

## SIPconnect: Interoperable SIP Trunks

SIPconnect Overview and Value Proposition

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# The Problem



## ❖ The Good

- IP communications enable rich enterprise applications
- SIP clear winner for routing & negotiating communication sessions

## ❖ The Bad

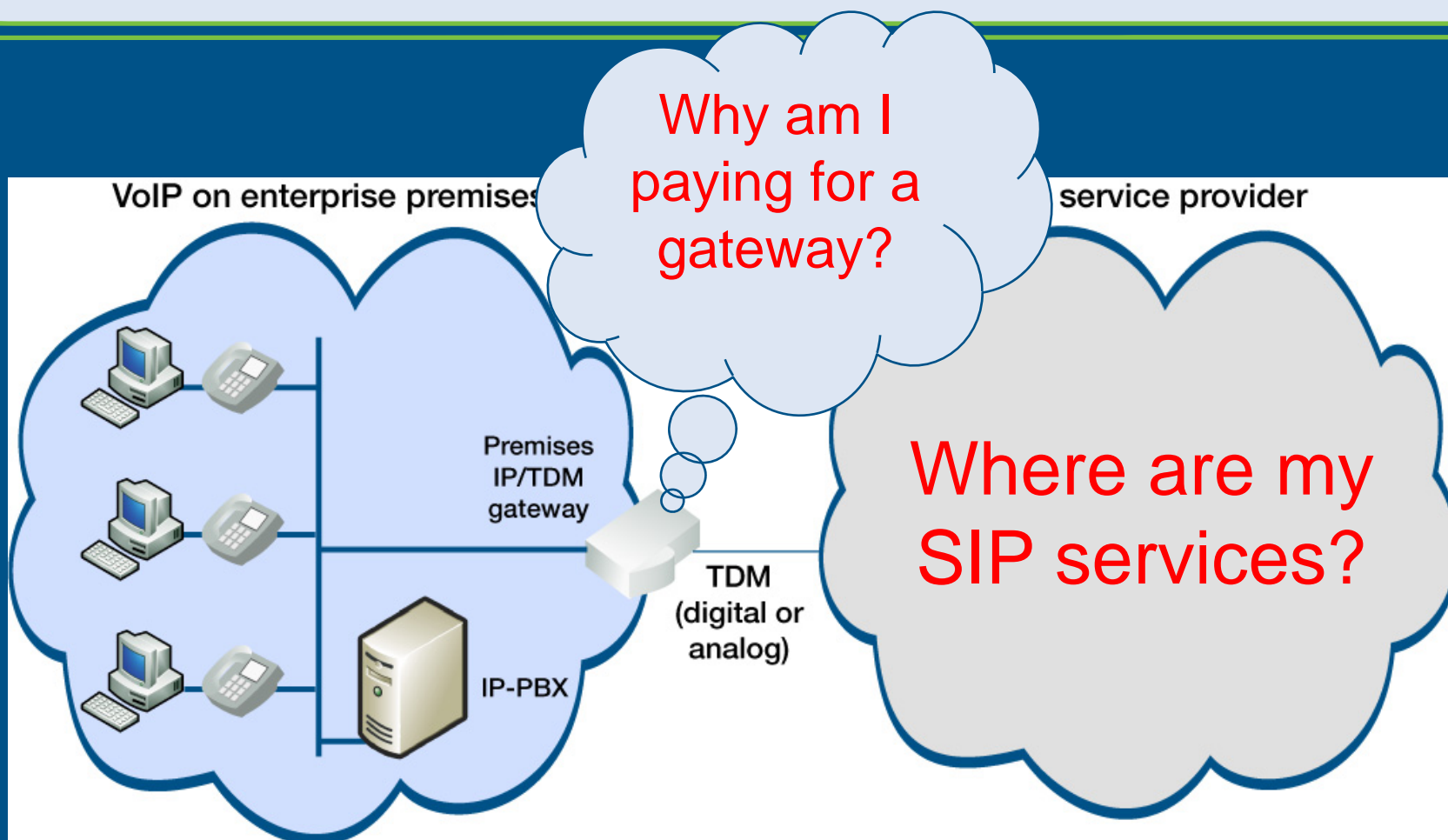
- Many, many features and options in SIP
- Hard to provide feature-rich communication applications across vendors and providers

