



Kloud 7

Business Communication Services

SIP Trunking Services Solution Overview

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..

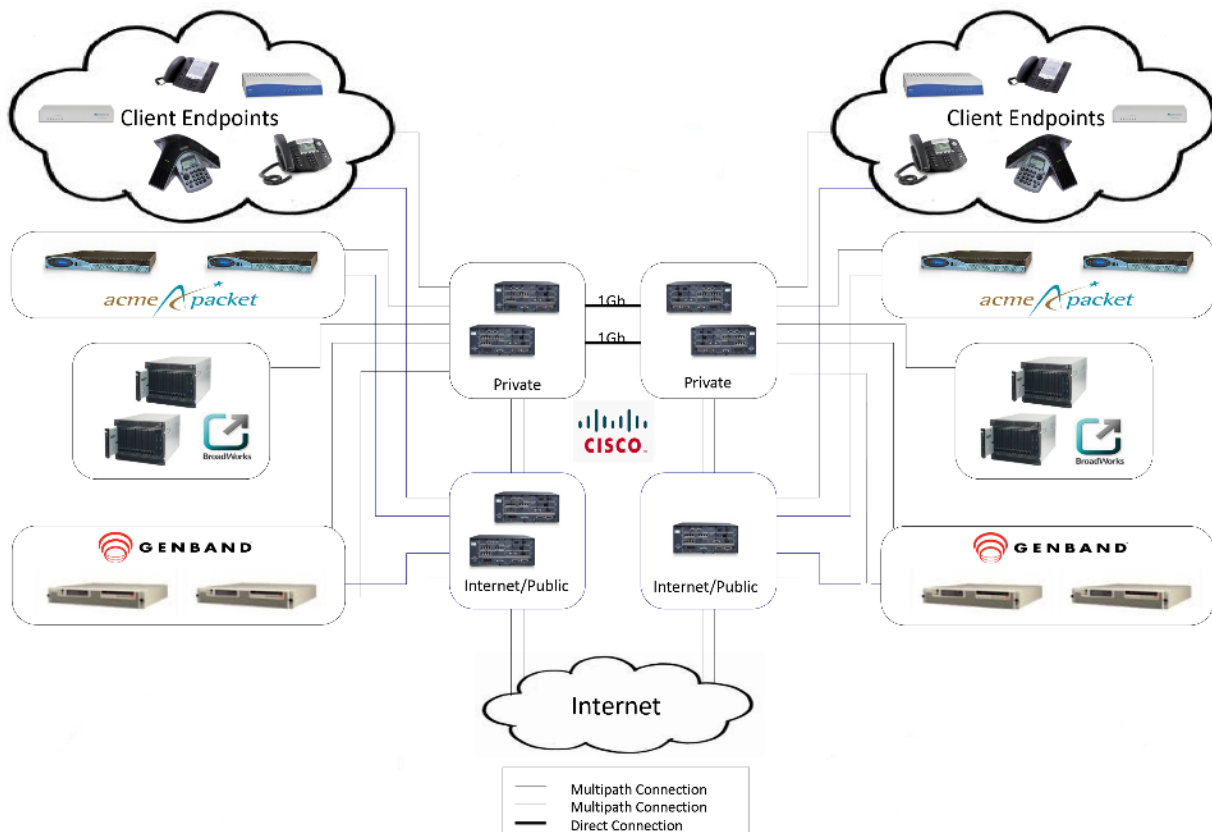


Kloud 7's Trunking Services Overview

Kloud 7's Trunking services are a high-demand service offering for enterprise customers that utilize on premises telephony equipment for their voice communications. Kloud 7 SIP Trunking is a great way to deliver many of the benefits of Kloud 7's platform flexibility, resiliency, redundancy and cost savings for customers with functional IP-PBXs, legacy PBX and Key Systems. Trunking services also allows businesses to maximize the lifespan of an existing on premise system and creates a seamless migration path to Kloud 7's Hosted Voice Platform.

Businesses can take advantage of the efficiencies of a VoIP enhanced converged network by eliminating expensive POTS voice lines, PRI's and separate Data/Internet Access circuits, providing enhanced user service control and taking advantage of improved business continuity, while still using their existing PBX or Key System.

