



Kloud 7

Business Communication Services

SIP Trunking Services
Premium SIP Trunking

Documentation Guidelines

Documentation relating to services provided by Kloud 7 LLC. are informational guidelines that showcase technical details and use case scenarios designed to enhance product usability. Please contact hello@kloud7.com or call 844-855-6837 for all additional inquiries..



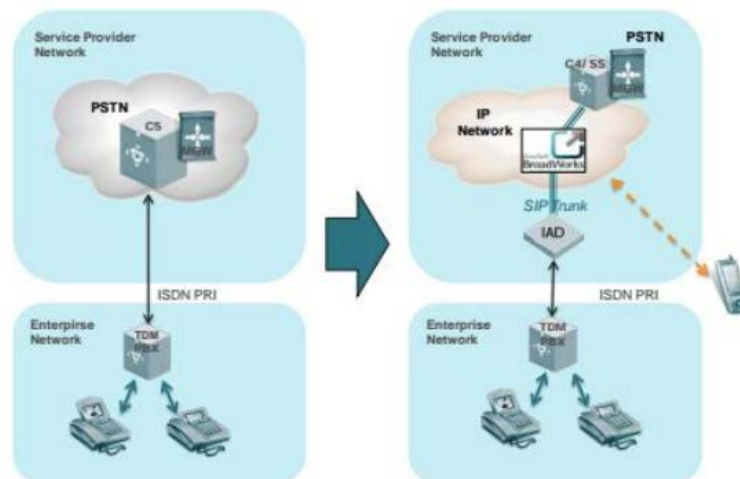
Kloud 7: Premium SIP Trunking Overview

Premium SIP Trunking is the most versatile and effective of the SIP Trunking platform options for business organizations that utilize premise-based telephony equipment. Premium SIP Trunking is a great way to deliver the benefits of the core platform’s flexibility, resiliency, redundancy and cost savings, while also taking advantage of the ability to utilize Hosted PBX features in enhanced or hybrid Hosted PBX/SIP Trunking configurations for businesses with functional IP-PBXs, legacy PBXs or Key Systems.

Seamless Integration with Hosted PBX Features

As an enhancement to Standard SIP Trunking, Premium SIP Trunking adds a suite of value-added Hosted features and applications to future proof their customer’s investment with functionality either missing or too costly to implement from their current PBX Interconnect. Hosted applications that can be utilized with the Premium SIP Trunking offer include: auto attendant, call center, CRM integration, Queuing, Mobility, UC Client Software and Collaboration.

Figure 1: Legacy to Converged VoIP Platform Transition



Premium SIP Trunks enable business to leverage the efficiencies of VoIP by eliminating their disparate network elements. This can be accomplished by merging expensive voice lines, PRI’s and separate Data/Internet Access circuits, obtaining enhanced user service control and taking advantage of improved business continuity – while still using an existing PBX or Key System, all from one Converged Access platform.

Using Premium SIP Trunking provides businesses with existing PBX platforms flexible SIP Trunking environment, wish to integrate their SIP Trunking platform into a hybrid SIP Trunking/Hosted PBX services or they are in a transition to Hosted PBX services.

Kloud 7's Premium SIP Trunking platform provides the ultimate in resiliency and redundancy across all our VoIP offerings by providing complete technological and geographic failover support at both the feature and platform level. All of Kloud 7's SIP Trunking offerings reside on our state-of-the-art VoIP Platform, complete with technology and geographic failover support, but Premium SIP Trunking provides an additional layer of flexibility and disaster

recovery through its Hosted collaboration, mobility, forwarding, overflow and queuing feature sets.

Kloud 7's SIP Trunking service is widely compliant and certified to work with a wide range of IP-PBX's from vendors including (but not limited to) Avaya, Alcatel-Lucent, Cisco, Microsoft, Mitel, Samsung and Siemens IP-PBX Platforms.

