



VoIP Logic
Platform:
Peering SIP
Trunking



VoIP Logic Platform: Peering SIP Trunking

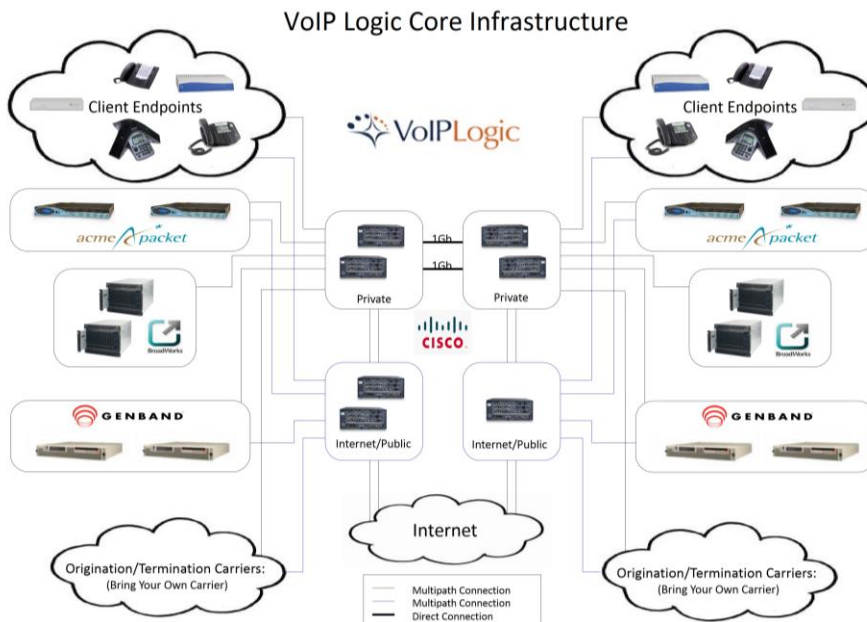
Peering SIP Trunking is a high demand service offering for VoIP Logic's Service Provider Partners (SPPs) who are selling to enterprise customers that still utilize premises based telephony equipment, but do not require the sophistication of our Feature SIP Trunking platform.

Peering SIP Trunking provides a cost effective way to receive the benefits of our core Platform-as-a-Service (PaaS) infrastructure's resiliency and redundancy for an SPP's customers who continue to use IP-PBXs, legacy PBXs* and Key Systems*. In general, Service Providers find that their customers can take advantage of the efficiencies of a VoIP converged network by eliminating their expensive voice lines, PRI's and separate Data/Internet Access circuits and taking advantage of improved business continuity, while still using their existing highly functional PBX or Key System.

Using VoIP Logic Peering SIP Trunking provides SPPs with the opportunity to increase revenue by providing VoIP services to many of their prospects and customers that were not able to utilize resiliency, efficiency and cost saving with their current premises based telephony. This can provide a new source of revenue that was not previously available to the SPP.

* These legacy system might require an Integrated Access Device (IAD) or an SBC for protocol conversion.

Figure 1: VoIP Logic core Infrastructure visualization



Key Benefits of Peering SIP Trunking:

- Ability to converge voice and data on a single network serving your customer's PBX or Key System voice needs, along with their Data needs, which can reduce monthly line expenses and operating costs.
- Reduces administrative expense.
- Presents as intuitive and easy to implement.
- Leverages existing investment in legacy PBX System and phones.
- Adds functionality while maintaining current user environment (Advanced Peering SIP Trunking).
- Includes a Disaster Recovery solution available to redirect incoming calls to the destination of customer's choice as needed (Advanced Peering SIP Trunking).

As discussed below, VoIP Logic's multiple option Peering SIP Trunking platform provides SPPs with a balance of cost, flexibility and redundancy. All of VoIP Logic's SIP Trunking offerings reside on our state-of-the-art VoIP PaaS complete with technology and geographic failover support.

