

Managed SIP Trunking

Service Provider

Q. What is a managed Session Initiation Protocol (SIP) trunking service?

A. With a managed SIP trunking service, a service provider extends a converged voice and data circuit to the customer premises and using SIP signaling to interconnect with the customer's onsite IP PBX. The service can offer managed dial plans (comprising of local, long-distance, and inter-office on-net dialing), QoS SLAs, and advanced SIP-based services such as mobility and presence.

Q. What is the Cisco® solution for a managed SIP trunking service?

A. It is an opportunity for service providers to accelerate IP convergence by offering an IP "upgrade" to the traditional TDM-based access circuits currently deployed at their customer sites. As a managed service, the Cisco solution takes an industry standards-based IP approach to quickly and reliably connect the Smart Business Communications System, the Cisco Unified Communications Manager Express, and the Cisco Unified Communications Manager to service provider networks over a converged access connection.

Q. Why is a SIP trunk better for a business than a TDM trunk?

A. Business communications are evolving to incorporate rich media, other communication vehicles such as video and IM, and business applications and processes. SIP trunks provide the necessary convergence (and consequently the integration possibilities) of voice and data that is not possible with a TDM trunk, and with the application extensibility and flexibility afforded by SIP, service providers can incorporate additional network-based services such as presence and mobility solutions as needed. SIP signaling also affords service providers the opportunity to leverage a unified network architecture without having to support multiple access and CPE types.

Q. What is the revenue opportunity for service providers offering the managed SIP trunking service?

A. The revenue opportunity is significant, because a converged access connection between the customer premises and a managed-service provider's network is critical to a business customer when it comes to:

- Ensuring high-quality voice communications
- IP access anytime and anywhere
 - Between geographically distributed offices
 - To productivity applications (such as collaboration and messaging services) and other corporate resources regardless of location
- Secure connections between offices

These priorities represent additional service revenue opportunities in the form of advanced dial-plan management; SLA-based access; network-based collaboration, conferencing, and messaging services; WAN optimization and application-acceleration services; and managed security services. In addition, for service providers who choose to work with a Cisco VAR or

partner who is equipped to offer LAN management services, the revenue opportunities have the potential to expand from a combined sales effort that increases the service provider's "sales force" and reach.

- Q. What is the cost savings opportunity for service providers offering the managed SIP trunking service?**
- A. Many PBXs (TDM-based, hybrid, or IP PBXs) are still connecting to the PSTN using TDM circuits (PRIs). This isolation of voice from data severely limits the potential of integrated voice and data services and their associated revenue streams and incurs additional installation, support, and maintenance costs for the service provider due to TDM-based hardware in the network and on the customer premises. The Cisco solution for a managed SIP trunking service removes the need for TDM-based hardware when connecting CPE to the network and offers tools preconfigured with signaling templates to reduce installation, configuration, and activation times for the Smart Business Communications System and Cisco Unified Communications Manager Express.
- Q. How does Cisco help a service provider deliver the Cisco solution for a managed SIP trunking service?**
- A. Cisco's qualification of a service provider enables the provider to offer the Cisco installation, configuration, and activation tools for the Smart Business Communications System and Cisco Unified Communications Manager Express preconfigured with the provider's specific SIP trunking signaling specifications to resolve the interoperability challenges typically encountered when connecting CPE to the network using SIP.
- Q. How can a service provider learn more about the Cisco solution for a managed SIP trunking service?**
- A. Service providers can explore the other resources on this Website and contact their local Cisco representative.



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