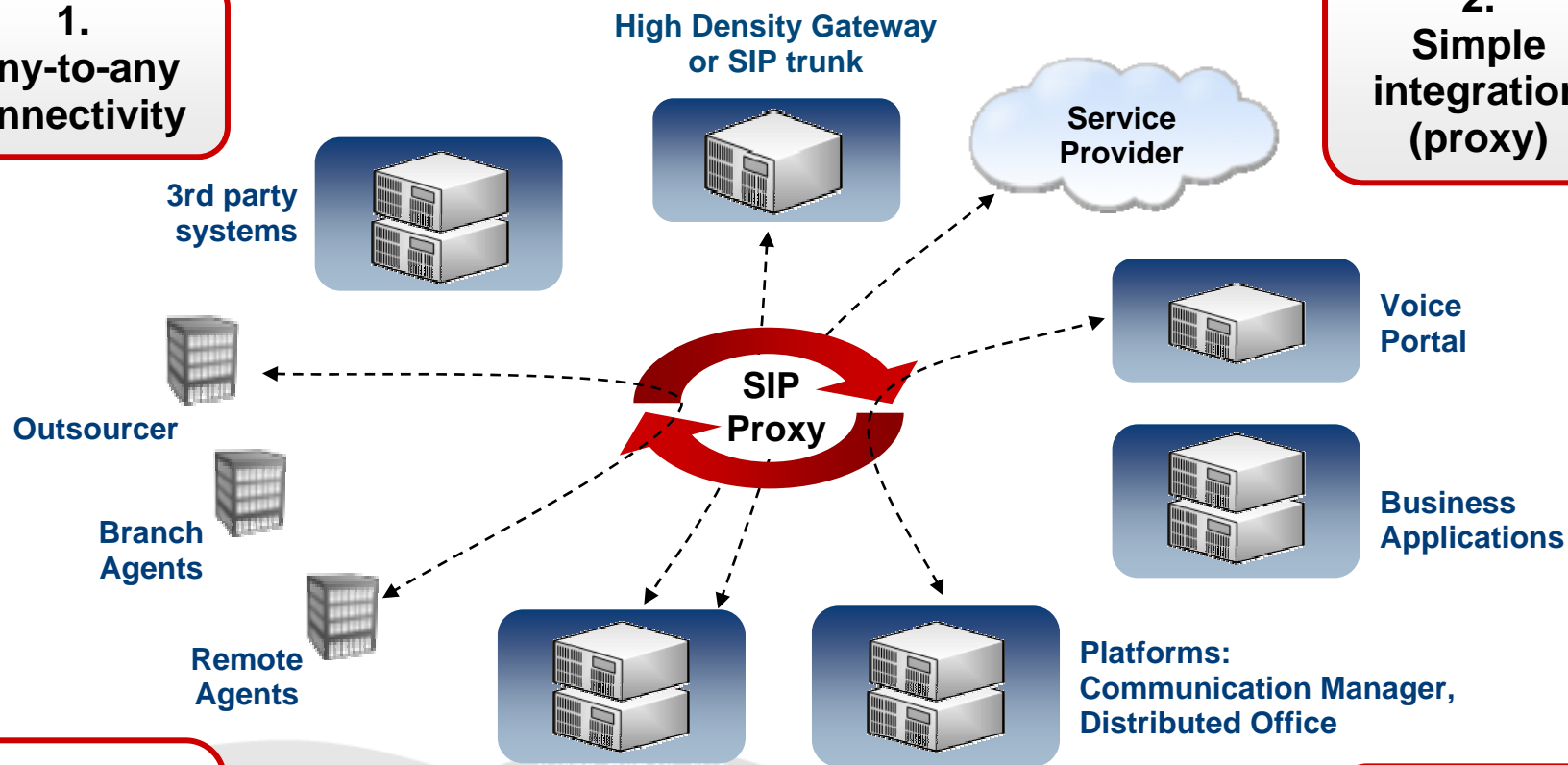
- Customer Premise

- Edge security device: SBC, NAT, etc
- Communication Platform: Server(s), Gateway, SIP Proxy, etc
- Application Servers: messaging, video & audio conferencing, collaboration tools, IM, Presence, and more
- Endpoints: hardphones, softphones, mobile devices, application integration

