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Delivering SIP to the Enterprise

Presentation Overview

- 1. Carrier Network SIP Typology**
- 2. Three examples of Enterprise SIP Network Designs or Strategies**
 - A. Diversified Digital/Analog Strategy**
 - B. Blended IP Strategy**
 - C. Consolidated UC/IP Strategy**
- 3. SIP Points of Consideration**
- 4. Variety of OEM/PBX**
- 5. Q&A**

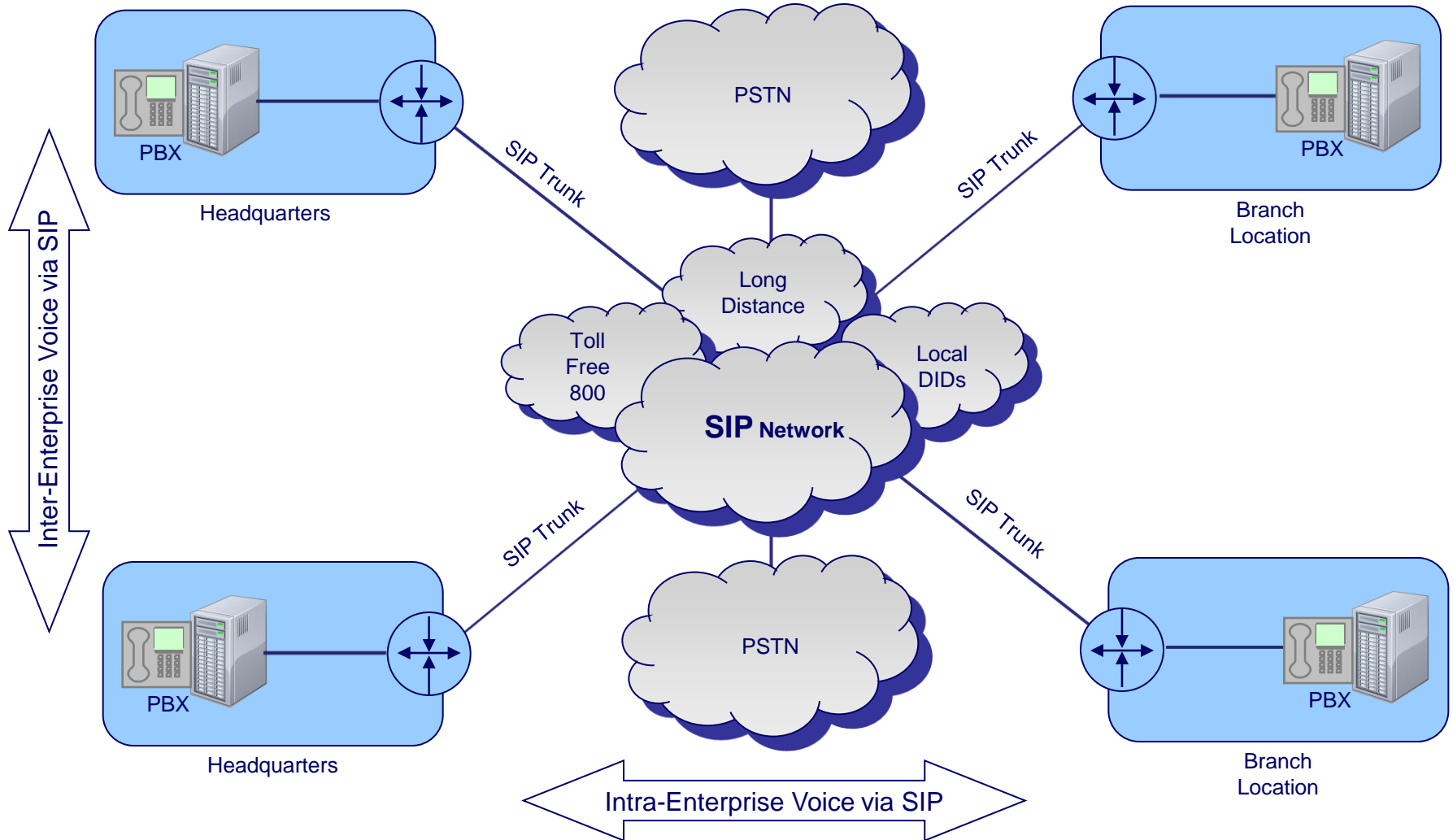




Enterprise SIP – Carrier Typology

Business Connects Here

Carrier Network SIP Trunking



Enterprise SIP – Network Strategies



