



# Business Connectivity

With the emergence of low-cost broadband and VoIP-enabled data networks, SIP trunking is rapidly becoming the standard for interconnecting business premises phone systems to the public switched telephone network (PSTN).

The BroadWorks® Business Connectivity solution allows communications service providers to deliver cost-effective, feature-rich SIP trunks to businesses while enhancing the PSTN voice calling experience.

In addition, service providers can differentiate their SIP trunking service offering and increase Average Revenue per User (ARPU) by bundling in high-value enhanced services such as Unified Communications, Video, Mobility, and Business Continuity.

## Overview

Business Connectivity is built upon BroadSoft's award-winning BroadWorks SIP application server platform and is tailored to meet the specific needs of both small-medium businesses (SMBs) and mid-large enterprises.

A transport-neutral solution that operates in both IP Multi-media System (IMS) and pre-IMS architectures, BroadWorks Business Connectivity can deliver SIPconnect compliant SIP trunks and enhanced services over any IP access, including T1/E1, DSL, and Ethernet.

Legacy KTSs and TDM PBXs are supported through the use of a premises-based integrated access device (IAD) that converts VoIP/SIP to a TDM interface such as analog lines or ISDN.

Newer IP PBXs are supported through a direct SIP trunk to the customer premises IP PBX without the need for an IAD.

## Service Provider Benefits

Not all SIP trunking network equipment providers are alike! BroadWorks Business Connectivity is a truly unique solution that delivers the most profitable SIP trunking service offer and best time-to-market for our service provider customers.

BroadSoft's key differentiators include:

**Unmatched Level of Experience** – Our customers benefit from the extensive technical and business expertise that BroadSoft has developed from more than 100 SIP trunking deployments.

**Sophisticated SIP Trunk Features** – BroadSoft's SIP trunk implementation offers a number of innovative features, including:

- **Large enterprise support** – Redundant trunk groups with load sharing and failover; multi-site support with Voice VPNs.

- **Bursting** – “Gracefully” exceed a trunk group's pre-defined capacity, allowing a site to handle additional calls if there is available bandwidth.
- **Multimedia SIP trunks** – Support for PSTN voice, High Definition (HD) voice, video, and ISDN data.
- **ISDN calling features** – Support ISDN “replacement” with advanced features such as Advice of Charge (AoC).
- **Extensibility** – With the BroadSoft Xtended Web Services Interface, sophisticated new features such as Customer Relationship Management (CRM) can be integrated with a SIP trunk.



**Interoperability** – BroadSoft realizes that SIP interoperability testing is one of the biggest impediments to a carrier's success. As a result, BroadSoft invests heavily in interoperability testing with IMS cores, Class 4 softswitches, SBCs, and IP PBXs so that service providers do not need to.

**Revenue Generating Enhanced Services** – Enhance your SIP trunking offering with high-margin enterprise services delivered to PBX users through a Communication-as-a-Service (CaaS) model:

- **Unified Communications** – Integrate hosted email, instant messaging & unified messaging with SIP trunk telephony.
- **Video/Tele-presence** – Integrate video and tele-presence terminals with the enterprise PBX.
- **Fixed-Mobile Integration** – Deliver a single number experience, allowing a PBX phone, mobile phone, and PC soft phone to share the same number and single voicemail box.
- **Managed Telecommuter** – An IP phone or video terminal that resides at the home office and shares the same number as the worker's office phone.

**Business Continuity** – Significant business can be lost if voice calling is interrupted by natural disasters or unforeseen service failures. BroadWorks provides sophisticated business continuity capabilities, including:

- **Automatic call rerouting** – Never miss an important call; automatically reroute calls to an alternative PBX location or mobile number when connectivity to the PBX is lost.

- **Remote “Office”** – Using soft phones, desktop clients, and click-to-dial, workers can place calls from their office phone number while working remote.

**Hosted Communications “Ready”**

Since the BroadWorks Business Connectivity and BroadWorks Hosted PBX share the same platform and feature set, service providers can easily and cost-effectively expand their addressable market by offering Hosted PBX/IP Centrex services in conjunction with SIP trunking.

**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.