Architecture

1. Any-to-any connectivity

2. Simple integration (proxy)



3. All applications extended

4. Standard integration



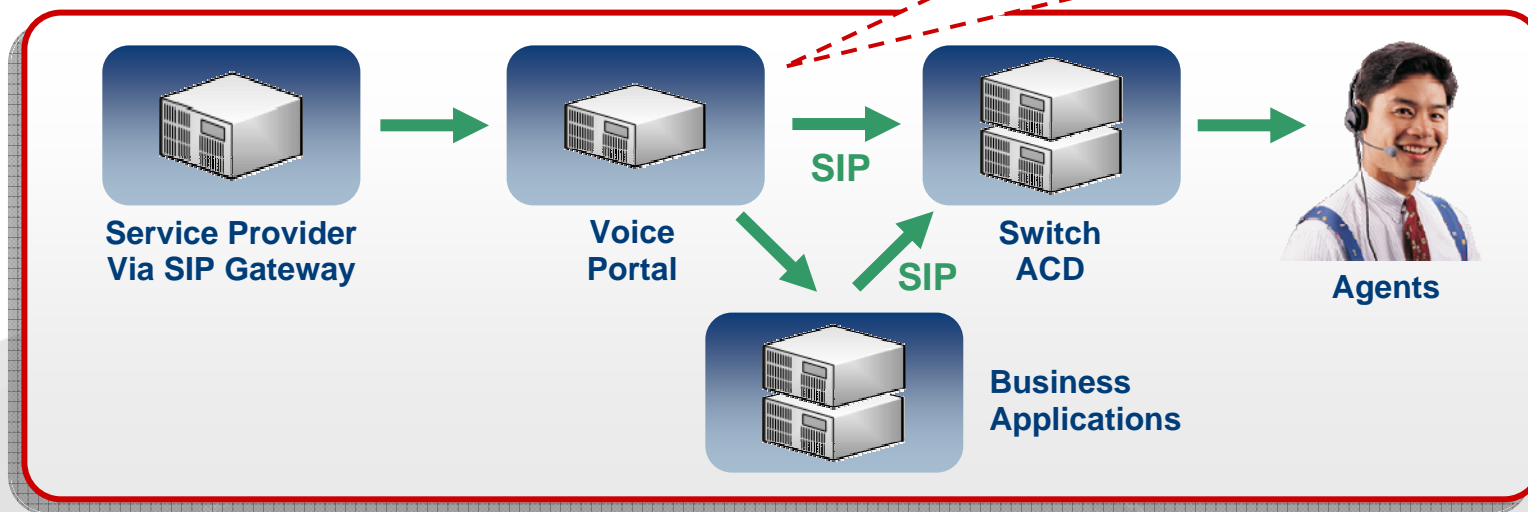
With SIP Caller, Data Moves WITH Call

- Rich handoff of call AND context within SIP messages
- Intelligent endpoints do not need “external CTI” for data
- Eliminates CTI cost and complexity

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INVITE sip:Sales@lob.dr.avaya.com SIP/2.0
Via: SIP/2.0 UDP proxy.dr.avaya.com
To: Sales <sip:Sales@lob.dr.avaya.com>
From: Customer
<sip:customer@company.com>
Call-ID: 11111

.....
MIME
VPInput: Sales
CustomerName: John Smith
AcctNum: 66583974
CustValue: GOLD
    
```



Benefits

- Cost savings – of course!
 - 150 Agents – 225 Trunks Contact Center: \$75K enterprise hardware cost savings + Service Provider savings
 - 3,000 Agents – 4,500 Trunks Contact Center: \$1.6M enterprise hardware cost savings + Service Provider savings
- Ease of maintenance
- Application integration
- Convergence architecture simplification
- Increase in implementation choices
 - Yes there are risks when deciding how you wish to implement
 - Benefits outweigh the risks

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