

BroadWorks Business Connectivity

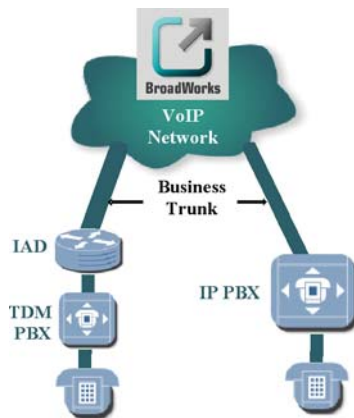
The BroadWorks® Business Connectivity solution allows carriers to deliver low-cost SIP trunks to an enterprise's premises-based phone systems — Key Telephone Systems (KTS), Private Branch Exchanges (PBXs) — while leveraging the inherent advantages of newer IP PBXs.

With BroadSoft's approach to SIP trunking, carriers can differentiate their service offerings and increase Average Revenue per User (ARPU), based on BroadWorks' award-winning Converged Business capabilities, including call center, mobility, and softphones.

Business Connectivity Overview

Business Connectivity is built upon BroadSoft's BroadWorks SIP application server suite and delivers SIPconnect compliant connectivity to a full range of Integrated Access Devices (IADs) and IP PBXs.

A transport-neutral solution that operates in both IP Multi-media System (IMS) and standalone architectures, BroadWorks Business Connectivity can be delivered through any IP access, including T1/E1, DSL, and Ethernet. For IP PBXs, the operator provides a direct SIP connection to the PBX at the customer premises. For existing TDM PBXs, an integrated access device (IAD) connects the access line to both customer voice equipment and an Ethernet switch.



Why SIP Trunking?

With the emergence of low-cost broadband and VoIP backbones, SIP-based VoIP trunking is rapidly becoming the standard for interconnecting a business' premises-based communications equipment to the PSTN.

SIP trunking offers the service provider and enterprises many advantages over traditional analog lines or Primary Rate ISDN (PRI) interfaces, including:

- 30% lower service cost structure
- Advanced disaster recovery features

- No Geographic Number Restrictions (move your business without changing your phone numbers)
- Ability to realize the full cost benefits of IP PBXs by providing direct SIP peering and eliminating expensive TDM to VoIP gateways at the customer premises.

Carriers use the Business Connectivity solution to remain competitive in the market place and address end-customer needs.

Why BroadSoft for SIP Trunking?

Working closely with carrier customers, BroadSoft has crafted a Business Connectivity solution unique in the market place.

Industry Leader – With deployments with major carriers worldwide, BroadSoft has a wealth of technical and business experience. BroadSoft partners with customers throughout the go-to-market process to optimize the service offering.

IAD/IP PBX Interoperability – BroadSoft realizes that SIP interoperability testing with IADs, Session Border Controllers (SBCs), and IP PBXs is one of biggest impediments to a carrier's service launch. BroadSoft invests heavily in interoperability testing, resulting in a comprehensive solution portfolio. Interoperability testing is an ongoing activity, so new vendors and solutions are added regularly.

Enhanced Services Overlay – BroadWorks delivers key enhanced features to premises-based PBX users, including:

- Outlook/Browser Toolbars with Click-to-dial (BroadWorks Assistant)
- Find Me/Follow Me Services with Remote Office/Simultaneous Ring
- Custom Ringback
- Business Conferencing
- Network-based Call Centers
- Network-based Voice and Video Mail

Unique Business Continuity Features

- **Redundant Trunks** – BroadWorks' unique SIP-based architecture allows for redundant SIP trunk connections into an enterprise.
- **Flexible Call Rerouting** – BroadWorks supports a full complement of call rerouting capabilities, which allow administrators to automatically or manually divert incoming calls to alternative locations remotely.

- **Hosted PBX, Remote Office, Call Centers, Softphone** – Leveraging the Hosted PBX, Remote Office, and Call Center features inherent in BroadWorks with the softphone, enterprises can quickly return to normal business operations without a PBX or physical location.
- **Dynamically Growing Trunk Groups** – BroadWorks allows a trunk group to dynamically grow its capacity to support temporary increases in call volumes.

Hosted PBX “Ready”

Since the BroadWorks Business Connectivity is built using existing Hosted Communications functions, carriers can easily and cost-effectively expand their services portfolio by offering Hosted PBX services on the same hardware platform.

Summary

BroadWorks Business Connectivity delivers an easily deployable, economical, and proven path for service providers to move enterprise customers to a VoIP infrastructure. Contact BroadSoft today to learn more about Business Connectivity for your network.