

SIP Futures

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Agenda

- Where is the innovation occurring now
- SIP as an enabler
- New Enterprise applications
- Vendor interoperability
- SIP Futures

Unified Communications

Productivity Through Communications Convergence



- People-centric with single identity
- Rich, contextual and standards based
- Device and network agnostic
- Secure, robust, efficient to manage and operate

Enabling Unified Communications : Innovation

Unified Communications

- People centric
- Multi modal
- Presence enabled communications
- Mobility (anywhere access)

SIP feature

- Chriscu@microsoft.com
- Multiple media per session
- SIP/SIMPLE & rich presence
- SIP with ICE/STUN/TURN

Contextual Communications

- SIP as a protocol has matured
 - 95 RFCs and counting
- No longer need to understand SIP to leverage
 - Service APIs abstract away these details
 - On the horizon: richer applications built on SIP and seamless integration with SIP infrastructure through ubiquitous APIs such as AJAX
- The platform is ready; now it's about applications:
 - CRM
 - Customer Service
 - Knowledge Management

SIP Futures

- Richer presence capabilities that can scale to large hosted or carrier environments
- Feature rich Plug-n-play devices
- SPIT solutions (Spam for IT Telephony)
- IPv6 support for the next generation IP network

Summary

- SIP is mature
- Enables Unified Communications
- Rich APIs ready for application innovation
- Should enable feature rich vendor interoperability in next 1-2 years
- Will continue to advance with broad vendor support