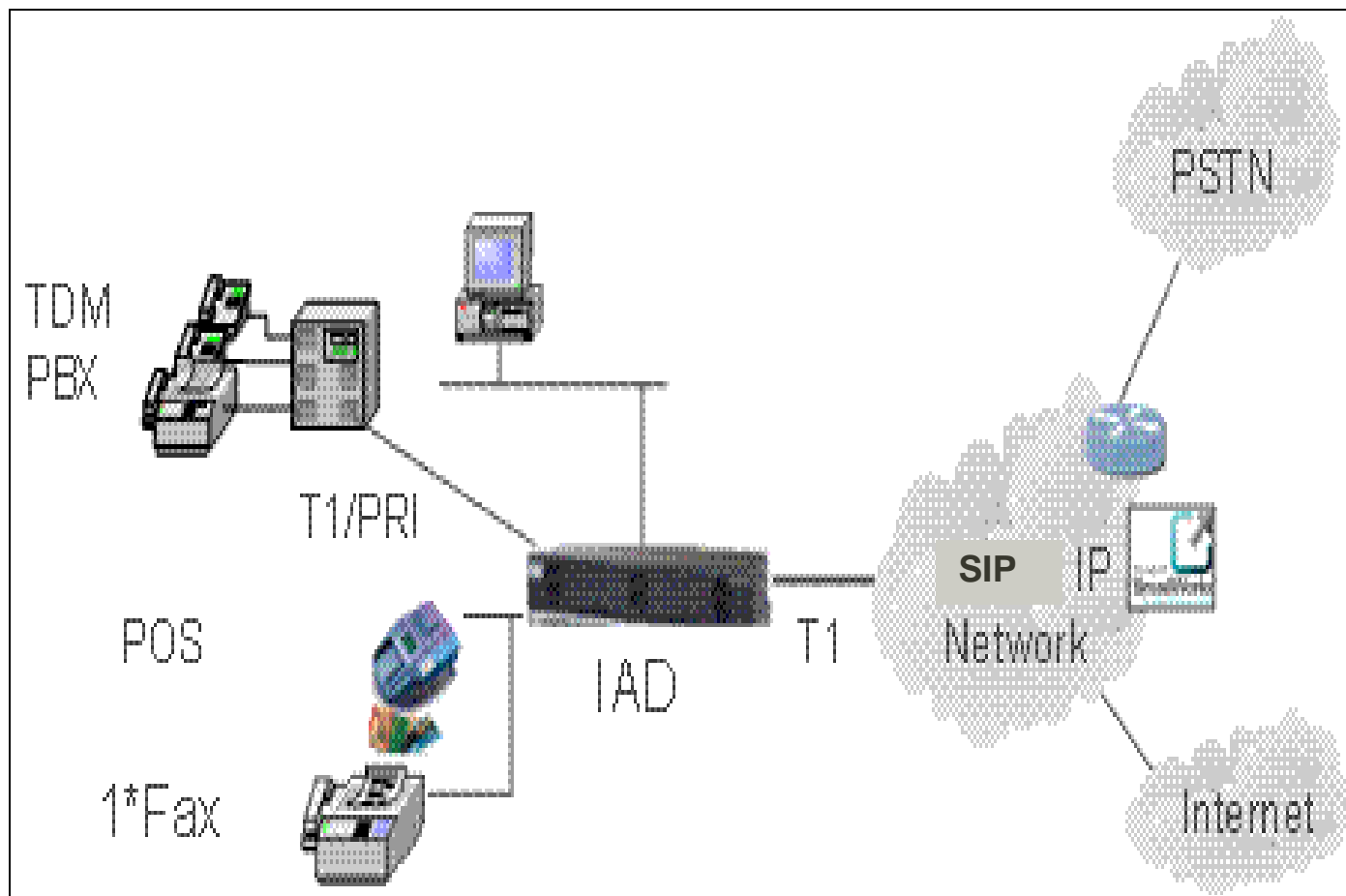
Diversified Digital/Analog Strategy

Blended IP Strategy

Consolidated UC IP Strategy



Enterprise SIP – Diversified Digital/Analog Strategy



Enterprise SIP – Diversified Digital/Analog SWOT



• STRENGTHS

- Low Capex
- Short ROI
- Leveraging Existing Telecom Equipment
- No End user Training
- Simple Implementation

• OPPORTUNITIES

- Immediate deployment
- Lower Telephone Usage cost

• WEAKNESSES

- Scalability
- No UC capability
- System diversity
- High number of points of failure
- Systems Management

