



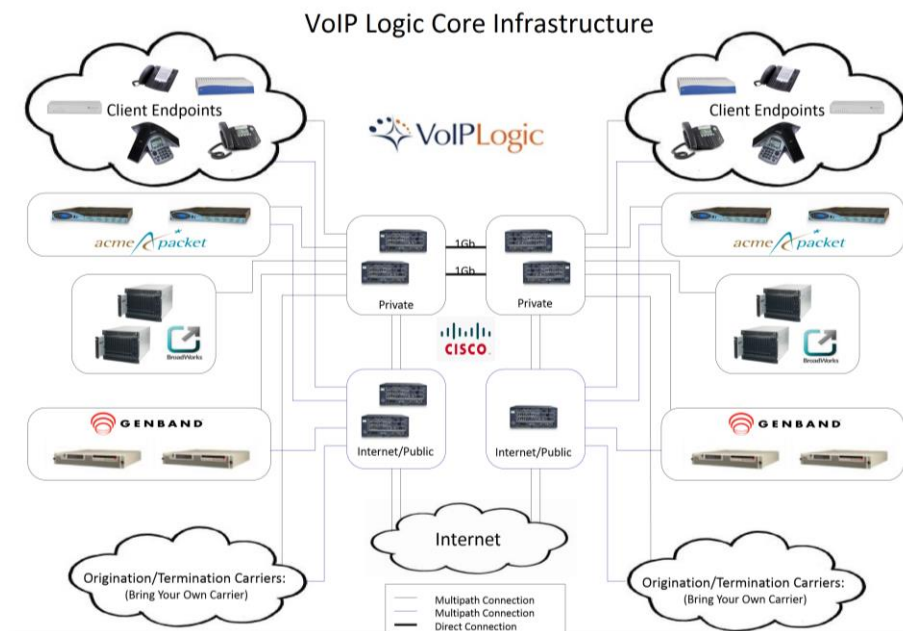
VoIP Logic
Platform
Feature
SIP Trunking



VoIP Logic Platform: Feature SIP Trunking

Feature SIP Trunking is the most versatile and effective of the SIP Trunking platform options for VoIP Logic's Service Providers Partners (SPPs) who sell to enterprise customers that still utilize premise-based telephony equipment. Feature SIP Trunking is a great way to deliver the benefits of the core platform's flexibility, resiliency, redundancy and cost savings, while also taking advantage of the ability to utilize Hosted PBX features in enhanced or hybrid Hosted PBX/SIP Trunking configurations for a Service Provider's customers with functional IP-PBXs, legacy PBXs* or Key Systems*.

Figure 1: VoIP Logic core Infrastructure visualization

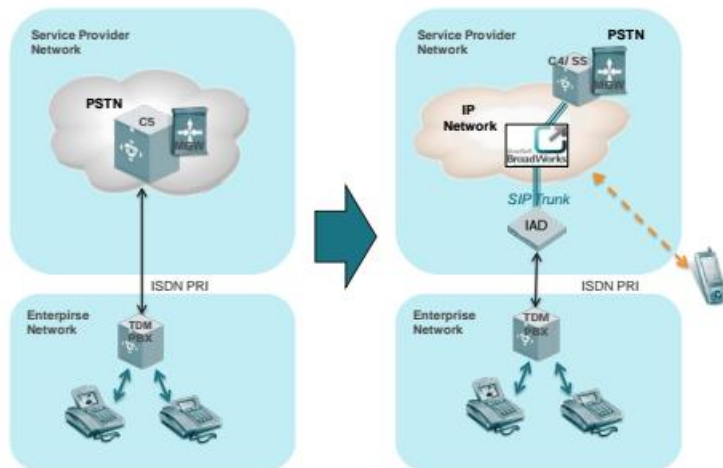


In general, Service Providers find that their customers can take advantage of the efficiencies of VoIP by eliminating their disparate network elements. This can be accomplished by merging expensive voice lines, PRI's and separate Data/Internet Access circuits, obtaining enhanced user service control and taking advantage of improved business continuity – while still using an existing PBX or Key System, all from one Converged Access platform.

*These legacy systems might require an Integrated Access device (IAD) or a Session Border Controller (SBC) to facilitate protocol and/or data conversions.

Using Feature SIP Trunking provides SPPs with the opportunity to increase revenue by offering VoIP services to all prospects and customers, whether they are interested in a more resilient, flexible SIP Trunking environment, wish to integrate their SIP Trunking platform into a hybrid SIP Trunking/Hosted PBX services or they are in a transition to Hosted PBX services.

Figure 2: Legacy to Converged VoIP Platform Transition, using IAD illustration



VoIP Logic's Feature SIP Trunking platform provides the ultimate in resiliency and redundancy across all our VoIP offerings by providing complete technological and geographic failover support at both the feature and platform level. All of VoIP Logic's SIP Trunking offerings reside on our state-of-the-art VoIP Platform, complete with technology and geographic failover support, but Feature SIP Trunking provides an additional layer of flexibility and disaster recovery through its Hosted collaboration, mobility, forwarding, overflow and queuing feature sets.

