

# SIP Connect for Resellers

Take advantage of the global phase-out of ISDN technology by switching to Telstra’s wholesale SIP Trunking service. With Telstra’s SIP Connect for Resellers, you’ll get to offer customers significant cost savings with a secure and scalable service. Your enterprise customers can keep their existing IP-PBX with no interruption to their service, reap all the benefits of VoIP, while connecting seamlessly to local and international PSTN services.

## What is SIP Connect?



Telstra SIP Connect is our global SIP Trunking solution to replace traditional ISDN lines between on-site phone and unified communications. Connectivity is via Telstra’s global network through broadband ethernet only. All of your national and global voice and data offerings can be packaged onto one IP connection to sell to your customers.

## How does it work for resellers?



Telstra SIP Connect lets your customers enjoy access to in-country and international PSTN numbers and calling at competitive rates. Telstra provides one central SIP Trunking connection into our IPVPN, which you can deliver to customers. You can white-label any number of on-demand, low-cost, high-quality SIP Trunking solutions to support your customers’ voice and data communications.

## Features



- DID - Direct Inwards Dialing
- CLI – Call Line Identification
- Presentation Numbers
- Number Portability (where permitted)
- Number Provisioning

## Key benefits



**Cost Savings.** Enjoy up to 50% savings<sup>1</sup> against traditional ISDN CAPEX and OPEX. Benefit from low-cost IP connectivity with no call forwarding costs, and affordable, pay-as-you-go pricing.



**Productivity.** Improve applications and solutions deployment. SIP Trunking offers faster and more efficient connectivity for unified communications, compared with legacy ISDN networking.



**Continuity.** We offer disaster recovery assurance across primary and backup infrastructure. DIDs/calls/data can be re-routed instantly in emergencies to keep your enterprise customers’ business running.

## Service coverage

Australia • Hong Kong • New Zealand  
• Singapore\* • United States • United Kingdom

*\*Singapore is not supported via the Internet*

## What are we responsible for?

Telstra	Reseller
DID provisioning/portability	DID customer coordination
Connectivity to reseller via IPVPN / Internet	Connectivity to customer via IPVPN / Internet
Invoice reseller	Customer account and bill management
24-hour support to reseller	Support to customer
	Comply with applicable laws and regulations

## Pricing

Minimum of 100 channels. Priced by number of channels required and on a pay-as-you-go usage scheme. Non-recurring charges apply.



**24/7 Technical Support.** We have 24x7 Proactive Monitoring of all voice platform systems to ensure we attend to faults in lead time where required, if any.



**A Trusted Partner.** Have the assurance of working with a global telecommunications provider that offers services in over 200 countries. Enjoy the support of our experienced team, backed by high-quality service level agreements.



**Flexibility and Scalability.** Easily port numbers across regional/global sites (where permitted). Scale your number inventory up/down swiftly when required. Support high traffic volumes across modern IP platforms.

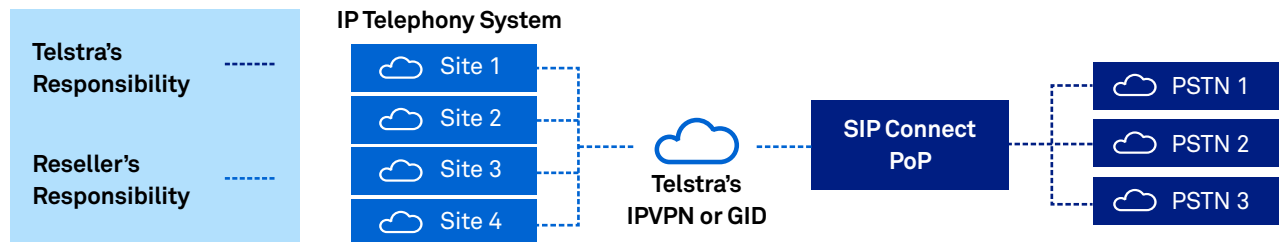


**Profitability.** Resell a complete solution with bespoke service elements including channels, lines, CLI, and a range of chargeable features.

## How it works

Telstra provisions DID numbers, number porting and call features to our SIP platform via our fast network node interface (NNI). This SIP package is then connected to your network where you can deliver the SIP connection via:

- Telstra's IPVPN or GID (Global Internet Direct) into your UC infrastructure.
- Or you can choose to connect via your own public Internet connection.



<b>Customer Premises Equipment (CPE)</b>	Telstra supports the reseller with a range of SBCs (Session Border Controllers), as well as an extensive range of VoIP equipment.
<b>Access</b>	SIP Connect delivered via Telstra's IPVPN, Global Internet Direct, or IPSEC.
<b>Codec</b>	G.711 for excellent voice call quality.
<b>Resilience</b>	Telstra's primary and back SBC clusters operate in primary/back up mode for sending calls to the reseller, allowing inbound routing via dual options in case of failure.
<b>Capacity</b>	Minimum of 100 channels.

## Telstra Wholesale

Telstra is a global supplier of market-leading wholesale communications services. We have an asset revenue of \$25.1Bn covering more than 6Bn minutes annually in over 200 countries. Up to 30% of Asia's Internet traffic run on our subsea cable network in the region. We continuously research market trends and invest in network technology to offer services that help our customers thrive. We work in close collaboration with a number of global vendors, including Cisco, Genband, and Microsoft. Telstra Wholesale has been focused on continuous innovation within Wholesale SIP Trunking for over 30 years, helping you grow your market share in your product portfolio offerings.

1. *Unified IT Systems, Building the Business Case for SIP Trunking Whitepaper.*

Contact your Telstra account representative for more details.

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