• THREATS

- OEM End of Life
- Potential Competitive disadvantages

Enterprise SIP – Blended IP

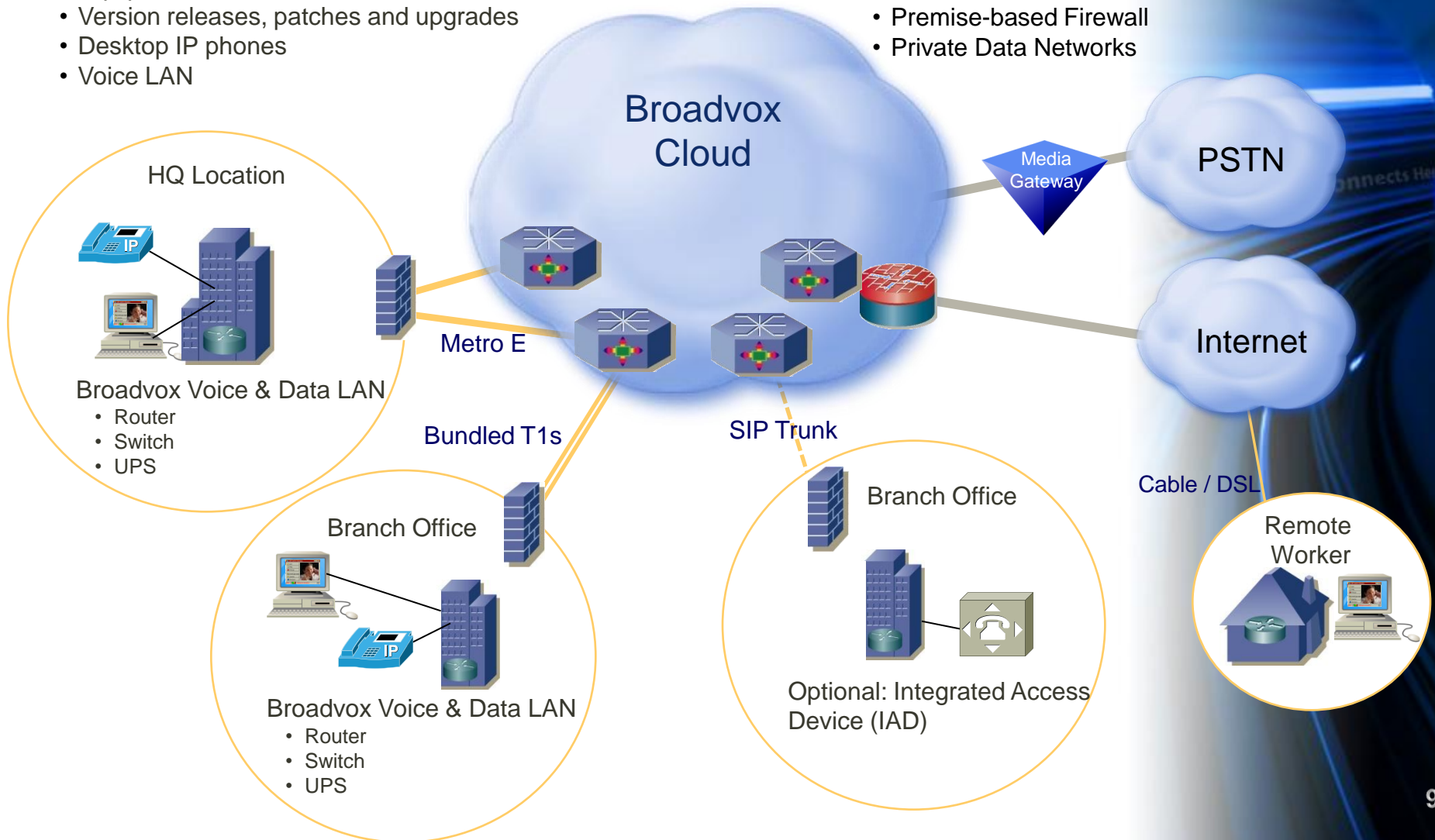


Broadvox manages:

- Equipment—Routers, LAN Switches and UPS Devices
- Version releases, patches and upgrades
- Desktop IP phones
- Voice LAN

Broadvox can also manage:

- Data LAN
- Premise-based Firewall
- Private Data Networks



Enterprise SIP – Blended IP SWOT



• STRENGTHS

- Remote Survivability
- Scalability
- Cloud-based
- Hard and Soft Cost Savings
- Simple upgrades

