ITEXPO

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AASTRA

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Market Update

- 64 percent of respondents are NOT currently using SIP trunking in their enterprise

- 74 percent see consolidation of telecom services as a benefit of using SIP trunking services

- 60 percent of SIP trunking users report savings of 10 percent or more over their previous costs

- 45 percent are concerned about the reliability of SIP trunking services

- 58 percent intend to deploy SIP trunking services to more locations in 2011

Voice Report, published by CCMI, 2011

ROI Factors for SIP Trunking

- Single, converged network
- Higher link utilization
- Smoother and cheaper system integration
- Enhanced services
- Multi-site integration
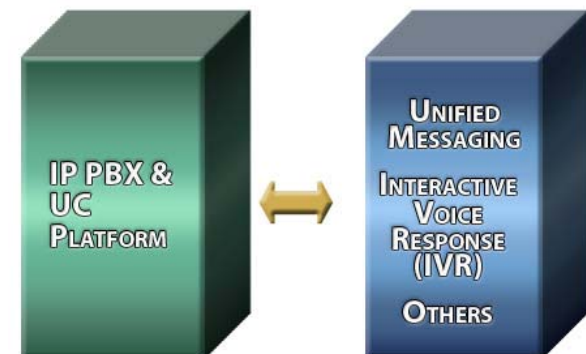- Carrier redundancy
- Disaster recovery

Simpler System Integration

- SIP is the new interconnect technology

- Replaces PRI/TDM
  - Reduces the need to convert data from IP-TDM-IP
  - Reduces expensive PRI/TDM hardware

- Used to connect PBX systems to voicemail, call recording, IM/Presence, IVR/call center and cloud-based systems

- Troubleshooting is easier

Old Approach: ISDN PRI Shim for Interconnect

PBX ↔ ISDN PRI / UNIFIED MESSAGING / INTERACTIVE VOICE RESPONSE (IVR) / OTHERS
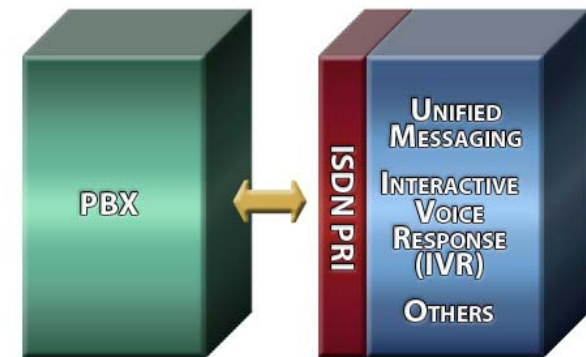
New Approach: SIP/IP/Ethernet for Interconnect

IP PBX & UC PLATFORM ↔ UNIFIED MESSAGING / INTERACTIVE VOICE RESPONSE (IVR) / OTHERS

Enhanced 911

- Existing 911 system is antiquated
- Enhanced 911 is emerging as a cloud-based overlay
- Using IP network, more details of exact location are possible
  - Local security team notified with detailed location information
  - Security team is bridged into the call
  - Call is recorded

