



Business Value of SIP

The Value of SIP Beyond IP

Session Initiation Protocol (SIP) is an underlying protocol that makes connecting parts of an overall communications system very easy and leads to rapid service/offer deployment. SIP can reduce hardware costs; provide greater flexibility for disaster recovery; and enables businesses to take advantage of a wide variety of choices in communication devices. It has delivered on the Internet Engineering Task Force (IETF) goal of creating a simple but elegant protocol for setting up and tearing down real time communications sessions across an IP packet network. Now, by unifying communications solutions, SIP is ushering in a new era of intelligent communications.

SIP deployment encompasses four key elements:

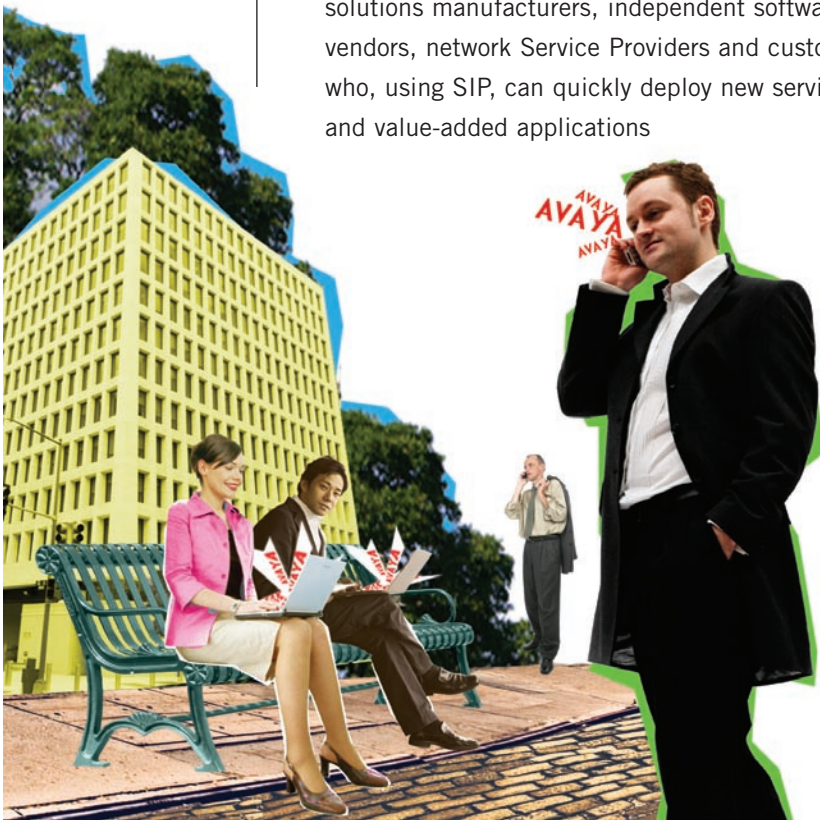
- Connection points (such as SIP trunks)
- Platform and applications
- Endpoints (desk phones, softphones, multi-modal devices, etc.)
- A diverse ecosystem including communications solutions manufacturers, independent software vendors, network Service Providers and customers who, using SIP, can quickly deploy new services and value-added applications

Connection Points

SIP connection points, points where two or more systems connect, include SIP trunking between your service provider and corporate headquarters, between your centralized Avaya Communication Manager server and an application (such as Modular Messaging), and connections between servers. SIP connection points can even link a number of branch offices across a WAN (Wide Area Network).

Because SIP trunking requires less hardware on both the enterprise and service provider side, it lowers costs. The criticality of minimizing costs for a business of any size is reflected in recent research from Nemertes. "SIP trunking is growing in importance, with 53 percent of IT-executive participants in Nemertes' Advanced Communications Services benchmark, reporting that they are either evaluating or planning to implement SIP trunking within the next two years," said Irwin Lazar, Principal Research Analyst and Program Director, Unified Communications and Collaboration Nemertes Research.¹

¹ Nemertes' Advanced Communications Services Benchmark. April 2008.



Another key benefit of SIP is greater flexibility when disaster strikes. Through SIP, enterprises can control their redundant platforms and fail-over paths and, with the advent of both User-to-User Information (UUI) and Network Call Redirect (NCR), SIP trunks offer feature parity with transport mechanisms such as Integrated Services Digital Network (ISDN).

And, finally, SIP technology is proven, tested technology: SIPconnect® compliant systems have successfully passed interoperability testing, providing customers with the assurance that they are not locked into a one-vendor solution.

