

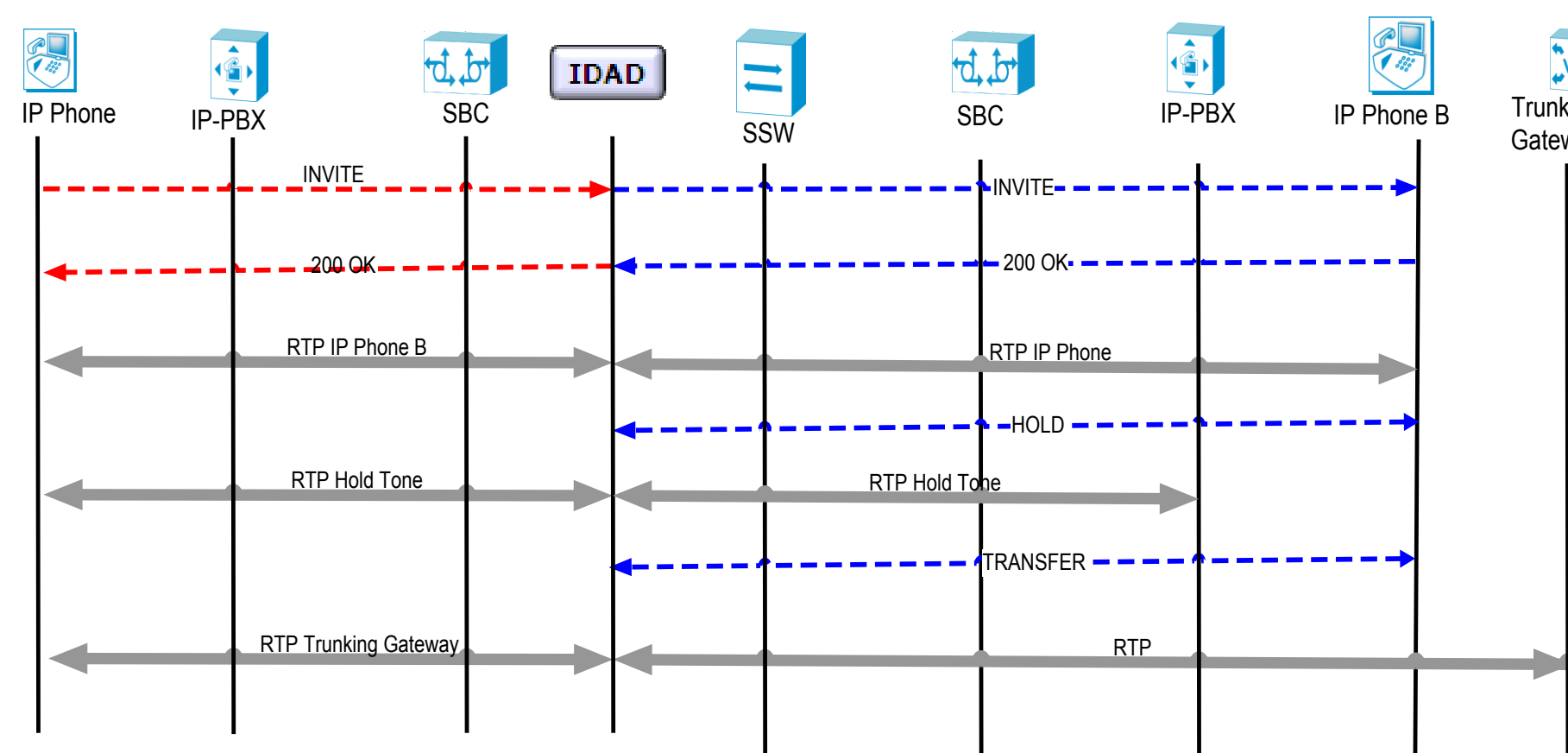
