

# BroadCloud® – SIP Trunking

SIP Trunking from BroadCloud is a cloud-based service that enables service providers to offer enhanced services to Enterprise customers who may have existing investments in key systems, TDM PBX and IP-PBX, or any combination thereof.

The BroadCloud SIP Trunking solution provides more than just simple connectivity, offering a cloud-based service that includes enhanced Unified Communications (UC) services. This can include conferencing, video collaboration, instant messaging and presence, web collaboration and more.



## SIP Trunking Overview

SIP Trunking is a converged voice and data solution offered over an existing broadband or other access connection.

The BroadCloud SIP Trunking solution delivers SIPConnect compliant SIP trunks from the BroadSoft cloud, offering enhanced services over any IP access link including T1/E1, DSL and Ethernet.

The solution leverages SIP Gateway and/or eSBC at customer locations to offer combined security, voice and access.

The BroadSoft managed cloud infrastructure, BroadCloud, is highly redundant and scalable, and enables a faster time-to-market with enhanced features that service providers need to stay competitive.

In addition to supporting standard PBX class features, SIP Trunking opens new revenue possibilities through a centralized phone system for businesses with dispersed locations, single number reach for national businesses, Follow-Me services and advanced UC features.

## Benefits to Service Providers

The BroadCloud SIP Trunking solution offers a number of next generation services that provides service providers with attractive new revenue generating opportunities and rapid time-to-market.

### Key Benefits

1. **Assured Interoperability** – BroadCloud supports pre-tested, pre-certified CPE equipment for assured interoperability.
2. **Business Continuity** – Single number reach and alternate number configuration ensures minimal to no voice call interruption.
3. **Superior Voice Quality** – Service Assurance tools integrated with SIP Trunking enable providers to monitor, analyze and address voice quality issues, in order to deliver a superior service.
4. **New Product Offers** – The BroadCloud architecture is designed to offer flexibility to service providers to define new products to meet their specific market needs.
5. **Expand Addressable Market** – With Unified Communications and Collaboration features, service providers can unlock new markets and/or expand addressable market.
6. **Time to Market** – Cloud-based SIP Trunking as a Service (STaaS) business model provides a rapid time to market and the ability to address competitive market pressures.

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## Benefits to End Customers

SIP Trunking is designed to handle multiple scenarios that meet customer needs, through various deployment models. Advantages to end customers include:

1. **Simplify Communication Infrastructure** – Eliminates the need to buy, deploy and operate separate networks for voice and data.
2. **Reduce Communication Costs** – Flexibility and integrated features offered through SIP Trunking reduce cost of multiple services.
3. **Scalability and Expansion** – Expand and add users when needed, thereby reducing overall cost of operation.
4. **Elevated QoE** – On-premise SIP Gateways and/or eSBC assures greater quality of experience (QoE) and satisfaction through priority based handling of voice and data traffic.
5. **Reachability** – Seamless availability across multiple devices ensures reachability at all times.

## SIP Trunking Features

<b>Next Generation SIP Trunking</b>	<ul style="list-style-type: none"> <li>• Trunk sharing between enterprise sites for capacity management and business continuity (Multi-location businesses)</li> <li>• “Gracefully” exceeds a trunk group’s pre-defined capacity till maximum bandwidth limit (Bursting)</li> <li>• Multimedia support for HD voice and video</li> <li>• Re-routing and call forwarding to ensure call handling availability across multiple devices</li> </ul>
<b>Unified Communications &amp; Collaboration</b>	<ul style="list-style-type: none"> <li>• Voice and video conferencing</li> <li>• Instant Messaging and Presence</li> <li>• Auto-attendant</li> <li>• Enterprise call distribution with cloud-based Hunt Groups, Call Queues and Call Centers</li> <li>• Support for remote office and SOHO locations</li> </ul>
<b>Mobile UC</b>	<ul style="list-style-type: none"> <li>• Seamless feature support across smartphones, tablets, PC/MAC</li> <li>• Single number to reach a business or individual users</li> <li>• Single voicemail box</li> </ul>

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