VoIP POSITIONING CENTER

CARRIER IP NETWORK

LOCAL SECURITY

LAN
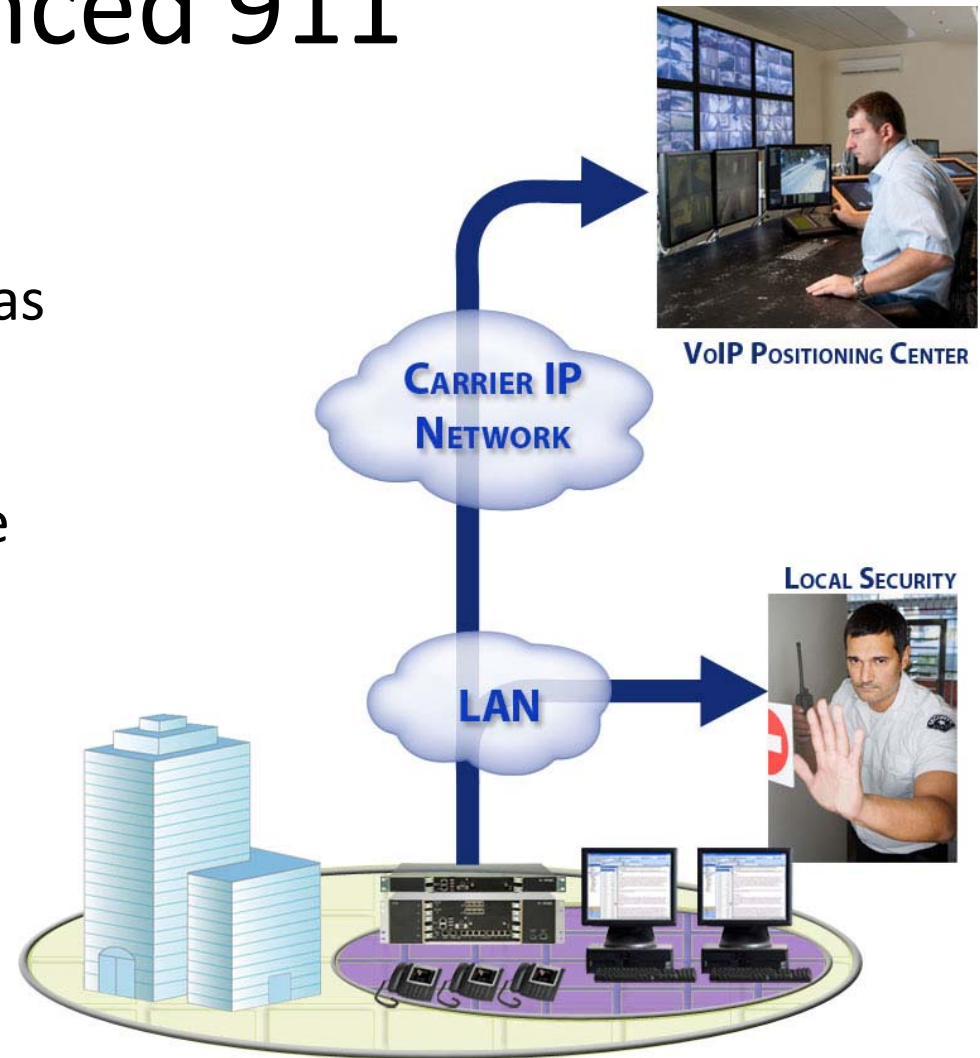
Tapping into Other Cloud Services

- Advanced cloud services can augment the existing solutions
  - UM
  - Presence and IM
  - IVR
  - Notification
  - Conferencing
  - Others
- May be offered by the carrier or other providers
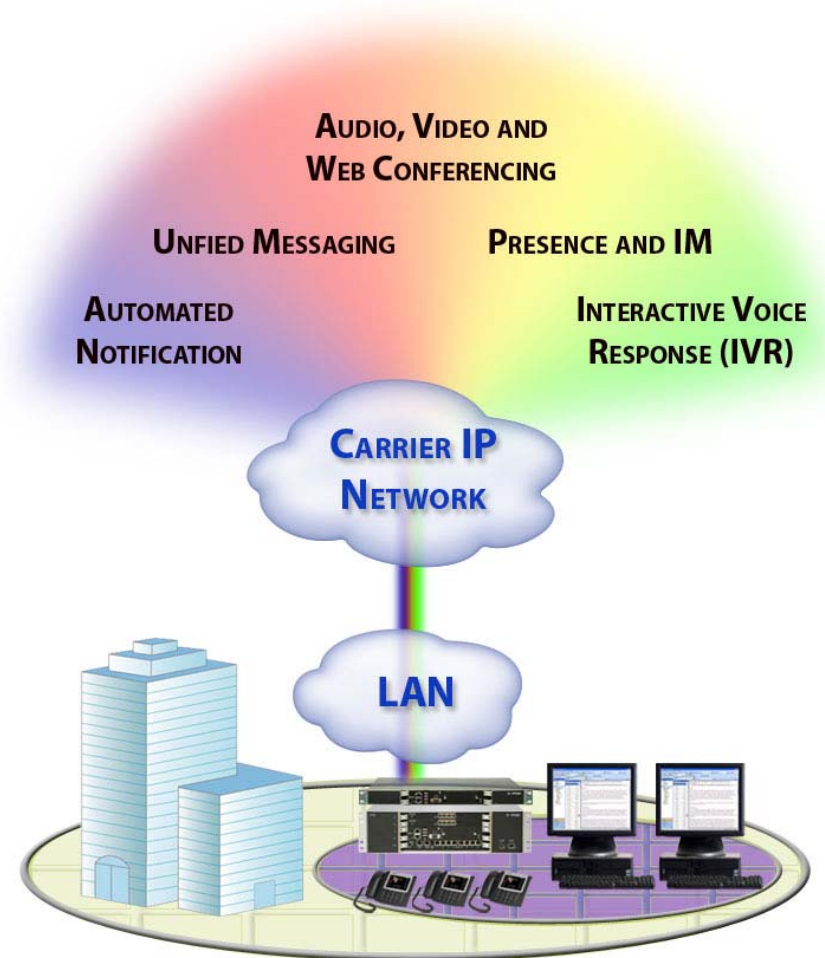
Multi-Site Integration