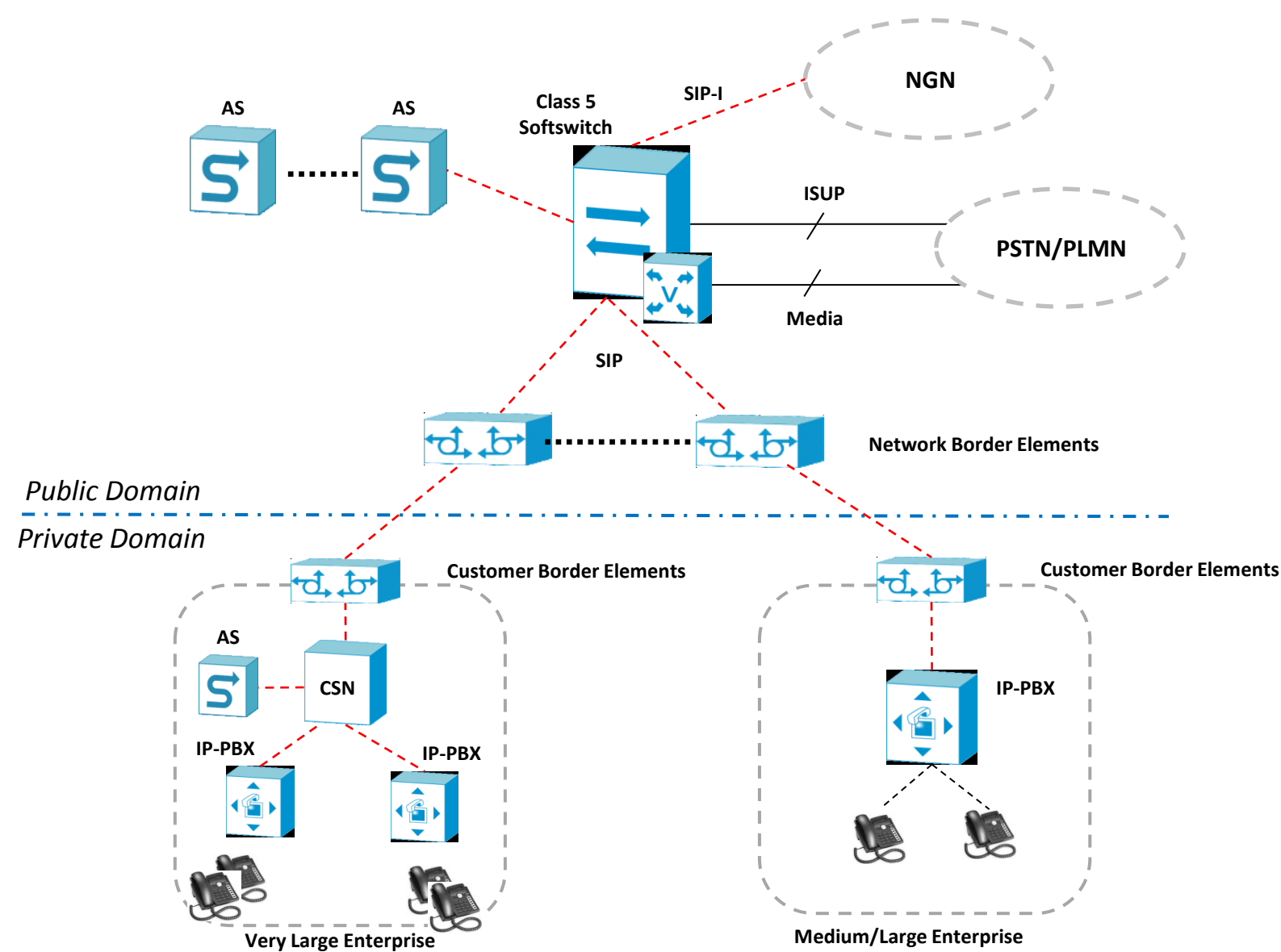
SIP TRUNKING – THE ROUTE TO NEW SERVICES

