

BroadWorks SIP Trunking

With the emergence of low-cost broadband and VoIP-enabled data networks, SIP trunking is rapidly becoming the standard for interconnecting business premises phone systems to the public switched telephone network (PSTN).

The BroadWorks® SIP trunking solution enables telecommunications service providers to deliver cost-effective, feature-rich SIP trunks to businesses while enhancing the PSTN voice calling experience.

In addition, service providers can differentiate their SIP trunking service by offering enhanced business continuity capabilities, network assessment and monitoring, and through the bundling of high-value services such as Unified Communications (UC), Video/Telepresence, Fixed-Mobile Integration and Managed Telecommuter. BroadWorks SIP trunking provides the framework necessary to build customer loyalty and increased revenue.

BroadWorks SIP Trunking Overview

SIP trunking is built upon BroadSoft's award-winning BroadWorks SIP application server platform and can be tailored to meet the specific needs of both small to medium businesses (SMBs) and mid-large enterprises.

A transport-neutral solution that operates in both IP Multimedia System (IMS) and pre-IMS architectures, BroadWorks SIP trunking can deliver SIPconnect compliant SIP trunks and enhanced services over any IP access, including T1/E1, DSL, and Ethernet.

Legacy key telephony systems (KTS) and TDM PBXs are supported through the use of a premises-based integrated access device (IAD) that converts VoIP/SIP to a TDM interface such as analog lines or ISDN.

Service Provider Benefits

Not all SIP trunking network equipment providers are alike. The BroadWorks SIP trunking solution provides our service provider customers with a profitable SIP trunking service offer with rapid time-to-market.

Key differentiators include -

- **Extensive Customer Deployments** – With over 100 BroadWorks SIP trunking solutions deployed worldwide, covering IMS and non-IMS in the cable, wireline and wireless markets, BroadSoft® is able to offer our customers superior technical and business knowledge in planning and deploying SIP Trunking.
- **Sophisticated SIP Trunk Features** – BroadSoft's SIP trunk implementation offers a number of innovative features, including:
 - **Large enterprise support** – Redundant trunk groups with load sharing and failover; multi-site support with Voice VPNs
 - **Bursting** – “Gracefully” exceeds a trunk group's pre-defined capacity, allowing a site to handle additional calls if there is available bandwidth.
 - **Multimedia SIP trunks** – Support for PSTN voice, high-definition (HD) voice, video, and ISDN data.
 - **ISDN calling features** – Support ISDN “replacement” with advanced features such as Advice of Charge (AoC).
 - **Extensibility** – With the BroadSoft Xtended Web Services Interface, sophisticated new features such as Customer Relationship Management (CRM) can be integrated with a SIP trunk.
- **Interoperability** – BroadSoft realizes SIP interoperability testing is one of the biggest impediments to a carrier's success. As a result, BroadSoft performs extensive in interoperability testing with IMS cores, Class 4 soft switches, SBCs, and IP PBXs so service providers do not need to.
- **Revenue Generating Enhanced Services** – Enhance your SIP trunking offering with higher-margin enterprise services delivered to PBX users through a Communication-as-a-Service (CaaS) model -

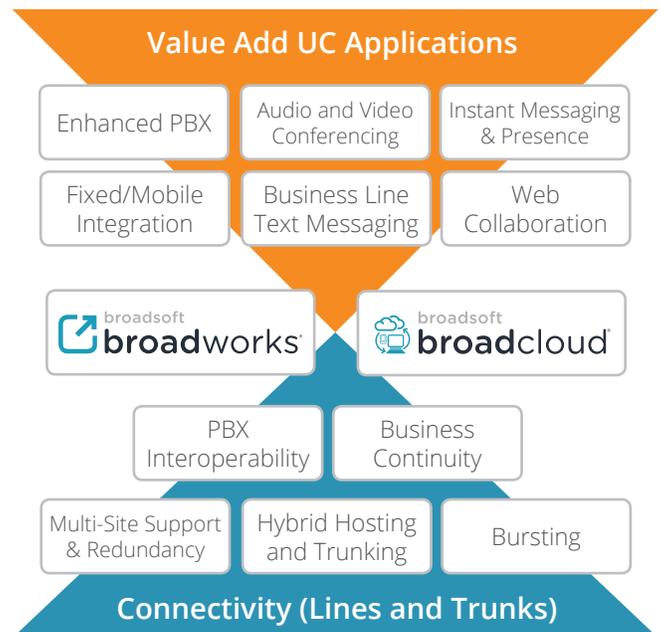
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- **Unified Communications** – Integrate hosted email, instant messaging and unified messaging with SIP trunk telephony.
- **Video/Telepresence** – Integrate video and telepresence terminals with the enterprise PBX.
- **Fixed-Mobile Integration** – Deliver a single number experience, allowing a PBX phone, mobile phone, and PC soft phone to share the same number and single voicemail box.
- **Managed Telecommuter** – An IP phone or video terminal resides at the home office and shares the same number as the worker’s office phone.
- **Business Continuity** – Significant business can be lost if voice calling is interrupted by natural disasters or unforeseen service failures. BroadWorks provides sophisticated business continuity capabilities allowing the service provider to tailor a business continuity offering to support a customer’s objectives, including -
 - **Automatic call rerouting** – Never miss an important call; automatically reroute calls to an alternative PBX location or mobile number when connectivity to the PBX is lost.
 - **Remote Office** – Using soft phones, desktop clients, and click-to-dial, workers can place calls from their office phone number while working remotely.
 - **Load-sharing** - “Load-share” call traffic across alternate/redundant routes based on five policies; Ordered (round robin), Most Idle, Least Idle, Weighted and Overflow (first available).
 - **Stateful Trunk Failover** – automatically determine the “availability” of a trunk, removing “unavailable” trunks from the route list, reducing call completion times.
- **Hosted Communications “Ready”** – Since the BroadWorks SIP trunking solution and BroadWorks Hosted PBX share the same platform and feature set, service providers can more easily and cost-effectively expand their addressable market by offering Hosted PBX/IP Centrex services in conjunction with SIP trunking.

- **Unified Communications “Ready”** – Building on the capability to offer Hosted PBX/IP Centrex, BroadSoft’s SIP trunking solution can be coupled with BroadSoft’s BroadCloud™ and BroadTouch™ portfolios to offer a full suite of unified communications capabilities including Audio/Video Conferencing, Web Collaboration and IM&P - further expanding the service provider’s addressable market.

Summary

BroadWorks SIP trunking delivers a more easily deployable and economical path for service providers to move enterprise customers to a VoIP infrastructure. Contact BroadSoft today to learn more about SIP trunking for your network.



BroadSoft Application-Oriented Software Platform

For more information, visit us online at www.broadsoft.com or call 1.301.977.9440