

# SIP Trunking

As businesses move away from traditional TDM-based phone systems to an all-IP environment, they will need to embrace SIP trunking as the standard for voice and multimedia communications. This need will only intensify as older phone systems reach end-of-life and require replacement.

Metaswitch's SIP trunking solution enables service providers to deliver a high value solution to the business communications marketplace.

- » The **solution is reliable and secure**. No headaches. No stress.
- » To **increase ARPU and differentiate yourself** in market you need a wide range of additional services to layer on top of the voice offering.
- » Launching business services is complex, but we have the full suite of services and tools you need to **streamline your launch and ensure success**.

The Metaswitch SIP trunking can be sold to the full range of customers, from SMBs through large enterprises. It's a perfect complement to an IP-WAN offer such as MPLS, VPLS or SD-WAN, as intra-site communications can traverse the internal corporate network and off-net communications are aggregated.

## Grow Revenue with Additional Services

As SIP trunking becomes more mainstream, your offer needs to expand to include capabilities beyond just basic voice transport. Metaswitch provides you with the capabilities to make your offer appealing to customers and competitive in the business market.

## Add Value

The flexibility of the Metaswitch MTAS platform allows you to offer overlay capabilities on top of your SIP trunking offer. This enables you to differentiate your offer, reap additional revenue and provide powerful capabilities to your customers. Some overlay services include:

- **Auto Attendant:** efficiently route calls made to your main business number.
- **Contact Center:** powerful tools to manage a contact center environment.
- **Call Recording:** SIPREC support provides interop with a full range of on-prem and cloud-based solutions.
- **Collaboration / Meetings:** online collaboration to ensure productivity for your business customers.

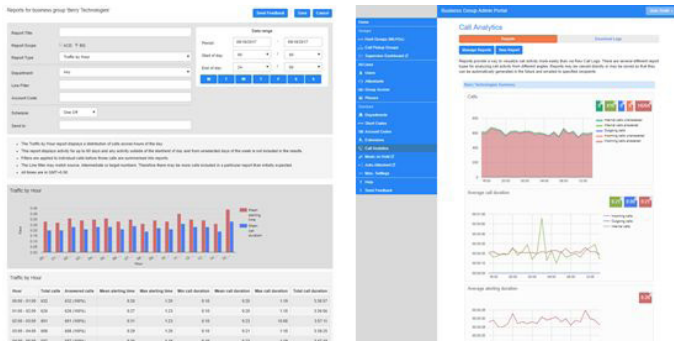
## Flexibility

- **Multi-site Connectivity:** private dial plan shared between individual HPBX / UC lines and PBX DIDs within the same enterprise.
- **Home /remote Office:** configure a remote location using the corporate DID, allowing an end user in the remote location to make and receive calls as if they were in the office and to switch to their mobile device if they leave the office.

- **Mobility and Unified Communications:** enable a single number service using the corporate DID and capabilities such as instant messaging and video in soft clients for mobile devices and PCs.

## Migrate to Hosted UC

- **Deploy New Services Quickly:** allows you to execute strategic pivots with ease. Essential in the rapidly changing UC market.
- **Business Group Call Analytics:** you can provide genuine insight to your business cases by presenting analytics information on their service usage back to them.



Business group call analytics

## Architecture

Metaswitch’s SIP trunking solution is built on our award-winning MetaSphere Multiservice Telephony Application Server (MTAS). The MTAS provides a carrier-grade platform for a variety of solutions including legacy trunking solutions and hosted telephony.

Add the Perimeta Session Border Control (SBC) to your SIP trunking solution to provide the security you need to protect both your network and your customers. This architecture enables you to have a common platform for business-grade solutions— analog lines, PRI, SIP trunks and Hosted Unified Communications. So you can support both TDM and SIP trunking customers from the same platform. IMS and NGN architectures fully supported.

## Business Continuity

Stay operational in disaster recovery scenarios.

- **Geographic Redundancy:** the core solution can be deployed in GR mode, ensuring continuity of service even if your data center goes down.
- **Automatic failover:** routing to another number if the connection is lost can be done at the level of the trunk group or an individual DID.

We also offer operators the ability to let enterprises ‘burst’ above their allocated call limits and then you can charge a premium for this service.