Ivan Gaboli – Virgilio Puglia



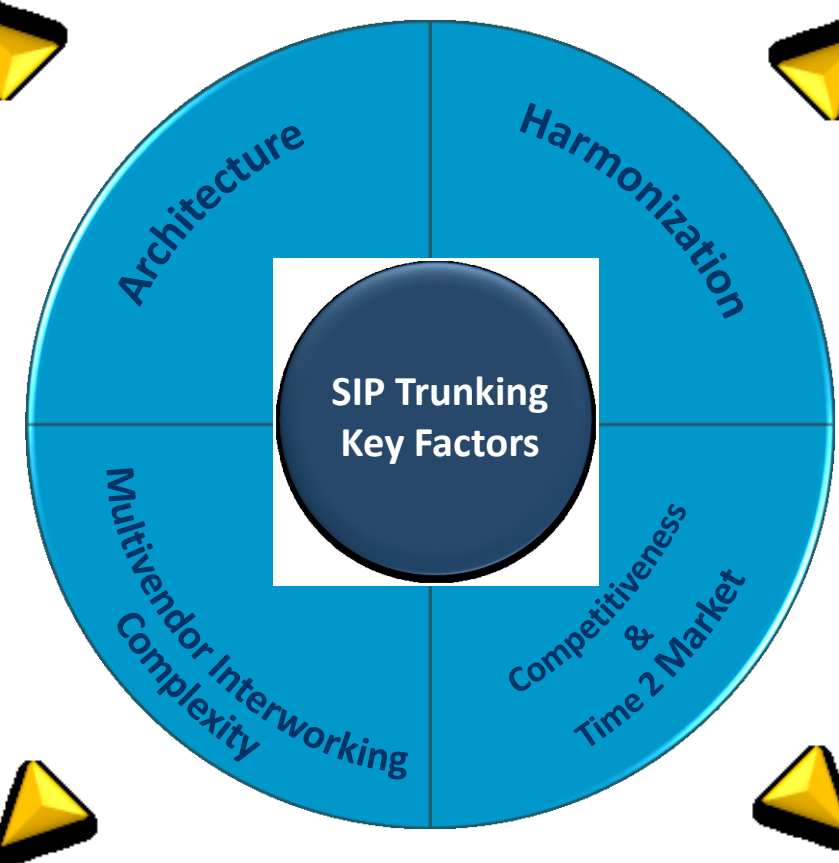
MAIN NETWORK ELEMENTS

- Public Domain**
- Applications Servers
 - Class 5 Softswitches
 - Media Gateways
 - Network Border Elements
- Private Domain**
- Corporate Border Elements
 - Corporate Switching Node
 - Application Servers
 - IP PBXs



Inter-Domain Adaptation Device (IDAD)

- Interdomain features harmonization
- Signaling decoupling & normalization
- Media Anchoring
- Audio-Video transcoding/transrating
- Session Admission Control
- Fax Adaptation
- DTMF interworking
- Authentication & accounting
- Encryption termination

