The Global
SIP Trunk Federation:

Unifying Local SIP Trunking Services
to Accelerate Global Growth

More and more Enterprises are embracing and deploying SIP and in particular SIP Trunk services to utilise feature rich yet cost efficient enterprise communications.

This growing demand is driving growth for local and regional SIP Service Providers. While they have become extremely active in providing SIP Trunk services, they are unable to fulfil requests for services outside of their home markets and network boundaries. These are lost commercial opportunities.

Epsilon's solution is to bring together a global federation of local and regional Service Providers, enabling the provision of SIP Trunk services across borders and network boundaries. As a result local Service Providers will have the technical and commercial ability to meet RFPs and bids they would normally have rejected.

To date Service Providers have had to act in isolation, creating SIP islands around the world. To connect enterprises globally, Service Providers have needed to find partners with comparable services and roll out international networks to create a unified service. This has seen costs driven up while limiting the speed of global deployments. It has inhibited local and regional Service Providers and kept them from competing for business, limiting the market share and enterprise spend they can capture.

There is a tremendous opportunity for a federation to connect these SIP Trunking islands and streamline how SIP Service Providers around the world work together. The Global SIP Trunk Federation brings together local Service Providers with common interests and opens up regional and global opportunities with partners around the world.

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A Global Opportunity

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The global SIP Trunking market is projected to be worth $8.5 billion by 2019, according to Infonetics Research. In the first half of 2015, SIP Trunking revenues grew by 35% over the same time the previous year.

Unlike traditional POTs and T1/PRI, SIP Trunking caters directly to today's enterprise needs. It matches cost efficiency with on-demand scalability giving enterprises freedom to scale up or down as their businesses change and grow.

SIP Trunking acts as a foundation for enterprise VoIP, video and messaging. As Unified Communications adoption continues to grow around the world, Service Providers are increasingly being asked to connect these applications on a global scale.

As with most growing services, SIP adoption is gradual with enterprises typically rolling out SIP in one or two sites to start. As the value of SIP is proven, enterprise demand for SIP roll outs across multiple sites will increase.

Enterprises will look for local and regional SIP providers to deliver these services and extend beyond their home market. CIOs and end users see their Unified Communications services as unlimited platforms and it is up to Service Providers to help them deliver truly "unified" communications globally.

Whether it is a local player in the UK looking to capture more customer spend by connecting a few more sites or a regional provider wanting to compete for global deals, SIP Trunking needs a better model than is available today. It is maturing as a service and that means SIP Trunking needs to become a global solution.

The SIP Trunk Federation

The simplest and fastest way to grow SIP Trunking globally is to work together. Joining the SIP Trunk Federation can accelerate how SIP providers collaborate and enable them to capture new and bigger deals with SIP Trunking.

What is the SIP Trunk Federation? The SIP Trunk Federation is a group of like-minded Service Provider partners that collaborate to offer seamless end-to-end SIP Trunking capabilities around the globe. Each partner is considered a member of the federation, gaining access to other members' SIP services in different markets around the world and can rapidly serve enterprise demand for global SIP Trunking services.

The SIP Trunk Federation provides Service Providers of all sizes the ability to interconnect and work together to grow their SIP Trunking businesses. Without collaboration, global offerings are prohibitive and only available to the largest Service Providers in the world. The SIP Trunk Federation removes barriers to entering the global market and accelerates each member's ability to capture global revenue.
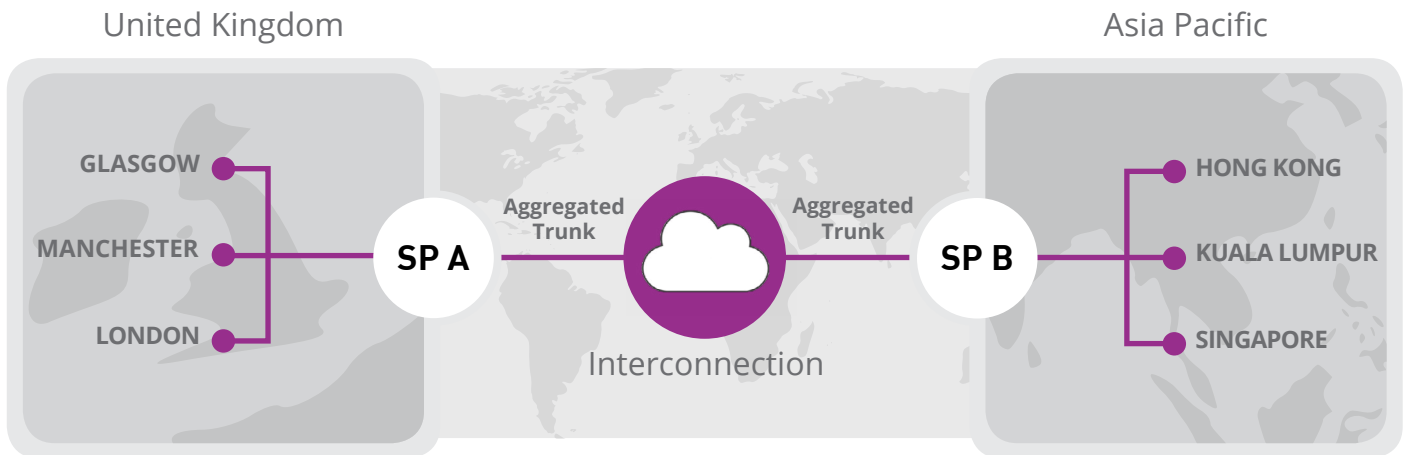
Epsilon's role in the SIP Trunk Federation is to provide the connectivity between each member's local or regional market. With its more than 500 network operator relationships and track record for supporting Service Provider customers, Epsilon acts as a neutral facilitator for seamless SIP interconnection.

