



*SIP Trunking – The Service Provider Perspective*

# ***The View from Broadvox***

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# Broadvox Overview

- **Founded in 2001: First VoIP provider in the U.S. to accept and pass voice packets**
- **Leading provider of VoIP services to CLECs, VoIP providers, wireless service providers and international carriers servicing 200+ wholesale customers and over 1500 enterprises and SMBs**
- **Network covers over 90% of the US and Canada employing integrated VoIP softswitching and gateway technology. Carried over 7 billion minutes of traffic in 2007.**
- **Target markets**
  - Small and medium size businesses (SMBs)
  - Enterprises
  - Global telecom carriers and communication service providers
- **Major switching centers in**

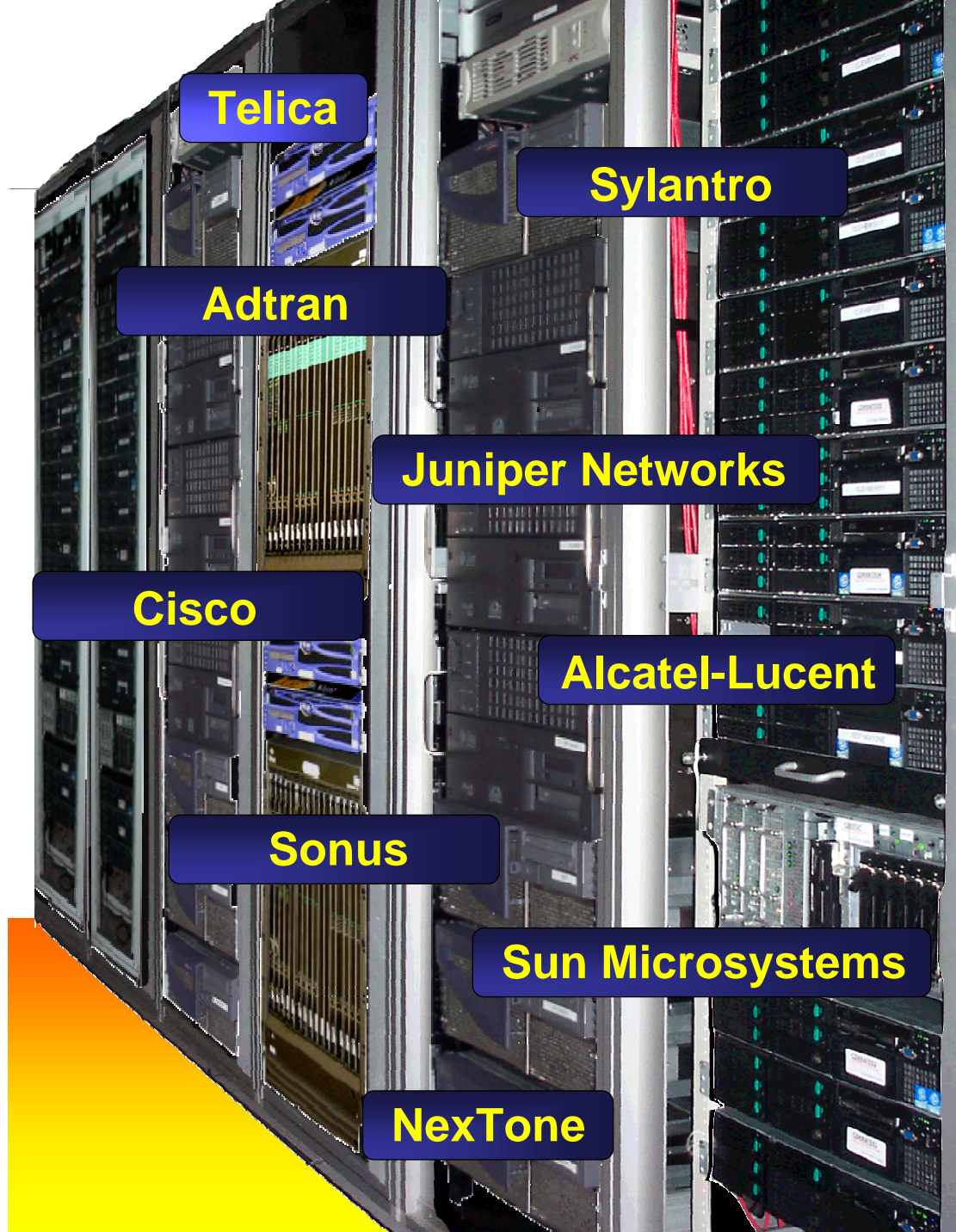
New York City	Seattle	Los Angeles
Miami	Dallas	Atlanta
Denver	Chicago	

# Why SIP Trunking

- **Downward trajectory in the cost of IP PBXs**
- **Upward trajectory in the features/functionality of IP PBXs**
- **Convergences**
  - Part 1: Data and voice packets on the same pipe
  - Part 2: True integration of voice and other real-time communications within applications
- **Fulfills early promises of VoIP**
  - Convergences above, geographic independence, business continuity, cost reduction
  - Flexibility
- **Adds additional benefits**
  - Productivity (individual, departmental, organizational)
  - Business process (CEBP, etc.)
  - “Old Guard” is now on board, many new players too
- **More to come**
  - Modeled after HTTP...text-based, modular, extensible
  - Think of the growth of the Internet in terms of new applications, new uses never imagined...that is where SIP is headed

# Broadvox Keys

- **Quality (QoS, QoE)**
  - Engineering experience and expertise (since 2001)
  - QoS/QoE for voice; everything else comes later
  - Human support available 24 x 7 x 365
- **Commitment to interoperability testing**
  - Bi-directional
  - Ongoing
  - Comprehensive
- **Bundled with Broadband or BYOB**
- **Flexible/Private Network**
  - Transporting over a half billion minutes per month (12/07)
  - With registration or without
  - Multiple SIP delivery



# Challenge: Interoperability



- **Variations of SIP implementation**
- **Multi-layered interoperability**
  - Broadvox with XYZ PBX
  - Mixed environments
  - Customized solutions (particularly with Open Source)
- **Need to account for entire customer experience**
  - Broadband
  - LAN
  - CPE
  - Forklift upgrade versus phased, etc.
  - Business processes

# Solution:

## Ubiquitous Interoperability

- **Face head-on; acknowledge the challenges and costs**
  - Labor intensive (\$\$)
  - Difficult to standardize
  - Requires constant attention, staffing, and resources
- **Area of core differentiation**
- **Multiple approaches**
  - Top-down:
    - PBX interoperability
    - Applications, peripherals, etc...
    - Documented, detailed technical application notes
    - Ongoing updates to any piece of the puzzle (our network, software revisions, etc.)
  - Bottom-Up:
    - No cost access to engineers, lab, and trial SIP trunks
    - One-off interops
    - Accessible, detailed customer record for support

# Benefits: Ubiquitous Interoperability

- **Goals were primarily based around ease of implementation**

- Have been realized

- Real quote from a customer regarding interoperability with their very specialized solution:

*“I deeply appreciate the effort you put forth today; we hadn't received that level of effort from other vendors.”*

- Additional benefits

- VAR training
- Problem avoidance
- Ease of support

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- **Inbound Load Balancing across Multiple Locations**
- **Seamless Geographical Scalability**
- **Individual DIDs and Blocks Available**