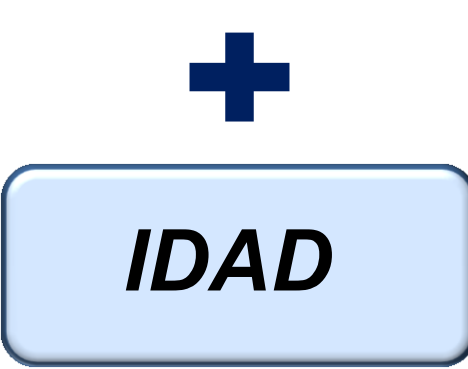
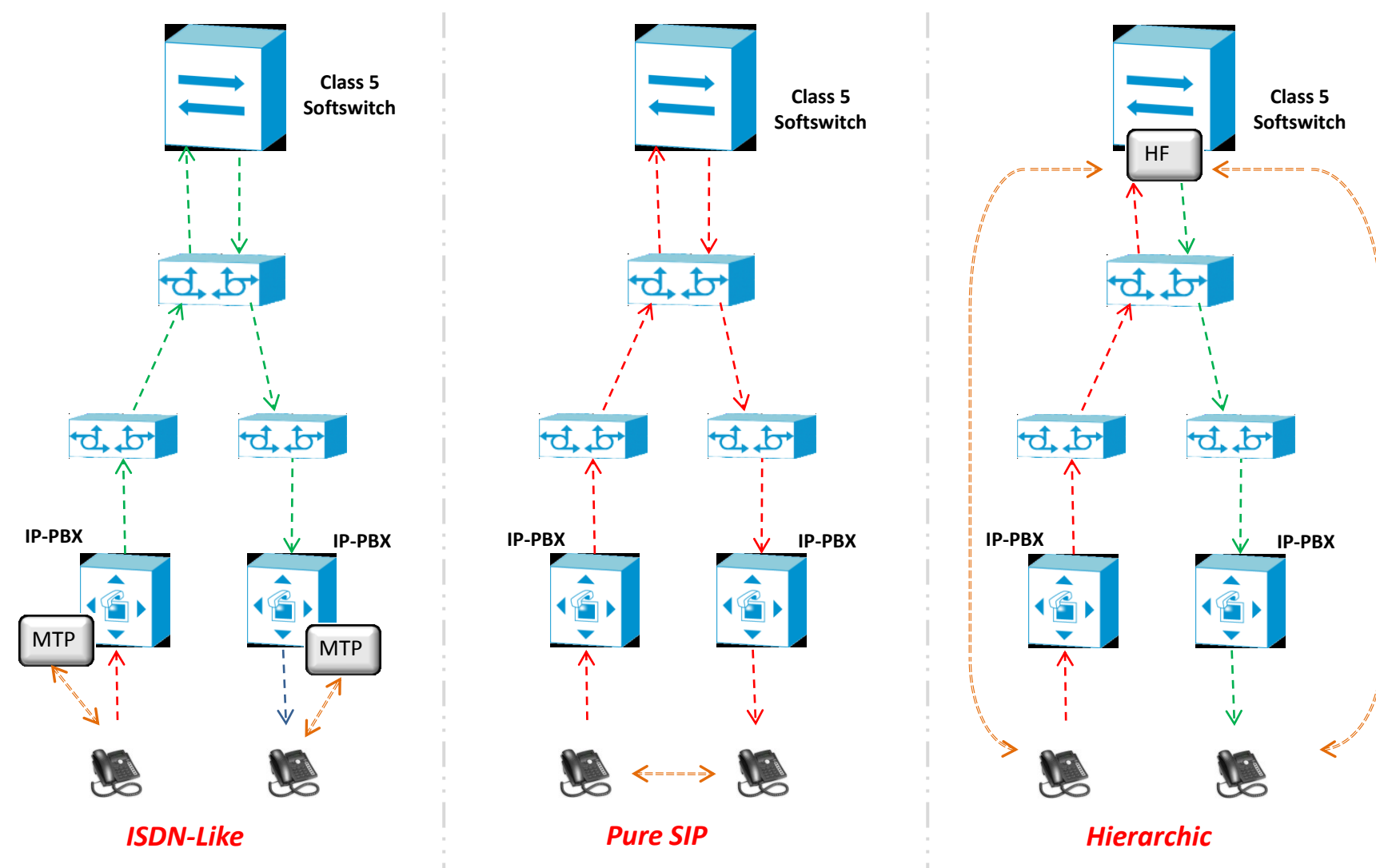


