

Managed SIP Trunking

Business Customers

- Q. What is the Cisco® solution for a managed Session Initiation Protocol (SIP) trunking service?**
- A. The Cisco service solution is an IP “upgrade” to the traditional time-division multiplexing (TDM)-based access circuits currently deployed by many business customers for public switched telephone network (PSTN) access from their IP PBX. While this type of migration could be fraught with interoperability challenges between the customer premises equipment (CPE) and the network, the Cisco solution for SIP trunking as a managed service is an industry standards-based IP approach to quickly and reliably connect the Smart Business Communications System, the Cisco Unified Communications Manager Express, and the Cisco Unified Communications Manager to service provider networks over a converged access connection.
- Q. How can the managed SIP trunking service benefit my business?**
- A. Business customers who have already invested in an IP PBX are limiting their potential by continuing to use a TDM-based access circuit for voice transmissions between office sites and to the PSTN. Isolation of voice from data prevents the optimal use of advanced IP communications solutions (such as unified messaging and collaboration) that integrate voice with data to save costs, increase productivity, and create a competitive advantage. It also limits the availability of corporate resources and integrated tools at the branch offices, forcing employees to work differently and less efficiently than they would at better-equipped locations. The Cisco solution for a managed SIP trunking service establishes the converged IP access foundation for applying value-add services to enhance productivity and transform the communications experience for businesses and their customers.
- Q. Why is a SIP trunk better for my business than a TDM trunk?**
- A. Business communications are evolving to incorporate rich media, other communication vehicles such as video and IM, and business applications and processes. SIP trunks provide the necessary convergence (and consequently the integration possibilities) of voice and data that is not possible with a TDM trunk.
- Q. How does the managed SIP trunking service support my growing business and its evolving communications needs?**
- A. Deploying the Cisco solution for a managed SIP trunking service across an organization (including multiple offices) enables reliable and predictable IP access anytime and anywhere to advanced business communications services that integrate voice with data. With the application extensibility and flexibility afforded by SIP, businesses can incorporate additional network-based services such as presence and mobility solutions as needed. The managed service also allows the business customer to benefit from the service provider’s expertise at identifying, qualifying, and delivering quality managed services based upon technologies that are complex and quickly evolving.



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