Thanks for joining!
Today’s program will begin promptly at 11 AM EST.

Note: The audio portion of today’s webinar Requires a Windows-based PC with audio capabilities and either speakers or a headset.

Things to Consider When Migrating to SIP Trunking
Today’s Speakers

Dani Kiryati
Marketing Manager
AudioCodes

Diane Myers
Directing Analyst, VoIP & IMS
Infonetics Research

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Agenda

• SIP Trunking and E-SBC market trends
• SIP Trunking deployment considerations
• Roles and features of E-SBC
• Case studies
Migrating to SIP Trunking
Market Background and Trends
Introduction by

Diane Myers
Directing Analyst, VoIP and IMS
Infonetics Research
How are businesses connecting voice today?

SIP trunking: next generation connectivity

**OLD MODEL**
- Dedicated voice circuits/trunk lines (T1s, PRIs)
- High reliability, port-based

**NEW MODEL**
- SIP supported by most service providers and equipment vendors
- SIP trunk: logical voice circuit
- Broadband connections, data networks
How SIP trunks are delivered

Over-the-top

- Separate SIP trunk and data providers
- “Bring your own bandwidth”
- Shop around for the best offering
- SIP traffic is at the mercy of data provider

Bundled offering

- Single provider for SIP trunk and physical network connectivity
- Option for end-to-end QoS for SIP traffic
- Clear demarcation of SIP trunk at CPE
Why SIP trunking now?

Percent of enterprises rating “primary reason” for adopting SIP trunking

- Flexibility
- Easier management
- Upgrading infrastructure
- Lower communication services costs
- Support new UC applications

58% 60% 62% 64% 66% 68% 70% 72% 74%


2010 PBX System Shipments

- IP PBX: 73%
- TDM PBX: 27%

How SIP trunking achieves cost savings

- **Centralization**
  - Centralizing services at a few POPs gives economies of scale

- **Consolidation**
  - SIP trunks utilize the data network
  - Fewer physical ports needed
  - Centralized architectures require fewer devices

- **Simplification**
  - Capacity management: size the enterprise, not each site

- **Right-sizing**
  - With TDM trunking, circuits maybe be under-utilized most of the time
  - SIP trunking offers bursting, going over your allotted circuits during peak periods
SIP trunking expansion

- North America strong but early stages on worldwide basis: 62% of trunks in service
  - Broad set of available providers

Source: Infonetics Research, *VoIP and UC Services and Subscribers*, March 2011
Routers, multiservice gateways

SIP firewalls, VoIP security appliances

VoIP gateways

Standalone

IP PBX

SBC EQUIPMENT OPTIONS
Connecting to SIP trunks

SBCs address SIP trunking networking issues

- NAT (network address translation)
- Firewall traversal
- Interworking
- Transcoding

Source: Infonetics Research, *Enterprise SBCs*, April 2011
THANK YOU

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Things to Consider When Migrating to SIP Trunking

Dani Kiryati
Marketing Manager
AudioCodes
E-SBC – Critical Part of SIP Trunking

- Essential component of businesses migration to SIP Trunking services
  - Connecting TDM/IP PBX to SIP Trunks
  - IP-to-IP interoperability
  - Least cost routing to multiple service providers

- The E-SBC provides the enterprise
  - PSTN Connectivity
  - Interoperability
  - Survivability
  - Security
  - Quality assurance
PSTN Connectivity

Can your Enterprise SBC deal with both SIP Trunks and PSTN connections?

- WAN isolation and PSTN fallback
- TDM to VoIP evolution
- Legacy PBXs
- Local End Office
- Emergency calling

Connecting Networks
Security

- Call Admission Control (CAC)
- Encryption & Authentication
- Topology hiding
- Traffic separation
- Protection against threats

Connecting Networks
Interoperability

SIP interworking and normalization
Signaling plane mediation
Media plane mediation
Transcoding

This is supposed to work!

Connecting Networks
Successful migration to SIP Trunking is facilitated by E-SBC interoperability with leading players.