Benefits of Kloud 7's Broadworks Premium SIP Trunking:

Premium SIP Trunking provides the most advanced and versatile support for SIP Trunking available by utilizing the BroadWorks SIP Trunking functionality on Kloud 7's core platform:

1. Premium SIP Trunking brings hosted voice features to cost effective and future proofed alternative for their PSTN/ISDN trunks, while providing flexibility, business continuity
2. Single network serving your TDM and IP-PBX, along with Key System needs, without the need for expensive T-1 PRI's or analog phones lines
 - a. Reduces monthly line expense
 - b. Minimal initial investment
 - c. Reduces administrative expense
3. Leverages existing investment in legacy PBX and Key Systems
4. Adds functionality while maintaining current user environment for easy implementation.
5. Intuitive and easy to implement
6. Disaster recovery solutions to redirect incoming calls to destination of the businesses choice as needed. AKA Multi-Site PBX Redundancy
7. Complete support for SIP Trunking to Device - Mobility provides the ultimate in resiliency and disaster recovery.
8. Our optional easy to use Portal makes SIP Trunking management, queuing, mobility support and control, easy and efficient to operate across locations and groups for any customer administrator

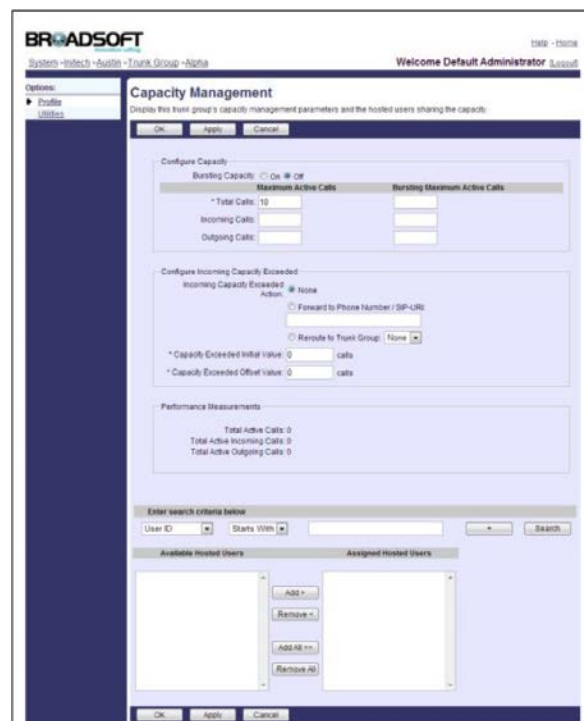
When it is most useful:

Premium SIP Trunking is preferred in multi-location PBX or PBX/Hosted PBX hybrid implementations. It is also useful when business requirements mandate the highest levels of resiliency and availability.

What Companies benefits from Premium SIP Trunking?

- Companies with single or multiple sites looking to reduce their communication costs.
- Companies needing a disaster recovery solution to cope with any natural disaster, such as fire or flood damage, or man-made such as network failures.
- Companies with a mobile workforce with a need to improve communications and control mobile call costs
- Companies with a traditional PBX who need advanced applications such as mobility, unified communications and collaboration, while still utilizing their PBX for their corporate locations.
- Companies looking to change locations, but would like to keep their local area numbers without paying for expensive call forwarding or reinstallation services.

Figure 2: Broadworks Capacity Management Administration example



Detailed Benefits from Premium SIP Trunking?

- Consolidate all voice, video, and data traffic over one converged network.
- Benefit from free internal calls between employees wherever they are located.
- Buy only the exact number of trunks required (SIP trunks can be purchased in increments of one)
- Centrally manage and aggregate trunks to increase trunk utilization and reduce total trunks required.
- No expensive call-forwarding or reinstallation costs are required should they relocate or need to divert calls to other numbers in the event of a disaster.
- Simplified administration helps make it easier for companies to track and monitor telephony usage, billing and manage calling capacity at a company-wide level.
- Improve business continuity and disaster recovery. Customers continue to receive calls no matter what happens with the ability to pre-configure automatic re-routing to any other number to keep their business connected. Number re-routing can be setup at the company level and end user level.

Work Anywhere

Mobility services enables the customers with the appearance that they are working from their desks. SIP Trunking Mobility options enable customers to use their mobile device as an extension to their business communications service. In event of an unforeseen or planned business communications service outage, incoming calls can easily be diverted to those mobile devices, using a variety of customer accessible portals and tools.

Evolve to Unified Communications

Unified Communications (UC) applications are available through Premium SIP Trunking customers to take advantage of the Hosted features and services that provide rapid sharing of information and ideas between colleagues, customers, partners and suppliers. Applications include instant messaging and presence, voice and video calling, desktop sharing, conferencing and web collaboration. Kloud 7 has UC clients for desktops, laptops and smartphones to ensure their customers are easily contactable from practically whatever device they use and from wherever they need to work.