SIGNALING MODELS

- ISDN Like
- Pure SIP
- Hierarchic

MEDIA MODELS

- Fixed Media
- Variable Media

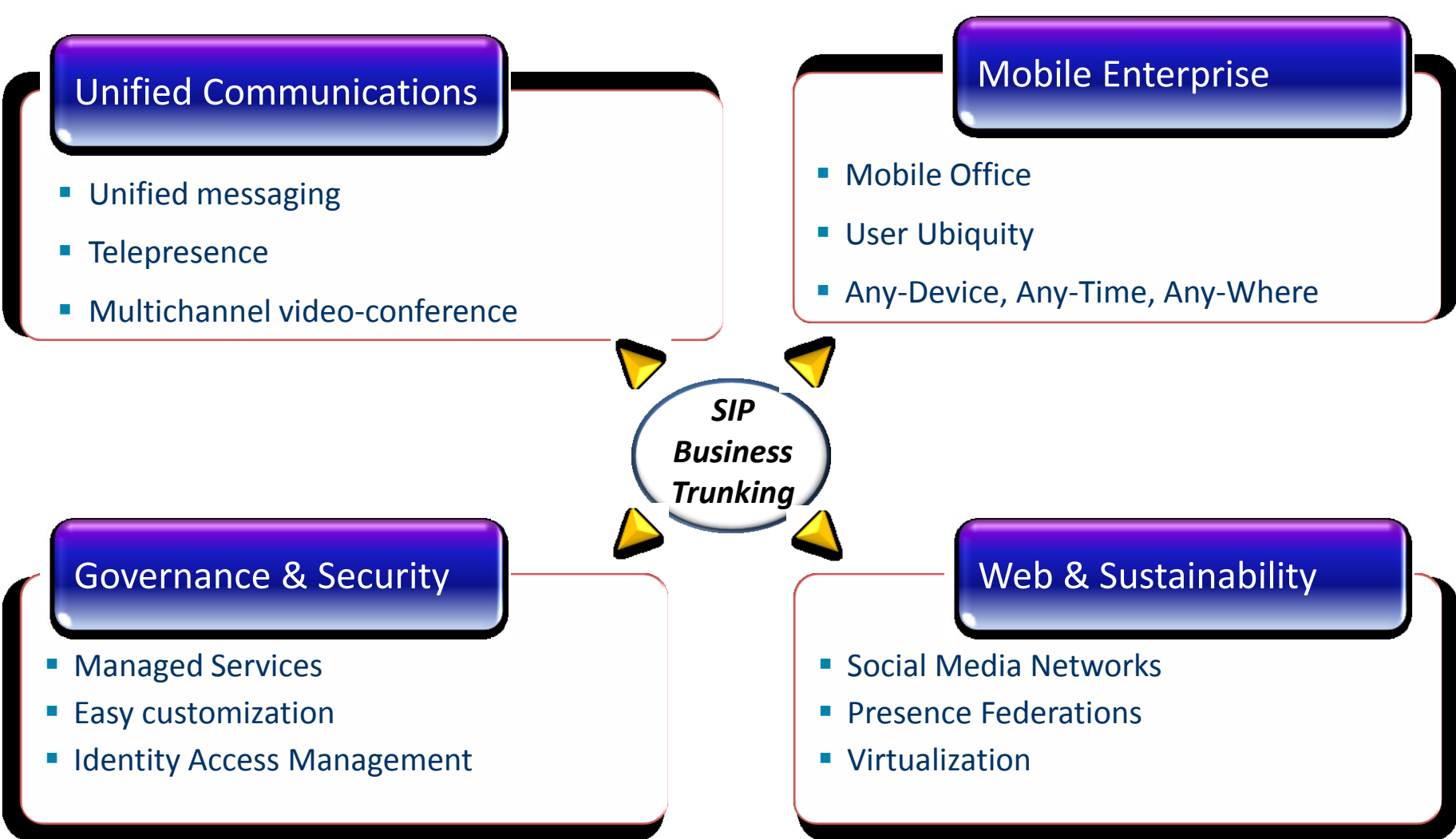


New services for end-users
OPEX reduction for SP

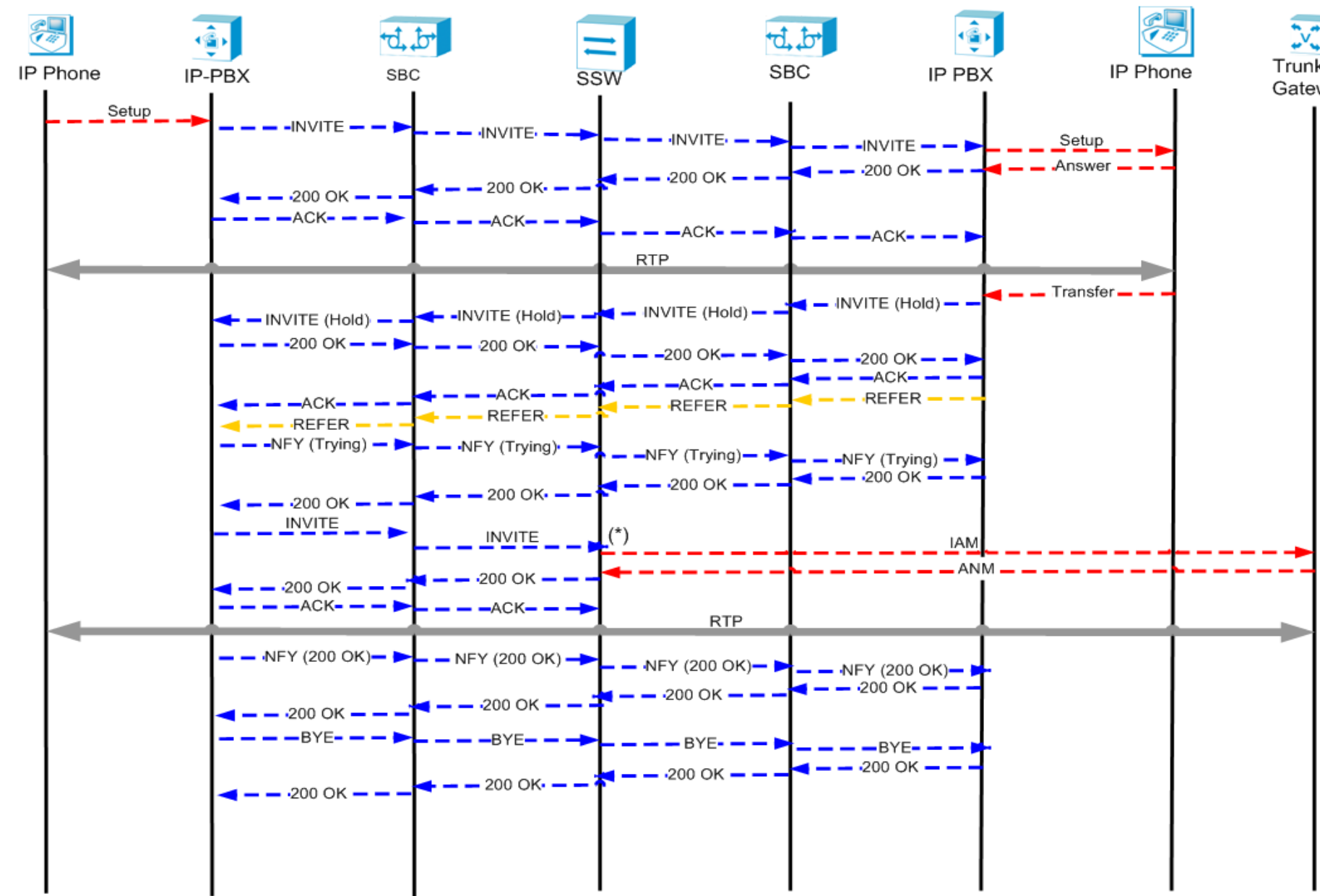
SIP BUSINESS TRUNK

- New Services
- Flexibility
- Reliability
- Easy management
- Cost reduction
- Smooth migration
- Easy Least Cost Routing
- Enabling remote workers
- Security
- Fast provisioning