## ❖ The Ugly

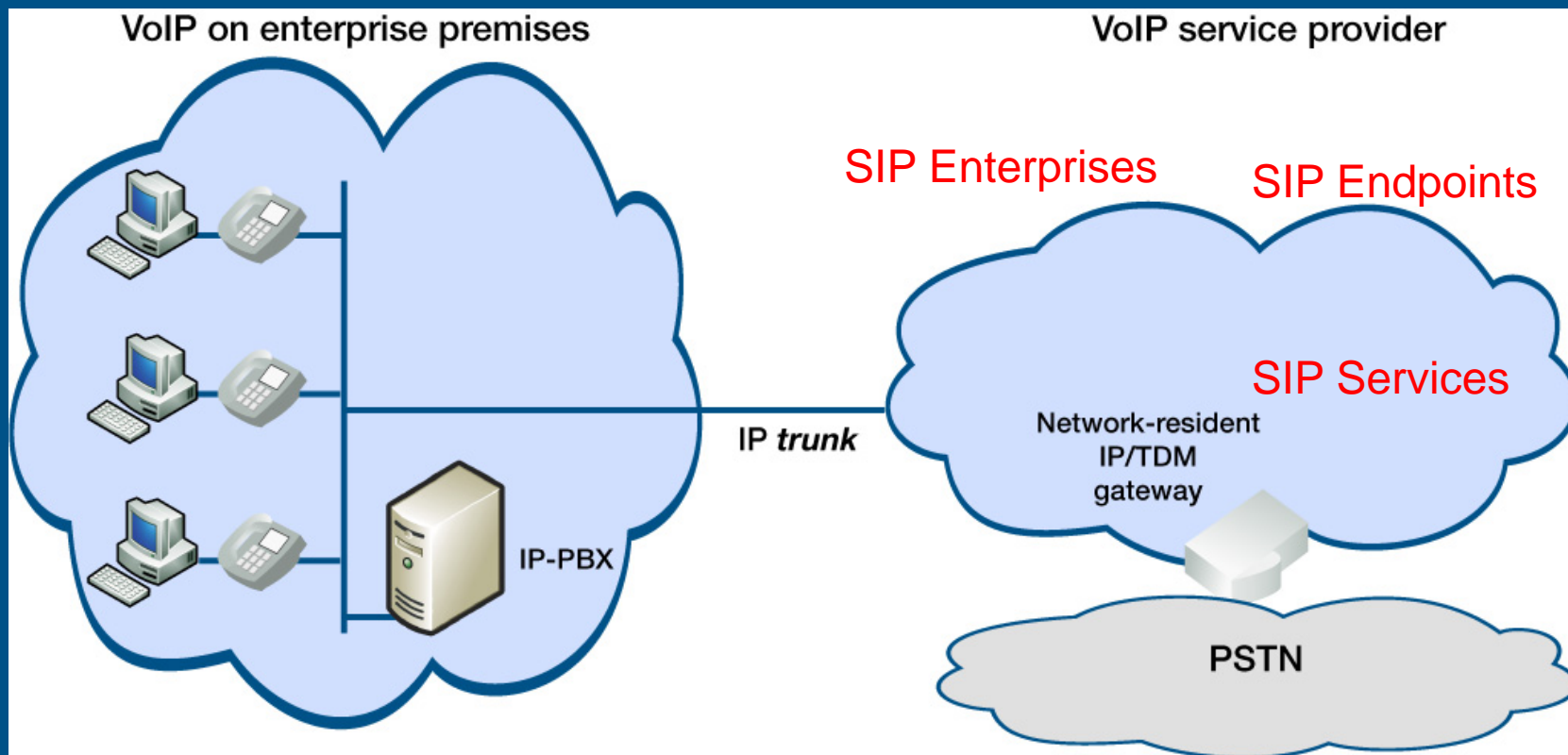
- Interconnect today between IP-enabled enterprise and IP service provider are ISDN trunks