Interoperability – Tested, Certified, Field Proven

UC, IP-PBX & Contact Centers
- Alcatel-Lucent
- Avaya
- Microsoft
- Genesys

SoftSwitch & Application Servers
- Huawei
- Ericsson
- BroadSoft
- MetaSwitch
- NEC

SIP Trunking Service Providers
- Skype Connect
- BT
- Verizon
- AT&T
- Global Crossing

Connecting Networks
Scalability & Modularity – AudioCodes E-SBC Line

**Mediant 800 E-SBC**
- SMBs
- Up to 24 sessions
- Multi Service Business Gateway

**Mediant 1000 E-SBC**
- SMBs and SMEs
- Up to 150 sessions
- Multi Service Business Gateway

**Mediant 3000 E-SBC**
- Large Enterprises
- Up to 1000 sessions
- Hybrid SBC and PSTN

Connecting Networks
Alcatel-Lucent and AudioCodes Collaborate on Session Border Controllers for Mid-Sized Enterprises

AudioCodes' Mediant family of E-SBC is part of the Alcatel-Lucent Application Partner Program.
AudioCodes Mediant E-SBCs are supported for **SIP Trunking connectivity into Microsoft Lync Server 2010** and Office Communications Server 2007 R2.

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**AudioCodes Achieves Microsoft Qualification for SIP Trunking Interoperability with Verizon Business**

AudioCodes’ Mediant 3000 and Mediant 1000 Enterprise Session Border Controllers are the first products in the market to be certified with Microsoft Lync Server 2010 and Microsoft Office Communications Server 2007 R2 for secured SIP Trunking connectivity into Verizon Business.

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**AudioCodes Announces General Availability of PSTN Connectivity and Survivability Solutions for Microsoft Lync**

Leveraging the new AudioCodes Enhanced Gateways and Survivable Branch Appliances, Enterprise customers are able to transparently and securely connect the Microsoft Corp. environment with their existing telephony infrastructure and preferred service providers.
Case Study – Integrating OmniPCX and Microsoft Exchange

- Large financial institution in France
- Back-to-back user agent providing SIP mediation
- Handling 720 IP-to-IP sessions
- Message Waiting Indications (MWI)
Case Study - BT Global Services

**Solution for Onevoice SIP Trunking Service**
- BT Onevoice service is using AudioCodes’ Mediant 3000 E-SBC
- Providing SIP “normalization” capabilities
- Supporting an extensive list of narrowband and wide-band codecs

*Mark Summerson, General Manager, Unified Communications at BT Global Services*

“We have qualified AudioCodes as our preferred Gateway vendor as they allow us to offer a solid migration path for our business customers from their existing telephony systems to Microsoft Office Communications Server 2007 R2 and Lync Server 2010.”
Avaya

Mediant 1000 E-SBC AND Mediant 3000 E-SBC

certified for SIP Trunk connectivity with

Avaya Aura™ Communication Manager
Avaya Aura™ Session Manager
Avaya IP Office

First E-SBCs to pass the Avaya DevConnect certification without demerits
Case Study – Skype, Avaya and ROI Networks

Skype Network

Avaya Aura Communications Manager

Avaya SES

LAN

WAN

ROI Networks

AudioCodes Mediant 1000 MSBG With E-SBC features

Connecting Networks
Mediant Gateways are the only gateways participating in the Genesys SIP Select program

- PSTN Trunking support for Genesys SIP Server
- Upgradable to support SIP Trunking E-SBC applications
Case Study – Working Solutions

- Hosted Contact Center Service Provider
- Migration from TDM to SIP Trunking
- Work-from-Home agents only
- Transcoding

Results:
- Investment protection
- Reduced costs
- Improved flexibility
Interactive Intelligence

- Connecting between Interactive Intelligence Customer Interaction Center (CIC) and the PSTN
- SIP Mediation with E-SBC between CIC and SIP Trunking providers
- Interface to legacy devices
How do you handle users at home and in remote locations?
Survivability

- Standalone Survivability (SAS) for branch service continuity
  - Basic features to registered SIP Phones in case of WAN failure
  - Automatically learned dial plan
  - Advanced telephony features during emergency mode
More Than an E-SBC – Multi Service Business Gateway

MSBG as an integrated demarcation point

- Access
- Router
- LAN Switch
- VoIP Gateway
- IP-PBX (on OSN server)
- SIP Normalization
- E-SBC & Firewall
- Multiple Service providers
- PSTN fallback & Life Line

Connecting Networks
We appreciate your feedback!
Please complete the short survey
http://www.surveymonkey.com/s/2R9JY22
Questions

Q & A
More Information

• More information on SIP Trunking: www.audiocodes.com/sip-trunking

• Future live events and recordings of past events: www.audiocodes.com/webinars
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