Epsilon does not compete in local enterprise markets or offer its own SIP Trunking services to enterprises, meaning that it remains focused on partner enablement. Epsilon benefits from supporting members with connectivity and as each member grows connectivity demands increase. This creates a win-win scenario that sees all members benefit equally from a consistent and reliable global federation of SIP Trunking providers.

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United Kingdom   Asia Pacific

GLASGOW   SP A   Aggregated   Aggregated   SP B   HONG KONG
MANCHESTER   Trunk   Interconnection   Trunk   KUALA LUMPUR
LONDON   SINGAPORE

Delivering End-to-End SIP Solutions

A core value of the SIP Trunk Federation is its ability to support end-to-end SIP Trunking deployments, unifying quality and service orientated members via Epsilon's trusted global network. Epsilon uses its Intelligent Network Exchange (eINX) to deliver guaranteed Quality of Service (QoS) and Experience (QoE) on connectivity between SIP Trunk Federation members.

The connectivity model enables members to rapidly roll out global SIP deployments with consistent QoS and QoE from one provider to another. Epsilon's intelligent network services are based on its own bespoke technology. It offers end-to-end visibility from the transport to application layer with near real-time analytics ensuring network performance.

Epsilon uses intelligent networking to be the bridge between members and facilitate a seamless service. It has presence in more than 170 countries and has a track record of delivering connectivity in both the world's communications hubs as well as the challenging markets in the world.

The connectivity model also enables non-member SIP providers to use the federation as a means to connect their SIP services. Epsilon refers non-members to federation members and delivers connectivity between each provider. Members benefit from a new revenue stream.

The federation is further unified with a centralised billing platform provided by Epsilon. The billing platform gives members simplified billing for their international SIP Trunking deployments and enables them to quickly provision, invoice and reconcile bills. This simplifies the management and monetisation of global SIP Trunking deployments and makes it easy to transform local services into global solutions.

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New Sustainable Revenue Streams

SIP providers that join the SIP Trunk Federation see a variety of benefits that grow alongside growth in the SIP Trunking market globally. As SIP adoption grows, each of these benefits becomes increasingly valuable and deliver exponential returns to members.

New Revenue from New and Larger Deployments

The SIP Trunk Federation enables Service Providers of all sizes to compete for global contracts and expand their relationships with customers. It creates new long-term revenue streams from SIP deployments beyond a Service Providers home market.

Rapid Monetisation

Rather than investing time and resource in developing individual relationships around the world, members gain immediate access to other SIP providers. This supports the rapid monetisation of global SIP and removes the financial barriers to competing for global contracts.

Efficiency

The SIP Trunk Federation offers members the most cost efficient way to grow revenues from global SIP deployments. It brings together global partners, connectivity and a centralised billing platform to make developing a profitable global SIP offering easy. With Epsilon's 'pay-as-you-go' model for intelligent networking linking each provider together, members can grow efficiently and scale to meet new demand.

Simplicity

The federation offers a hub and spoke model that makes connecting sites across different continents simple. Members do not have to manage a growing number of Service Provider relationships. They can rely on a standard way of collaborating and interconnecting. This allows them to focus on serving new demand and developing and growing customer relationships.

Guaranteed Quality

Epsilon's intelligent network services ensures that international connectivity is reliable and consistent. It acts as a bridge between local and regional SIP services with scalable and high performance networking.

New Profitability from SIP

Overall, SIP providers will be able to capture new sustainable revenue streams from global SIP with the support of likeminded members around the world. As SIP becomes the de facto way of interconnecting voice, video and messaging, members are positioned to drive profitability from global SIP.