# TDM Interconnect Works, but is Bad



# The New Way for Interconnect: SIP Trunk



# Is SIP Sufficient for Interconnect?

- ❖ Theory versus reality
- ❖ Protocol issues: SIP is complete, and...
- ❖ Need more than just protocol:  
need an environment



# What is SIPconnect?

- ❖ Reference architecture and compliance statement
- ❖ Self Certification



# Looking Back

## ❖ 2005

- Industry group publishes the SIPconnect Interface Specification

## ❖ 2005

- SIPconnect Initiative moved into the SIP Forum

## ❖ 2006

- SIPconnect 1.0 reached Proposed Recommendation Status
- Limited interoperability and installations

## ❖ 2007

- Broad PBX support + growing service provider support
- Meaningful implementation “in the thousands of locations”
- SIPconnect Compliant Program launched

## ❖ 2008

- SIPconnect 1.1 effort begun

# What SIPconnect 1.0 Taught Us



# SIPconnect 1.1 Participants Include (Bold: SIPconnect 1.0 Compliant<sup>®</sup>)

- ❖ AT&T
- ❖ **Cbeyond**
- ❖ GlobalCrossing
- ❖ **McLeod USA**
- ❖ XO
- ❖ **Acme Packet**
- ❖ **Avaya**
- ❖ **Bandwidth.com**
- ❖ **Broadsoft**
- ❖ Cisco
- ❖ CableLabs
- ❖ Columbia University
- ❖ **Covergence**
- ❖ **Digium**
- ❖ Encore Software
- ❖ Huawei
- ❖ **Ingate Systems**
- ❖ Microsoft
- ❖ Neustar
- ❖ Nokia Siemens Networks
- ❖ Nortel
- ❖ Panasonic
- ❖ Pbxnsip
- ❖ Polycom
- ❖ Radvision
- ❖ Samsung
- ❖ Siemens Enterprise
- ❖ Sonus Networks
- ❖ Tekelec
- ❖ Voxeo

# SIPconnect Value Proposition for Enterprises

## ❖ Improve productivity

- Extends SIP services beyond local campus
- Extends unified communications applications

## ❖ Reduce interconnect TCO

- No ISDN gateways to buy and maintain
- Faster implementation time
  - Premises equipment and service provider “just work”
  - Significantly reduced acceptance testing effort
- More vendor choice from enhanced interoperability

## ❖ Better compliance

- Clear, interoperable authentication and security models and procedures



# SIPconnect Value Proposition for Service Providers

- ❖ Reduce enterprise deployment and purchasing barriers
- ❖ Improved QoS and security, both inward to network and outward to enterprise
- ❖ Offer high-end communications services
- ❖ Improved network TCO: interop, features, vendor choice, management environment, etc.
- ❖ Be a player in the SIPconnect ecosystem
- ❖ Competitive edge for the service provider



# SIPconnect Value Proposition for Equipment Manufacturers

- ❖ Reduce enterprise & carrier deployment and purchasing barriers
- ❖ Increase reach of partner ecosystem
- ❖ Competitive edge for the manufacturer



# SIPconnect Value Proposition for Systems Integrators, VARs, and Channel

- ❖ Reduces risk of deployment execution
  - QoS addressed
  - Security addressed
  - Provisioning addressed
  - Clear model for moving functions between enterprise and service provider
- ❖ Reduces vendor selection, testing, integration costs
- ❖ Enterprises will be demanding SIPconnect certified equipment and services
- ❖ Lower cost + more sales =  
Competitive Advantage for channel



# Your Success

- ❖ SIPconnect Certification important to entire value chain
- ❖ Consumers
  - Enterprise & Service Provider
  - Demand SIPconnect certification from your vendors
- ❖ Producers
  - Service Providers & Manufacturers
  - Provide SIPconnect compliant and certified products and services to your customers

Thank You!

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