- Linking sites together for seamless integration

- Feature overlay on legacy systems

- Aggregate traffic for higher link utilization

- "Hop off" gateways in each region will lower LD costs and facilitate 911 services
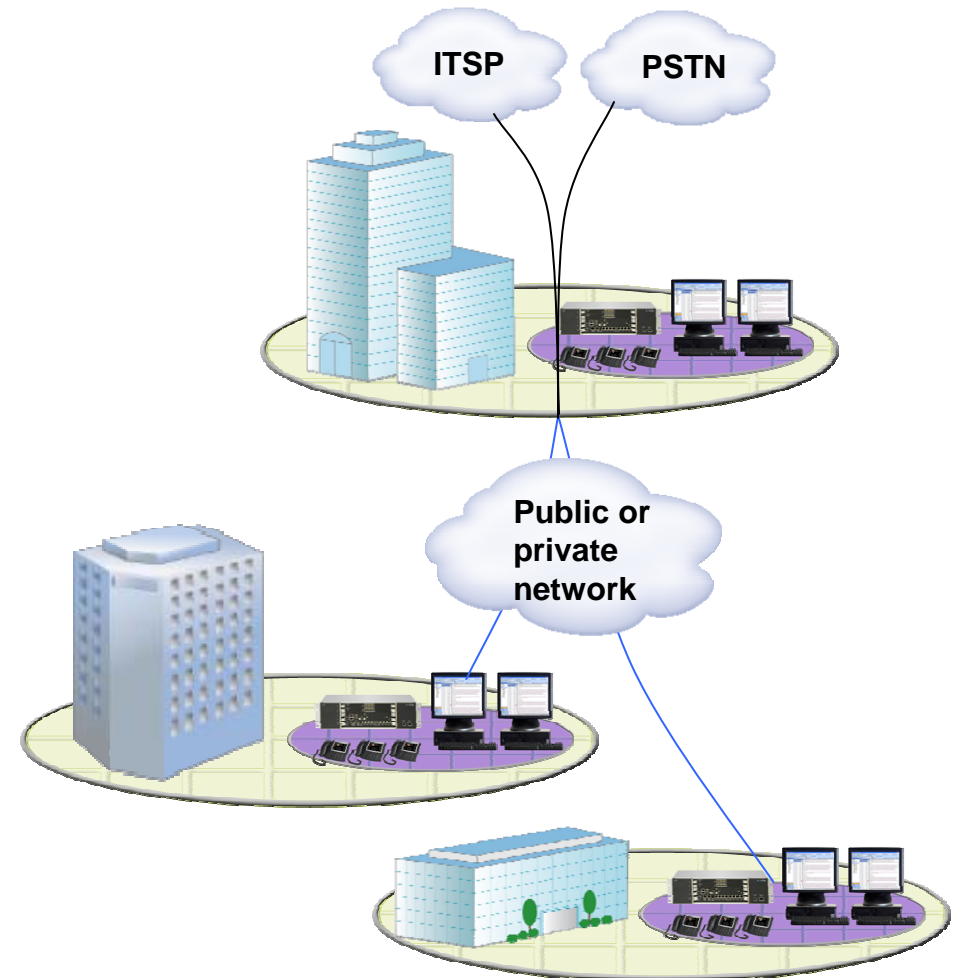
Case Study

- ## Customer Profile
  - In-building technology provider for numerous tenants in downtown Manhattan

- ## Business Need
  - Flexible platform for advanced services
  - Overlay services on legacy PBXs
  - Offer T1 replacement services

- ## Outcome
  - Unified customer offering on single network – driving new sales
  - Adding new UC features on customer's legacy PBXs – retaining existing customers
  - Expanded service offering to other areas of the state

Summary

End Users

- Assess the financial impact of SIP trunking
- Discuss options for fault tolerance
- Understand the demarcation point and what equipment is provided by carrier

VARs and Integrators

- Understand vendor's interoperability requirements with key carriers
- Train technical staff on Session Border Controller – configuration and troubleshooting

A global company that develops and markets products for open and unified communication networks

- World Headquarters in Toronto, Ontario
- Publicly Listed on the Toronto Stock Exchange - Symbol AAH.TO
    - 3,000+ employees
    - 300,000 customers in 80 countries
    - 13 million+ lines installed
    - Presence in 17 countries
    - North American HQ in Frisco, Texas

Aastra A700: 50-1000 User SIP PBX and UC Platform

Visit Aastra at booth 417