SIPconnect: Interoperable SIP Trunks

SIPconnect Overview and Value Proposition

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The Problem

- **The Good**
  - IP communications enable rich enterprise applications
  - SIP clear winner for routing & negotiating communication sessions

- **The Bad**
  - Many, many features and options in SIP
  - Hard to provide feature-rich communication applications across vendors and providers

- **The Ugly**
  - Interconnect today between IP-enabled enterprise and IP service provider are ISDN trunks

SIP Trunks: Where, WHEN and How Much?  Copyright © 2008 SIP Forum
Why am I paying for a gateway?

Where are my SIP services?
The New Way for Interconnect: SIP Trunk

VoIP on enterprise premises

VoIP service provider

SIP Enterprises

SIP Endpoints

SIP Services

Network-resident IP/TDM gateway

PSTN

IP trunk

IP-PBX
Is SIP Sufficient for Interconnect?

- Theory versus reality
- Protocol issues: SIP is complete, and…
- Need more than just protocol: need an environment
What is SIPconnect?

- Reference architecture and compliance statement
- Self Certification
Looking Back

- **2005**
  - Industry group publishes the SIPconnect Interface Specification
- **2005**
  - SIPconnect Initiative moved into the SIP Forum
- **2006**
  - SIPconnect 1.0 reached Proposed Recommendation Status
  - Limited interoperability and installations
- **2007**
  - Broad PBX support + growing service provider support
  - Meaningful implementation “in the thousands of locations”
  - SIPconnect Compliant Program launched
- **2008**
  - SIPconnect 1.1 effort begun
SIPconnect 1.1 Participants Include
(Bold: SIPconnect 1.0 Compliant®)

- AT&T
- Cbeyond
- GlobalCrossing
- McLeod USA
- XO
- Acme Packet
- Avaya
- Bandwidth.com
- Broadsoft
- Cisco
- CableLabs
- Columbia University
- Covergence
- Digium
- Encore Software
- Huawei
- Ingate Systems
- Microsoft
- Neustar
- Nokia Siemens Networks
- Nortel
- Panasonic
- Pbxnsip
- Polycom
- Radvision
- Samsung
- Siemens Enterprise
- Sonus Networks
- Tekelec
- Voxeo
SIPconnect Value Proposition for Enterprises

- Improve productivity
  - Extends SIP services beyond local campus
  - Extends unified communications applications

- Reduce interconnect TCO
  - No ISDN gateways to buy and maintain
  - Faster implementation time
    - Premises equipment and service provider “just work”
    - Significantly reduced acceptance testing effort
  - More vendor choice from enhanced interoperability

- Better compliance
  - Clear, interoperable authentication and security models and procedures
SIPconnect Value Proposition for Service Providers

- Reduce enterprise deployment and purchasing barriers
- Improved QoS and security, both inward to network and outward to enterprise
- Offer high-end communications services
- Improved network TCO: interop, features, vendor choice, management environment, etc.
- Be a player in the SIPconnect ecosystem
- Competitive edge for the service provider
SIPconnect Value Proposition for Equipment Manufacturers

- Reduce enterprise & carrier deployment and purchasing barriers
- Increase reach of partner ecosystem
- Competitive edge for the manufacturer
SIPconnect Value Proposition for Systems Integrators, VARs, and Channel

- Reduces risk of deployment execution
  - QoS addressed
  - Security addressed
  - Provisioning addressed
  - Clear model for moving functions between enterprise and service provider

- Reduces vendor selection, testing, integration costs

- Enterprises will be demanding SIPconnect certified equipment and services

- Lower cost + more sales = Competitive Advantage for channel
Your Success

- SIPconnect Certification important to entire value chain

- Consumers
  - Enterprise & Service Provider
  - Demand SIPconnect certification from your vendors

- Producers
  - Service Providers & Manufacturers
  - Provide SIPconnect compliant and certified products and services to your customers
Thank You!

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