• WEAKNESSES

- High Capex
- Complex deployment
- User training

• OPPORTUNITIES

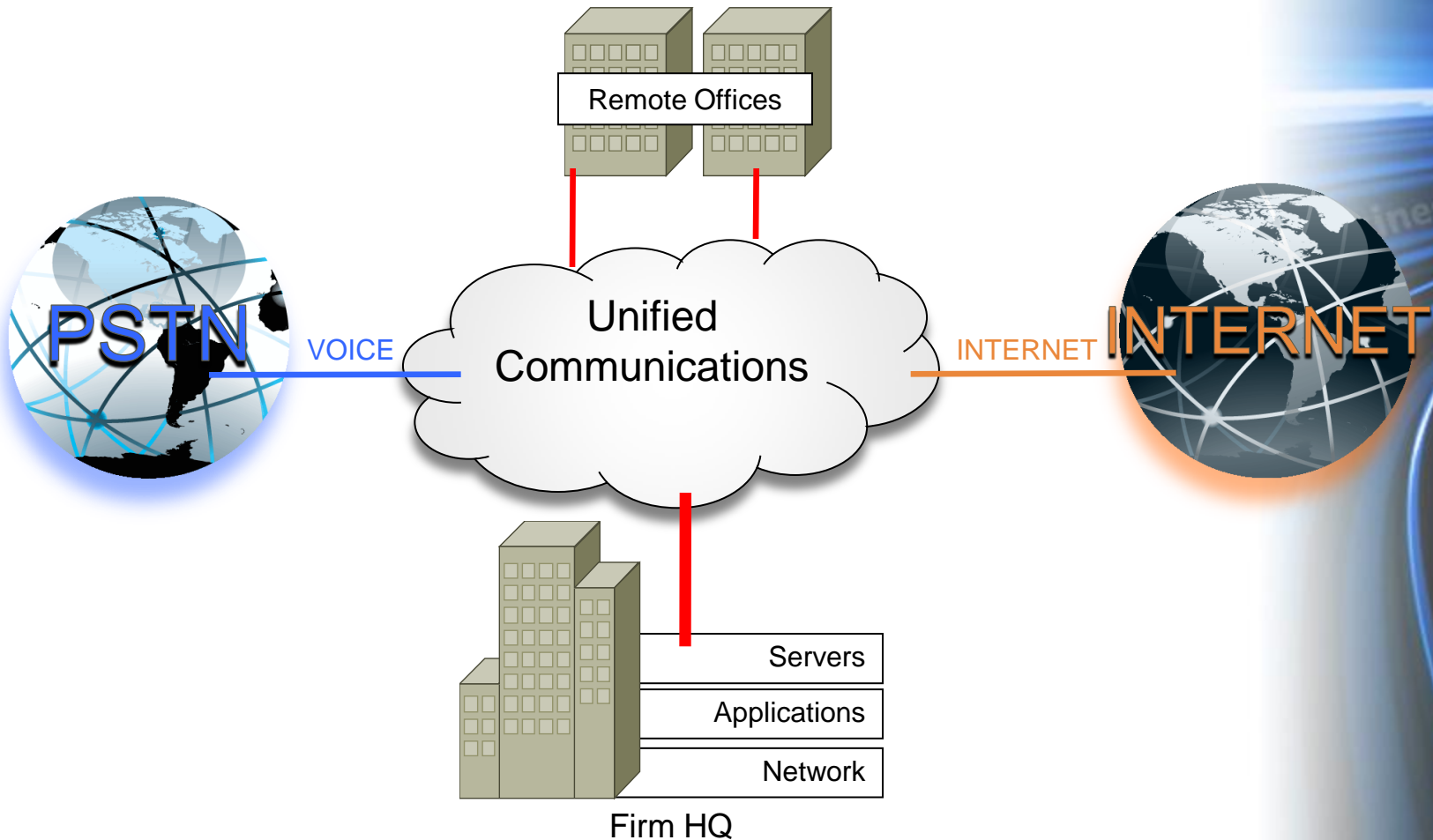
- Improved Scalability
- Improved Colaboration
- Ideal for Remote locations & SOHO
- Improved Customer Service

• THREATS

- Technology Changes
- Adoption of Hosted in the marketplace
- Regulatory



Enterprise SIP – Consolidated UC Strategy



Enterprise SIP – Consolidated UC SWOT



• STRENGTHS

- Fully Managed Network end to end
- Business Continuity
- QOS Solution
- Low Capex
- Protected Investment

• WEAKNESSES

- Outsourcing Concerns
- Training Investment
- Lengthy implementation
- Customer Service
- Number Portability

• OPPORTUNITIES

- Improved Productivity
- Potential for savings in hard and soft cost
- Colaboration/Presence
- Technology Scalability

• THREATS

- Regulatory Concern
- Carrier's Financial Viability/size



Enterprise SIP – Points of Consideration

Business Connects Here

Enterprise SIP – Points of Consideration



- **Enterprise Technology Network Strategy**
 - Diversified – Stand Alone Remotes
 - vs
 - Consolidated – Corporate Hub

- **Cloud Based Communications Strategy**
 - IP Centrex Environment
 - vs
 - Hosted Telephony Environment
 - vs
 - Unified Communication Environment

- **Broadband Network Strategy**
 - Bring Your Own Broadband (BYOB)
 - vs
 - End to End Carrier Network Managed Solution
 - » Integrated broadband
 - » Segmented Separate Voice/Data circuits



Enterprise SIP – Points of Consideration



- **Security Options for SIP deployment**
 - **Session Boarder Controller (SBC) Carrier Control**
vs
 - **SIP Enabled Firewall/NAT Traversal**



Enterprise SIP – OEM's



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Questions