VoIP Logic SIP Trunking service is widely compliant and certified to work with a wide range of IP-PBX's from vendors including (but not limited to) Avaya, Alcatel-Lucent, Cisco, Microsoft, Mitel, Samsung and Siemens IP-PBX, along with IADs, Routers and SBCs from vendors such as Adtran, Edgewater Networks and AudioCodes. Please review the most current InterOp list at the VoIP Logic Service Provider's Portal.

Figure 3: Example of a Certified IAD – Adtran TA-900 Series

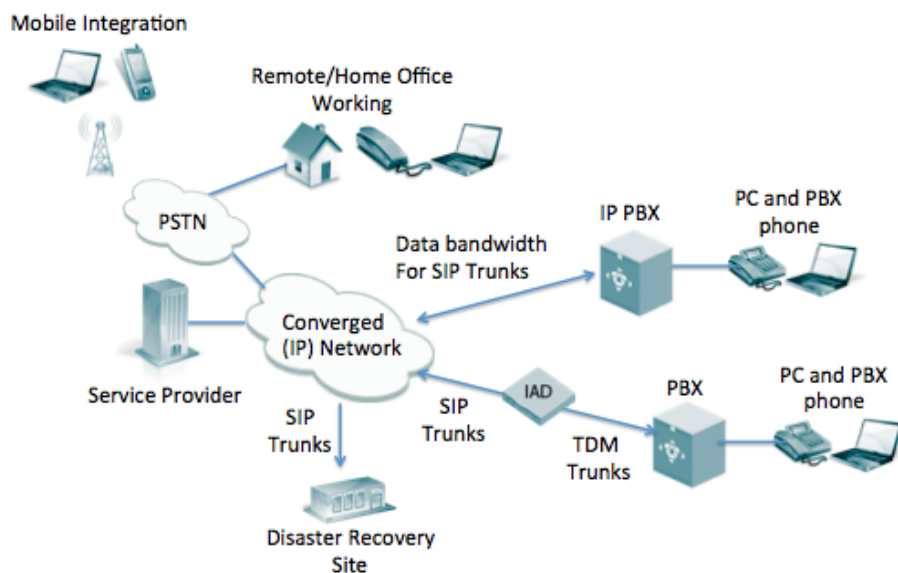


Benefits of VoIP Logic Broadworks Feature SIP Trunking:

Feature SIP Trunking provides the most advanced and versatile support for SIP Trunking available by utilizing the BroadWorks SIP Trunking functionality on VoIP Logic's core platform:

- Single network serving your TDM and IP-PBX, along with Key System needs, without the need for expensive T-1 PRI's or analog phones lines.
 - Reduces monthly line expense
 - Minimal initial investment
 - Reduces administrative expense
- Leverages existing investment in legacy PBX and Key Systems
- Adds functionality while maintaining current user environment for easy implementation.
- Intuitive and easy to implement
- Disaster recovery solutions to redirect incoming calls to destination of customer's choice as needed.
- Real time 'Out of Service' porting between sites via a customer accessible Portal supports the most dynamic business environments.
- Complete support for SIP Trunking to Device - Mobility provides the ultimate in resiliency and disaster recovery.
- Our optional easy to use Portal makes SIP Trunking management, queuing, mobility support and control, easy and efficient to operate across locations and groups for any customer administrator.
- Feature SIP Trunking bursting and multi-location queuing capabilities allows a customer to reduce the number of SIP Trunks needed, while still allowing for short term, high traffic Trunking increases, thus providing a cost effective and future proofed alternative for their PSTN/ISDN trunks, while giving them more flexibility, business continuity, and hosted application options.

Figure 4: Feature SIP Trunking Converged Network illustration.



When it is most useful:

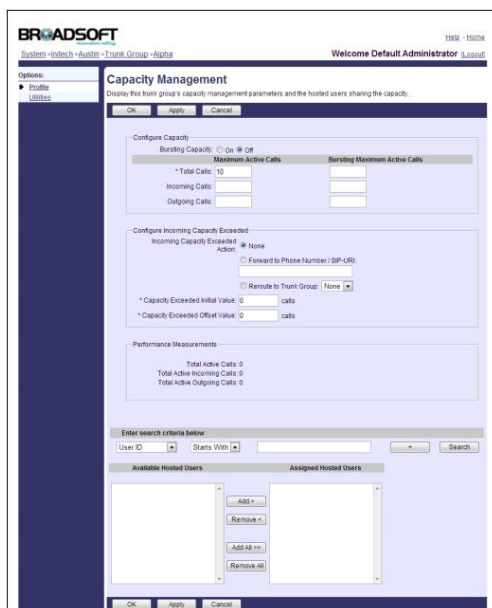
Feature Hosted Feature SIP Trunking is preferred in multi-location PBX or PBX/Hosted PBX hybrid implementations. It is also useful when a customer requires the highest levels of resiliency and availability.

Who benefits from Feature SIP Trunking?