## Interoperability

A challenge to any SIP trunking solution is the ability to support a variety of customer configurations. Metaswitch conducts extensive testing with leading IP-PBX vendors, SIP mediation devices and UC providers such as Microsoft Teams®, ensuring interoperability and feature compatibility. In addition to being SIP Connect compliant, Metaswitch maintains a library of certified IP-PBXs in registering and static modes, with configuration guides, saving you time in provisioning and installation.

In addition to up-front testing, you need to be able to react to new interoperability issues that occur in the field - e.g. due to firmware upgrades. The Perimeta Message Manipulation Framework (MMF) has been designed to fix up these issues in real-time, reducing the impact on your customers.

## Security

Moving to SIP Trunking from TDM increases the profile of attacks that can impact your service. These could be brute force attempts to crack passwords and get login details. Once the attacker has accessed the system they will attempt to defraud you, often by calling out to international numbers and leaving you with the charges.

We take a holistic approach to security, ensuring your network is fully designed to handle these issues. Our best-in-breed SBCs provide market-leading security on the control plane. And we work with the best partners in the industry to ensure fraud is detected and prevented as quickly as possible.

## Deployment

Metaswitch's MarketVisions marketing support program can provide you with tools to assist you in your product launch. MarketVisions offers brandable collateral, user guides, videos and web content, as well as recommendations on how to price and package your offer. Metaswitch also provides a wide range of technical expertise to help you deploy your service.

- **Reference Architecture:** Drawing on our experience from over 600 customer deployments, we can provide a best practice reference architecture, providing you with combinations that are proven to work.
- **Virtualization:** Metaswitch is a virtualization leader, and we will help you realize significant Capex and Opex savings when deploying our solution in a virtualized environment.
- **Migration services:** Metaswitch provides the tools and the experience to ensure a smooth migration of customers onto our platform.

## Provisioning & Fulfilment

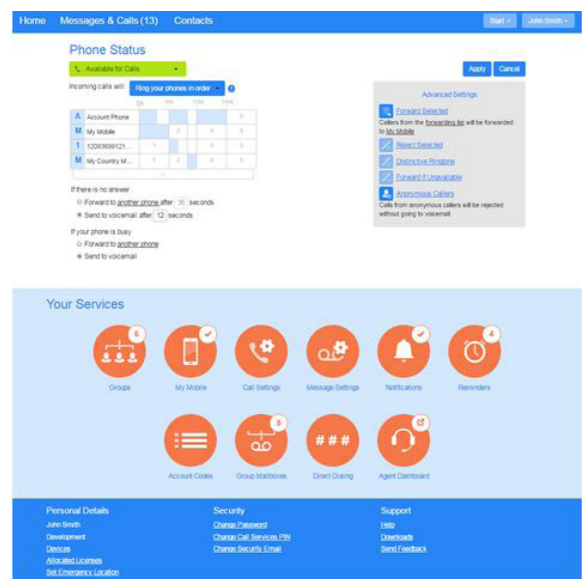
Metaswitch also recognizes the necessity in having efficient provisioning & fulfillment procedures to keep your costs low and margins high.

- **OSS / BSS Integration Expertise:** we will help you integrate our products into your existing systems.
- **Templates:** Our configuration is stored in template format to make it cookie-cutter to turn up a new subscriber.
- **Single Push Provisioning:** we provide an integrated management portal to avoid swivel-chair management of multiple systems.

## Management

Our intuitive self-management tools let the customer take charge, and reduce the burden on your support organization

- **Business Group Admin Portal:** a convenient web portal enables company administrators to manage their trunk groups and DIDs.
- **CommPortal:** end-user portal for managing calls, messages and faxes, as well as for configuring unified messaging.



*CommPortal - end-user self-care portal*

## Operations

MetaView Service Assurance Server (SAS) provides an easy-to-use tool for monitoring performance across your network. SAS monitors every call and provides you with rich diagnostics, allowing you to more effectively manage issues as they arise e.g. diagnosing interop issues after a PBX firmware upgrade.

## Summary

Metaswitch provides a powerful, highly scalable, feature-rich platform to deliver SIP trunking services to your customers. Hundreds of service providers are now successfully deploying SIP trunking to millions of users.