Platforms and Applications

SIP software manages several services including proxy services, user registration, SIP sessions, and presence tracking. It also must interface with surrounding systems and applications 24x7, providing user profile information as well as controlling SIP traffic. Therefore, SIP software typically resides on highly resilient, high transaction servers. Avaya has integrated SIP software into its Communication Manager software (often running on S8xxx-series servers), in order to leverage the resiliency, scalability and reliability of the Avaya IP telephony platform. Avaya's extendable software architecture enables additional Avaya IP telephony platforms, such as Distributed Office and Quick Edition, that leverage the power of SIP as well.

SIP-enabled applications provide a key to business success. SIP eases the integration of real-time key business applications with IP telephony, enabling companies to expand their communications possibilities. With SIP, businesses can do more than just save money; they can transform their communications, enhancing productivity and customer service. Avaya SIP-enabled applications include Modular Messaging voice mail; Meeting Exchange; Interaction Center; the Intelligent Presence Server; the Avaya one-X™ Portal with Unified Communications and web services; call recording; Automatic Call Distribution; Integrated Voice Response; telephony integration with Microsoft's OCS or Lotus Sametime, and telephony integration with third party applications, such as Instant Messaging, that are built by customers, Independent Software Vendors, or partners.

Endpoints

End users appreciate choice so they benefit from the fact that the SIP protocol works on a wide variety of communication devices. Users preferring a desk phone, a unified communications softphone on a PC, or a favorite mobile phone can connect to a SIP-based communications network seamlessly and easily, which means that the same communication functionality available in the office extends to a user via any device.

For example, your desk phone and mobile phone can ring simultaneously. This enables you to remain in contact with customers and business associates no matter where you are. Call logs, conference calling, call transfer – and other features you use on your office phone are extended to your other communication devices. With SIP you get endpoint flexibility without sacrificing endpoint functionality.



Saving Money, Enhancing Productivity & Customer Service

An easy way to see the practical business value of SIP is to consider the following scenario which is based on the experiences of several Avaya customers.

Shawn, Director of Information Technology, Line of Business Director Anne, and Chief Financial Officer Xavier transitioned their company to end-to-end SIP. With all employees having telephony Presence awareness for all associates within their intelligent communication infrastructure, and by being able to quickly deploy and link new applications, Shawn, Anne, and Xavier have enhanced internal communications, and the way they serve customers. They estimate that SIP has already saved them \$300,000 so far this year.

Shawn was able to consolidate communication servers, move seamlessly between H.323 and SIP endpoint device protocols, and migrate workers to an increasingly secure system. He added Unified Communications mobility solutions that incorporate desk phones, PC softphones, and multi-modal devices for workers who are continually on the go.

Anne's staff is dispersed across several countries and time zones. Her employees choose mobile devices based on personal preferences and the countries in which they work. Anne needs to insure that all her employees can access and communicate via email, voice and video whenever and from wherever they need to, using land-based and wireless connections.

She also needs to guarantee that customers can connect with the person in her department best able to assist that customer whenever the customer chooses to make contact. To help her people serve customers better, everyone in Anne's department has access to a single corporate directory and has the same basic telephony features, whether they are in the office or out meeting with customers.

By opening the door to flexible communication capability, the Avaya system – using SIP protocol – solved Anne's business problems. SIP enabled quick application integration, simplified communication, and increased staff productivity.

CFO Xavier's priority was to reduce communications costs overall while enabling enhanced customer service. Thanks to capabilities delivered by SIP software, Xavier achieved both goals.

Future-Proof Communications

Shawn, Anne, and Xavier, chose to implement SIP as a way to enhance communications and increase business process efficiency. SIP's key attributes – multi-modality, enhanced Presence, mobility, security, openness, multi-vendor interoperability, and scalability – convinced them that SIP was the right long-term technology choice for their business. They have future-proofed their enterprise.

Today and tomorrow they can upgrade systems quickly, link to applications that provide up-to-the-minute sales data in real time, verify the telephony presence of associates no matter what device they are using, efficiently provide personalized service to customers, and deliver a seamless communication experience for employees whether they are in or out of the office.

Avaya and SIP

Avaya has long been, and continues to be, an active industry participant committed to deploying SIP, an industry-based, open standard. As an active participant, Avaya is involved in defining and moving forward SIP Requests for Comment or RFCs. An RFC is a detailed recommendation that includes definitions and specifications for a particular Internet technology. It is vetted by and may ultimately be approved as a standard by the Internet Engineering Task Force (IETF).

Avaya sits on the Board of Directors of the SIP Forum and is one of the first five vendors to be certified as SIPconnect® Compliant. This SIPconnect® Compliant designation tells customers that Avaya solutions provide interoperability with multiple vendor solutions.

Learn More

To learn more about product and solutions that include SIP, please contact your Avaya Client Executive or Avaya Authorized BusinessPartner or visit avaya.com

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

AVAYA
INTELLIGENT COMMUNICATIONS

avaya.com