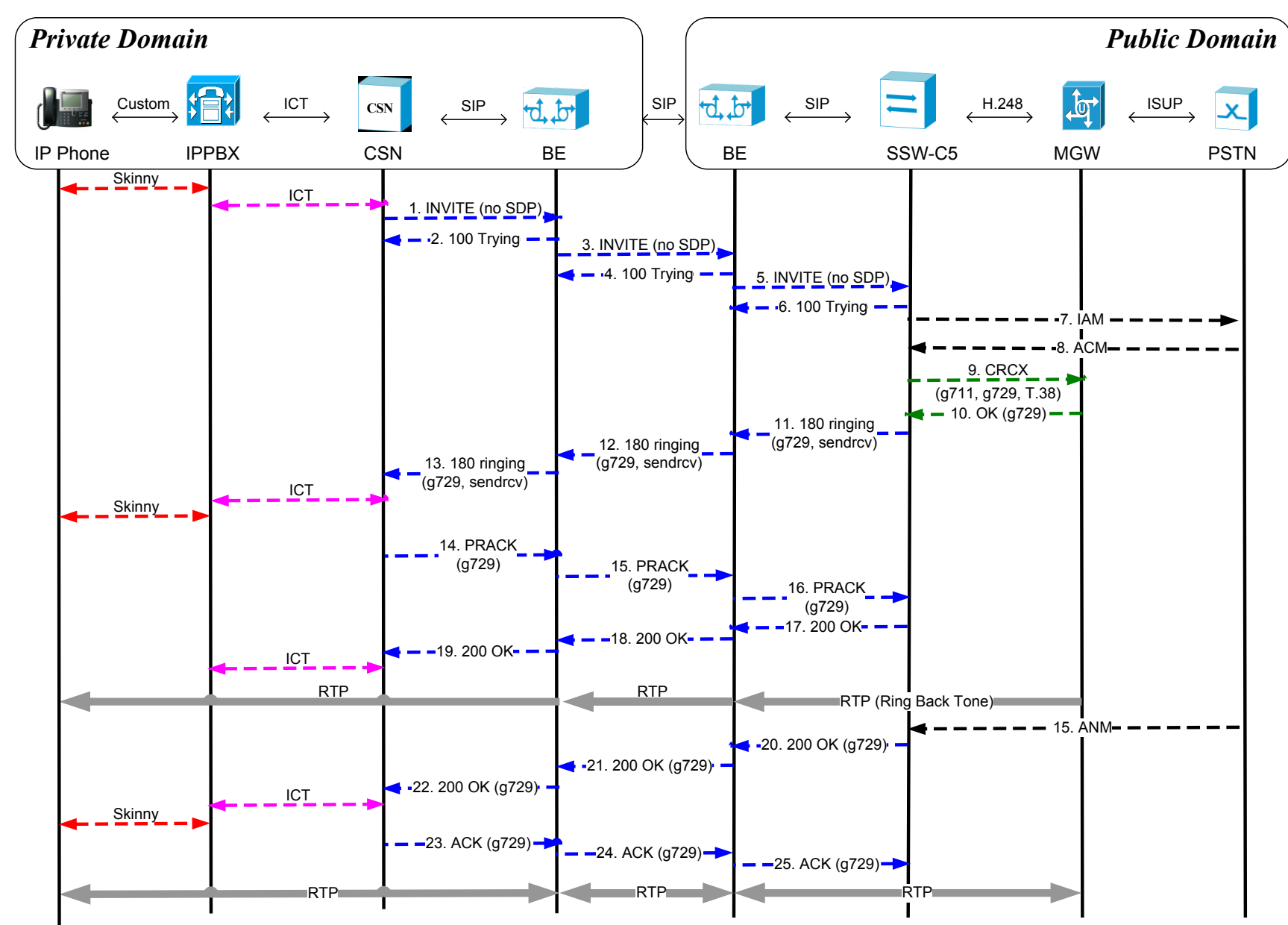
SIP BUSINESS TRUNK OPENS A NEW WORLD OF SERVICES



“END TO END” IMPACT OF A PURE SIP MODEL

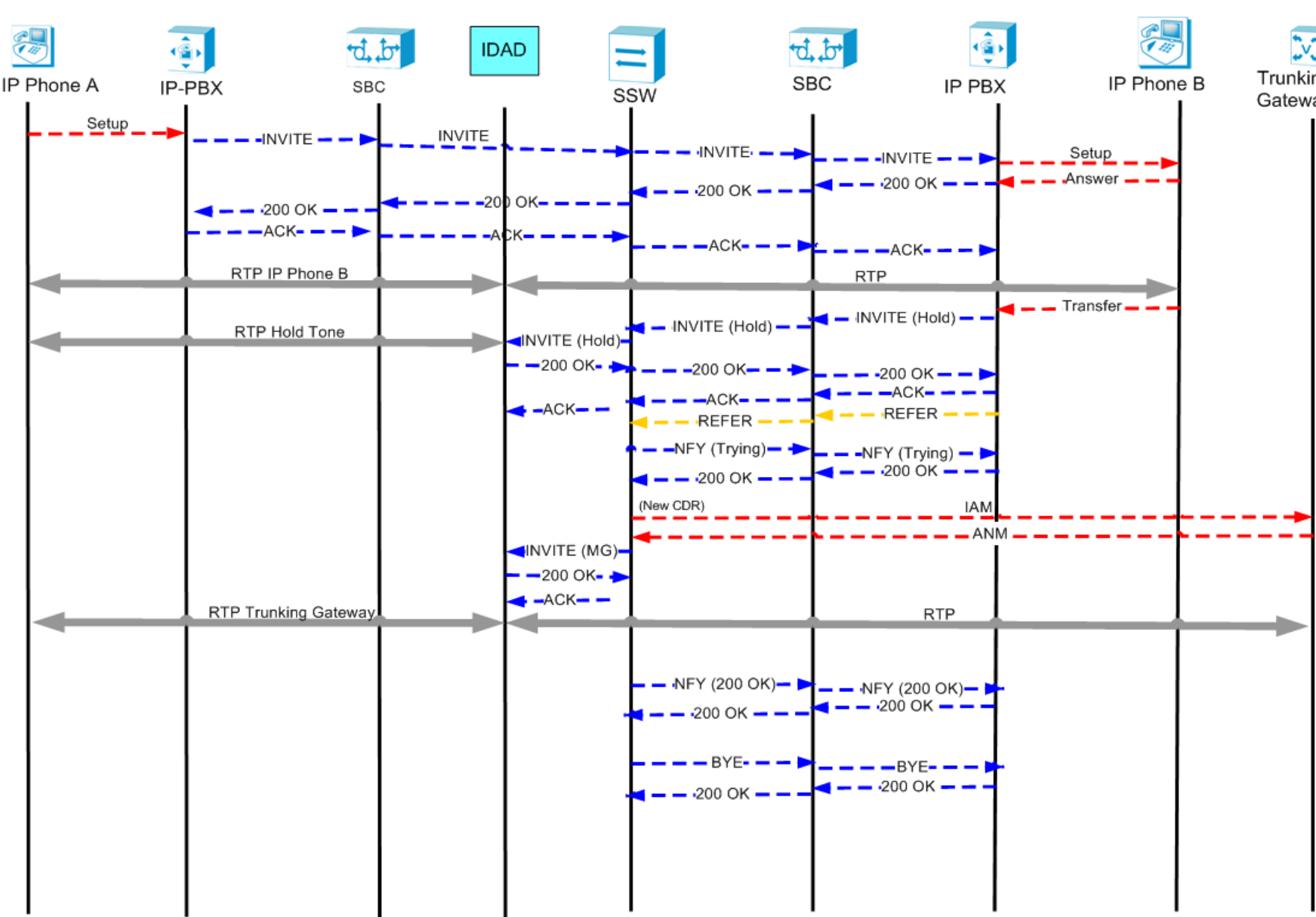


BUT COMPLEXITY MAY GROW INCREASING COSTS



JUST A SIMPLIFIED CALL SETUP SCHEME

HIERACHIC MODEL WITH HARMONIZATION FUNCTION SIMPLIFIES INTERWORKING



SERVICE PROVIDERS CAN CHOOSE DIFFERENT “GO TO MARKET” APPROACHES:

FULL JACKET

Pre-packaged solution with low customization and high reusability

CUSTOMER TAILORED

High customer requirement compliancy

High customization possibility

High costs for deployment and solution certification

LESSON LEARNED

SIP Trunking will permit creation of new services for VoIP business market.

Standardization facilitates interoperability.

Manufacturers extend standards with proprietary customization to provide new services.

A Hierarchic Model with an Harmonization Function like IDAD is the winner trade-off between time to market and standardization.

