HARNESS THE POWER OF A FLEXIBLE, SCALABLE, AND FUTURISTIC IP-BASED VOICE SOLUTION

SIP TRUNK

Businesses today look for tested and reliable interface solutions to transmit voice and data in a cost-effective manner. Bridge the communication gap with a comprehensive suite of solutions that offers industry 1st SLA-backed Session Initiation Protocol (SIP).

Our trunk solution is an advanced voice connectivity product, with the best-in-class IP solution which replaces traditional multiple fixed PSTN lines with a single physical link that can support up to 1500 simultaneous calls. It is easy and cost-effective to scale by reducing need for maintenance and additional hardware. Our unmatched SLA offering includes network service availability of 99.5%, a complaint MTTR (Mean Time To Resolve) of 4 hours and service credits in case of commitment breach.

Why SIP Trunk?

SIP as a rule is just used as an application layer peer-to-peer communication protocol for communication sessions. But a lot more can be done with SIP than just setting up telephone calls. There are a lot of applications and features which can be leveraged over and above the usual. SIP trunking can also serve as the starting point for the entire breadth of real-time communications made possible with the protocol.

The main benefits of SIP trunk are the 3S's: Simplify, Save and Scale.

→ **Simplify:** Networks, convergence, open standards

→ **Save:** Hardware costs, investment protection, maintenance

→ **Scale:** Easy upgrades, future-proof, single port termination

The potential for a rapid return on investment is a key driver of SIP trunk deployments. In terms of infrastructure purchases, SIP trunks provide immediate cost-savings. They eliminate the need to purchase costly BRIs, PRIs and/or PSTN gateways.

Key Features of SIP Trunk

The TTBS SIP Trunk solution offers features and benefits that allow your company to communicate and exchange information quickly and easily.

→ Single Link Scalability with 20-1500 Simultaneous Calls

→ Single Link Replacement of Traditional Multiple Fixed PSTN Lines

→ Increase and Decrease Call Capacity in Multiples of 10

→ Flexible DID Range to Meet Scalability Requirements

→ Auto-Failover Option Available

→ Interface Ethernet: 30 Minimum Number of Channels

Key Customer Benefits

→ **Service Level Commitment:** The 1st and only operator who commits 99.5% of service uptime on voice to ensure customer's business runs smoothly

→ **Scalability:** On the same trunk channels can be upgraded from 20 to 1500 without adding new hardware infra

→ **Cost Effective:** With SIP over L3 or dual last mile connectivity with auto failover, we offer redundancy to customer to ensure business runs 24X7

→ **Business Continuity:** Option of dual last mile connectivity for better business continuity. Circuit switched capability can provide alternate paths in the event of an emergency

→ **Start with No Investment:** We offer bundling solutions to customers, where we can sponsor customer premise equipment like PBX

→ **Channel on Demand:** TTBS supports running of large campaigns for shorter duration with high number of channels

→ **Monitor Utilization:** With latest switching systems we can provide SIP utilization report to customers for better monitoring and analytics

→ **SIP Auto-failover:** Customer gets dual last mile redundancy with 99.5% uptime on L3 delivery and single pilot number for both last miles

→ **Pooling:** Through pooling feature customer can utilize the full benefit of free call value/minutes across product and locations

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Industry Use Case

BPO

Challenge: To save cost and optimize operations and network infrastructure

Key Requirements

→ Not to use multiple physical bundles of wires for voice connectivity

How Does SIP Trunk Help?

→ SIP allows the customer to have the option of scaling up to 1500 channels on single link

→ Use of soft client and open standards allows elimination of physical instruments

BFSI

Challenge: To find scalable and cost-effective solution

Key Requirements

→ Need for better voice clarity when compared with VOIP

→ Integrate with Cisco call manager and higher SLAs

How Does SIP Trunk Help?

→ Scalable up to 1500 channels on single link and reduces infrastructure cost as multiple PRI cards are not required

→ G.711 codec for excellent voice quality

Advertising

Challenge: Project based scaling of resources

Key Requirements

→ For new projects they need a solution which is easily scalable and is cost-effective with higher SLA

→ No delay in out-bound calling due to resource constraint

How Does SIP Trunk Help?

→ Instant scaling of channels from 20 to 1500

→ SIP also increases campaign productivity with a greater number of calls pushed in a day as compared to PRI due to lesser post dial delay feature

→ Better customer engagement and high agent confidence and productivity

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FAQs

Q1. What is SIP Trunk?
A1. SIP trunk is an IP-based PSTN Trunk. Session Initiation Protocol (SIP) is an open signaling protocol standard to establish, manage, and terminate real-time communications over large IP-based networks, such as the Internet/ Intranet

Q2. What is the bandwidth configured for SIP Trunk?
A2. Default G.711 codec is configured. The bandwidth per voice channel is ~100 Kbps

Q3. What is the minimum order that a customer can place for SIP Trunk?
A3. Customer can place an order of one Link with minimum 20 channels. This can scale up to maximum 1500

Q4. With a single SIP Trunk link, how many DID are provided?
A4. By default, block of 100 DID shall be provided free with each link. Additional DID shall be on chargeable basis

Q5. In SIP Trunk what are the various plans available?
A5. SIP Trunk plans range from Rs 250-750 per month depending on the additional features

Q6. List of circles where SIP Trunk is available
A6. The service is available in all NGN circles namely: Andhra Pradesh, Delhi, Haryana, Karnataka, ROM, Mumbai, Kolkata, Gujarat, Rajasthan & Tamil Nadu.

Q7. Is SIP Trunk service available for telemarketer activity?
A7. Yes, it can be subscribed by telemarketers also. Accordingly, 140XX series can be allocated

Q8. Is PBX Bundling option available in SIP Trunk?
A8. There is no existing rate contract with the vendors for IP PBX, however, on case-to-case basis, the solution team/circle SCM team can take a quote from the vendor and bundle it subject to finance approval on business case

Q9. Can an existing customer convert his PRI into SIP Trunk?
A9. No, migration of existing PRI to SIP Trunk is currently not offered. Customer will have to place a fresh order

Q10. Is the Budget Call Feature, Widex, Signature Tunes and International Bridging Service available with SIP Trunk?
A10. Currently these features are not available on SIP trunk

Q11. Is PRI Card Bundling option available with SIP Trunk?
A11. This is not allowed as PRI interface card is no more required with SIP trunk

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