



SIP trunking solutions for Microsoft Lync server 2010 and OCS 2007 R2

Partner brief

Acme Packet E-SBCs accelerate SIP trunk deployment

Innovative Microsoft® Lync™ customers are implementing SIP trunking solutions to reduce telecommunications costs and improve business agility. Many companies have lowered their PSTN termination and origination fees by as much as 70% by replacing conventional TDM PRI/BRI lines with more flexible and cost-effective SIP trunks. SIP trunking also plays a pivotal role in the migration to Microsoft Lync from other PBX platforms.

Interfacing with a SIP trunking service can be a challenge. Enterprises often encounter multi-vendor interoperability issues, codec incompatibilities, and service quality challenges when deploying SIP trunks. Acme Packet Net-Net enterprise session border controllers (E-SBCs) are specifically designed to accelerate the installation of SIP trunks by overcoming common service interoperability and service quality challenges. Typically installed in an enterprise data center, E-SBCs serve as the termination point for a SIP trunking service in a Microsoft Lync or Microsoft Office Communications Server (OCS) unified communications environment, providing key session control and interworking functions.

Acme Packet and Microsoft work in close partnership to enable seamless interoperability between their respective solutions. The companies have collaborated to enable direct SIP connectivity between Microsoft Lync Server 2010 or Microsoft OCS 2007 R2 Mediation Servers and Acme Packet session border controllers and they perform regular interoperability testing as part of the Microsoft Unified Communications Open Interoperability Program (UCOIP). In addition both companies are founding members of the Unified Communications Interoperability Forum (UCIF) – an alliance of worldwide communications technology leaders who work together to promote UC interoperability.

Acme Packet SBCs are also used by the majority of service providers that offer Microsoft UCOIP-qualified SIP trunking services for Lync and OCS, and undergo extensive testing as part of the SIP trunking service qualification process.

Acme Packet E-SBCs deliver critical session control and interworking functions

Acme Packet E-SBCs help enterprises overcome common SIP trunking implementation obstacles by delivering essential session interworking and control capabilities.

Key functions include the following:

- **Interoperability:** Acme Packet E-SBCs resolve multi-vendor interoperability and multi-protocol interworking issues which often hamper SIP trunk deployments. The products normalize SIP messages to mitigate vendor incompatibilities and provide comprehensive signaling, transport and media encryption interworking functions as well as codec translation capabilities to streamline SIP trunk service deployment.
- **Reliability:** Acme Packet E-SBCs can balance loads across SIP trunks and statefully reroute sessions around SIP trunk failures to optimize performance, circumvent equipment and facility problems, and ensure business continuity. In addition, the products provide granular admission control and QoS marking capabilities to ensure service quality.



Benefits

Accelerate SIP trunking deployment

- Mitigate multi-vendor interoperability issues
- Resolve codec incompatibilities
- Overcome signaling, transport and media encryption interworking challenges

Optimize SIP trunking service quality, costs and availability

- Implement centralized call routing policies and dial plans
- Leverage codecs other than G.711 to optimize SIP trunk bandwidth
- Set QoS marking and session admission control policies
- Balance loads across SIP trunks
- Leverage redundant SIP trunks or SIP trunk providers

Enjoy unmatched flexibility

- Add SIP trunks to Lync Server 2010 or OCS 2007 R2 implementations
- Interface with leading IP-PBXs including Avaya, Cisco, Siemens and Nortel systems
- Choose from multiple deployment models

- Session Routing: Acme Packet E-SBCs provide rich session routing and control functions including centralized call routing and dial plan management capabilities for cases where Microsoft Lync or Microsoft OCS co-exist with legacy enterprise telephony systems. This allows for the centralized management of all enterprise telephony routing in a single network element.

Acme Packet and Microsoft supported flexible deployment models

Acme Packet and Microsoft solutions can be deployed in different configurations to address diverse customer requirements and environments. An IP-PBX connectivity model is supported for Microsoft UCOIP “Direct SIP” qualified IP-PBXs. As shown in figure 1, in this configuration a Microsoft Mediation Server is connected to an IP-PBX, which in turn is connected to an Acme Packet E-SBC which controls the SIP trunking border.

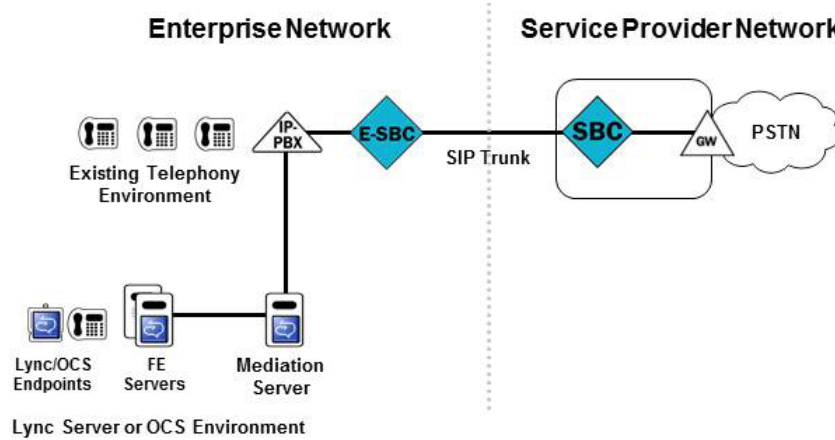


Figure 1: IP-PBX Connectivity Model

Acme Packet and Microsoft also support a direct connectivity model shown in figure 2. In this configuration a Microsoft Mediation server interfaces directly with an Acme Packet E-SBC which enables SIP trunking services for both the IP telephony infrastructure and the Microsoft UC environment.

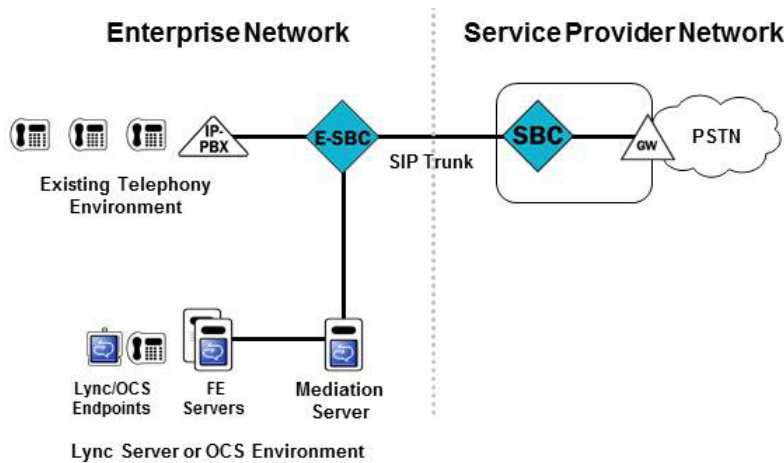


Figure 2: Direct Connectivity Model



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