Figure 1: Kloud 7's Core Infrastructure Visualization



Kloud 7's Trunking Service Delivery Options:

Kloud 7's Trunking services include: SIP, PRI, Analog Lines and Fax Lines. The technology used by Kloud 7 at the base of all Trunking services is SIP Trunking which is a straight IP to IP interconnection. Each of the SIP Trunking options reside on our state-of-the-art technology infrastructure platform, which provides resiliency and redundancy with complete technological and geographic failover support.

Kloud 7 utilizes a variety of customer premise equipment based on the type of Trunking services needed at each customer location. The integrated appliances provided by Kloud 7 to delivered the required services type allow Kloud 7 to optimize redundancy, network performance and provide enhanced monitoring and rapid troubleshooting.



Key Benefits of Kloud 7's Platform for SIP Trunking:

1. Ability to converge voice and data on a single network, serving voice services to the customer PBX or Key System, on the existing Internet connection maintained by the customer.
 - o Kloud 7's voice services do not require a dedicated Internet connection and greatly reduce monthly line expenses and operating costs.
2. Minimal investment required for conversion or hybrid environments.
3. Reduced administrative expense.
4. Intuitive and easy to implement.
5. Leverages investments in legacy PBX and Key phones systems.
6. Adds functionality while maintaining current user environment (Feature of Premium SIP Trunking Service).
7. Disaster recovery solutions to redirect incoming calls to destination of customer's choice, as needed (Feature of Premium SIP Trunking Service).
8. Real time 'Out of Service' porting between sites via the customer's Administrative Portal, supports the most dynamic business environments efficiently (Feature of Premium SIP Trunking Service).
9. Real time Queuing capabilities that can redirect incoming calls to destinations with a lower call volume (Feature of Premium SIP Trunking Service).
10. Easy-to-use dashboards simplify the management and use of hunt groups and other Hosted VoIP capabilities (Feature of Premium SIP Trunking Service).
11. Centralized administration functionality for simplified multi-location administration (Feature of Premium SIP Trunking Service).

Kloud 7's Trunking Services PBX Compliancy:

Kloud 7's SIP Trunking service is 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. Several types of SIP Trunking services are offered by Kloud 7 depending on the business needs and varying capabilities of the on-premise PBX.

Kloud 7's Standard vs. Premium SIP Trunking Service:

Standard Peering SIP Trunking:

Standard SIP Trunking provides the most cost effective method of SIP Trunking available. It can be easily established via IP to IP connectivity between the customer premise and Kloud 7's core peering SBC or on site SBC appliance.

When it is most useful:

- Standard Peering SIP Trunking is especially useful for high volume single PBX locations that have established their own on site redundancy and disaster recovery capabilities.
- The existing PBX is providing all required and necessary features
- Ultimate cost savings for full featured voice services

Premium SIP Trunking:

Feature SIP Trunking provides the most advanced support for SIP Trunking available by utilizing BroadWorks SIP Trunking software on Kloud 7's Platform:

- The ability to apply user and group level features from Kloud 7's hosted solution to SIP trunks (Hunt Groups, Auto Attendants, Mobility, Voicemail, etc.)
- Can provide call flow integration between multi-vendor PBX deployments
- Disaster recovery solutions to redirect incoming calls to destination of customer's choice.
- Complete support for SIP Trunking to device - mobility provides the ultimate in resiliency and disaster recovery.
- Easy-to-use customer facing portal supports the real-time administration of Hosted VoIP capabilities, such as OOS forwarding, Queuing and Hunting.
- Support for converged service offerings by allowing the more efficient SIP Trunks to transit to together with a customer's data and Internet traffic over a single physical pathway, while still providing the necessary resiliency and flexibility.

When it is most useful:

Feature SIP Trunking is preferred in multi-location PBX or PBX/Hosted PBX hybrid implementations. It is also useful when a customer requires the highest level of support for resiliency and availability.

Figure 3: Feature SIP Trunking Converged Network illustration