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

Front View



Rear View

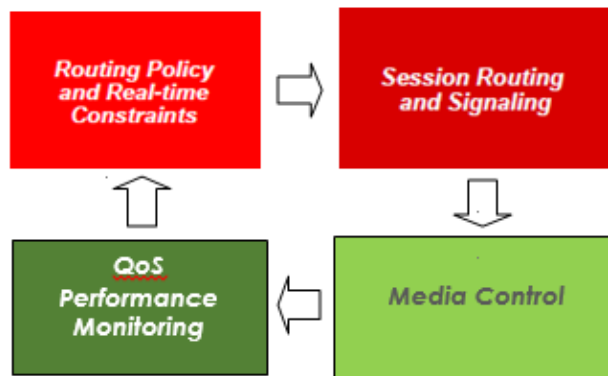


VoIP Logic Peering SIP Trunking Platform Specifics

Advanced Peering SIP Trunking:

Advanced Peering SIP Trunking provides a balance of cost with more advanced Acme Packet (Oracle Communications) Session Border Controller (SBC) routing capability for SIP Trunking on the core Platform. It can be established via IP to IP connectivity between the customer's premise and the core Platform.

Figure 3: Advanced Peering SIP Trunking Converged Network illustration

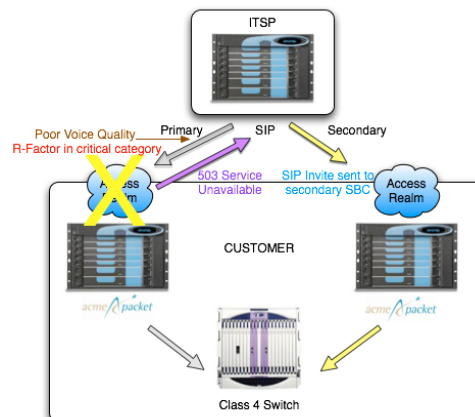


The Advanced Peering Routing Platform allows for manual or automated redirection of SIP voice traffic using Acme's sophisticated rerouting protocols by integrating QoS performance monitoring and routing policies with real-time controls. This is accomplished by integrating session signaling and media as source and destination for all signaling messages and media streams coming into and leaving VoIP Logic's core platform.

When it is most useful:

VoIP Logic Advanced Peering SIP Trunking is especially useful for single PBX locations that have require on-site redundancy and disaster recovery capabilities, but do not need the sophistication of multi-location or mobility support and Hosted functionality that Feature SIP Trunking provides.

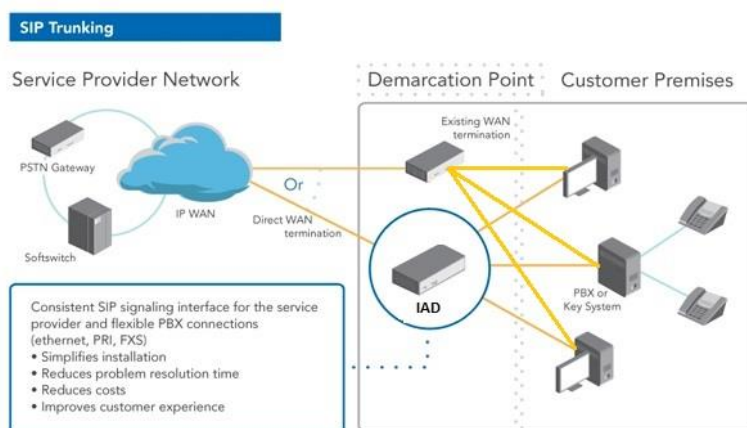
Figure 4: SIP Trunking Resiliency illustration



Standard Peering SIP Trunking:

Standard Peering SIP Trunking provides the most cost effective method of delivering SIP on VoIP Logic's PaaS. It can be easily established via a direct IP to IP connectivity between the customer premise and our core platform Genband SBC. SPPs using Standard Peering SIP Trunking for their customers have the assurances that all SIP Trunking traffic transits over VoIP Logic's resilient core infrastructure, even though they do not require the active customer level rerouting and monitoring capabilities in the Advanced Peering offering provides.

Figure 5: Standard SIP Trunking IP to IP Matrix illustration



When it is most useful:

Standard SIP Trunking is especially useful for high volume single PBX locations (such as a Call Center) that have established their own on site redundancy and disaster recovery capabilities.

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/>.