Feature SIP Trunking is suitable for SPP's to provide for any business currently using more than 3 voice channels to connect their Key System or PBX to our VoIP Platform. Here are some typical examples of how SIP Trunking is helping our Service Provider's customers:

- Companies with single or multiple sites looking to reduce their communication costs.
- Companies needing a disaster recovery solution to cope with any natural disaster, such as fire or flood damage, or man-made such as network failures.
- Companies with a mobile workforce with a need to improve communications and control mobile call costs
- Companies with a traditional PBX who need advanced applications such as mobility, unified communications and collaboration, while still utilizing their PBX for their corporate locations.
- Companies looking to change locations, but would like to keep their local area numbers without paying for expensive call forwarding or reinstallation services.
- Companies with seasonal requirements- where bursting and queuing capabilities provide additional support not available in PRI or PTSN Trunking or analog line connectivity.

Figure 5: Broadworks Capacity Management Administration example



How will my customers benefit from Feature SIP Trunking?

- Consolidate all their voice, video, and data traffic over one converged network.
- Benefit from free internal calls between employees wherever they are located.
- Buy only the exact amount of trunks for their requirements (SIP trunks can be purchased in increments of one) and take advantage of Feature SIP Trunking Bursting capacity for those peak times when a little more capacity is needed.
- Centrally manage and aggregate trunks to increase trunk utilization and reduce total trunks required.
- No expensive call-forwarding or reinstallation costs are required should they relocate or need to divert calls to other numbers in the event of a disaster.
- Simplified administration helps make it easier for the SPP to track their telephony usage, billing and manage calling capacity at a company-wide level.
- Improve business continuity and disaster recovery. Customers continue to receive calls no matter what happens with the ability to pre-configure automatic re-routing to any other number to keep their business connected. Number re-routing can be setup at the company level and end user level.

Work Anywhere

Customers can work anywhere, with the appearance that they are working from their desks. SIP Trunking Mobility options enable customers to use their mobile device as an extension to their business communications service. In event of an unforeseen or planned business communications service outage, incoming calls can easily be diverted to those mobile devices, using a variety of customer accessible portals and tools.

Evolve to Unified Communications

Unified Communications (UC) applications will help the SPP expedite projects and improve customer service for their customers by allowing SIP Trunking customers to take advantage of the Hosted features and services that provide rapid sharing of information and ideas between colleagues, customers, partners and suppliers. Applications include instant messaging and presence, voice and video calling, desktop sharing, conferencing and web collaboration. VoIP Logic has UC clients for desktops, laptops and smartphones to ensure their customers are easily contactable from practically whatever device they use and from wherever they need to work.

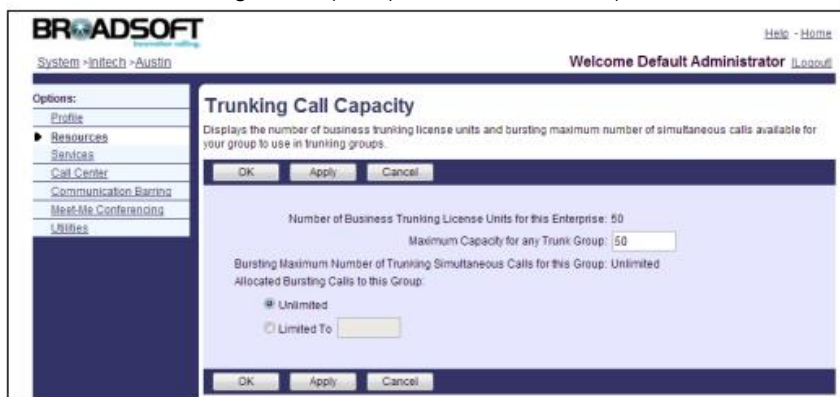
Dynamically Manage Capacity

- Choose numbers based on a customer's business needs rather than what numbers are available in their local office area. Retain the same numbers even if moving out of the local area so customers continue to get through to them.
- Easily scale their total trunk capacity up and down depending on their business needs.
- Utilize Feature SIP Trunking Bursting to take advantage of additional trunk capacity (without having to buy additional SIP Trunks) for those periods when normal call volumes are exceeded.
- Hybrid solutions are available so they can combine SIP Trunks with Hosted PBX/UC for extra flexibility and enhanced applications. Implement a common dial plan across their corporate locations of SIP Trunk connected PBXs and hosted UC/PBXs.
- Dynamically allocate unused network bandwidth for other applications.

Seamless Integration with Hosted PBX Features

Alongside SIP Trunking, SPP can provide a suite of value-added Hosted features and applications to future proof their customer's investment with functionality either missing or too costly to implement from their current PBX Interconnect. Hosted applications that can be utilized with Feature SIP Trunking offer include: auto attendant, call center, CRM integration, Queuing, Mobility, UC Client Software and Collaboration.

Figure 6: Broadworks Trunking Call Capacity Administration example



For more information on our various SIP Trunking options, please review additional detail at The VoIP Logic Solutions – SIP Trunking Website, along with more detailed information at the VoIP Logic Service Providers Portal. You can also contact your VoIP Logic Account Manager or complete the VoIP Logic contact request at: <http://voiplogic.com/about-us/contact-us/>.