Member Requirements

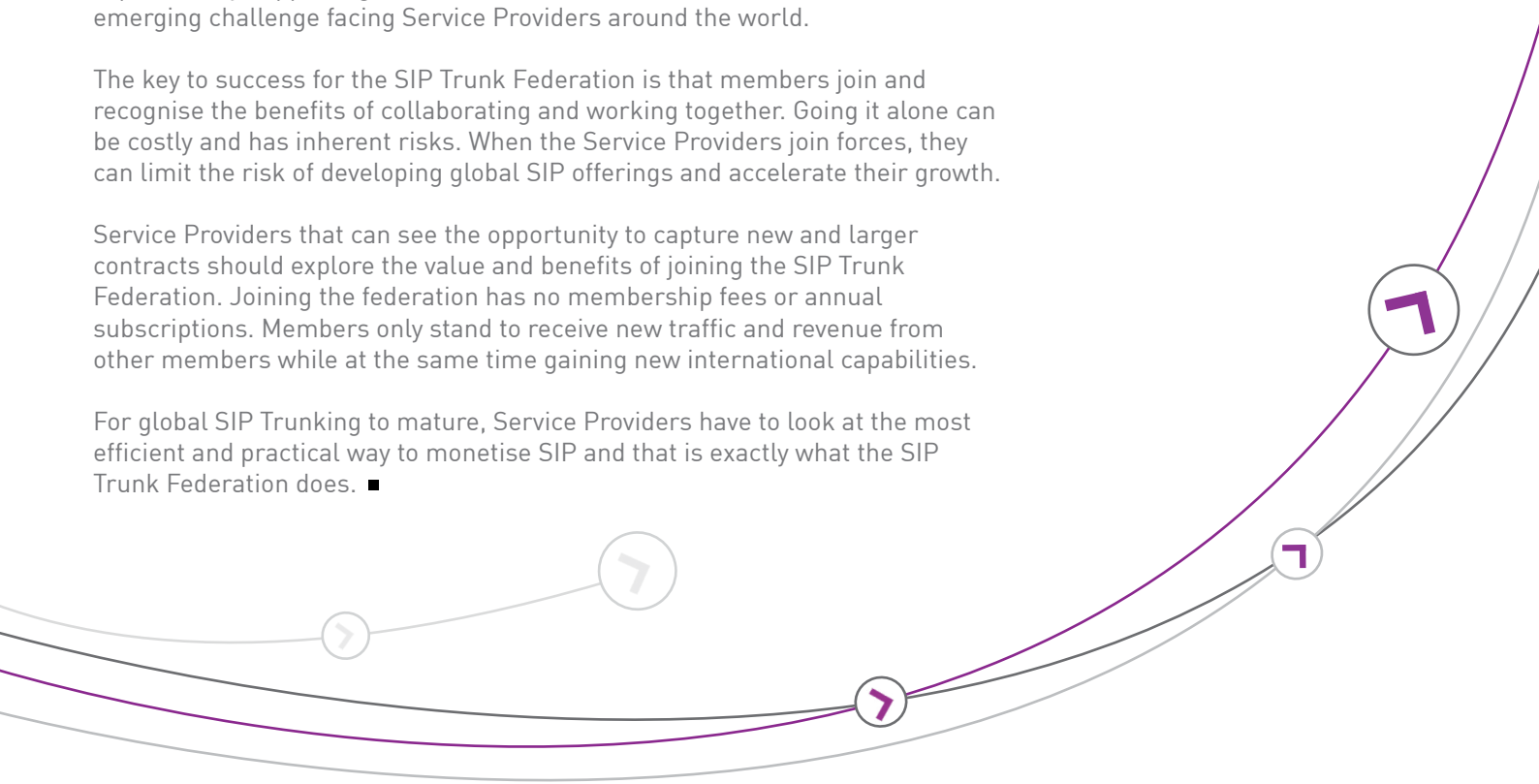|			
0800	Number allocation / Number	PBX Conformance and Support	In Country Emergency Services Support
!	Fraud Management	CDR Production	Service Availability
☎	In Country Call Break Out /local call handling	Ethernet delivery to Customer Premises	Support for Active / Standby and Load Balancing SIP Designs

A Federated Future

The SIP Trunk Federation offers Service Providers the efficiency, scalability, connectivity and partners needed to be successful in the global SIP Trunking market. It uses the existing strengths of local and regional SIP Trunking services to create end-to-end global solutions that benefit all members. It is proactively supporting the maturation of SIP and offers a solution to an emerging challenge facing Service Providers around the world.

The key to success for the SIP Trunk Federation is that members join and recognise the benefits of collaborating and working together. Going it alone can be costly and has inherent risks. When the Service Providers join forces, they can limit the risk of developing global SIP offerings and accelerate their growth.

Service Providers that can see the opportunity to capture new and larger contracts should explore the value and benefits of joining the SIP Trunk Federation. Joining the federation has no membership fees or annual subscriptions. Members only stand to receive new traffic and revenue from other members while at the same time gaining new international capabilities.

For global SIP Trunking to mature, Service Providers have to look at the most efficient and practical way to monetise SIP and that is exactly what the SIP Trunk Federation does. ■

About Epsilon

Epsilon is a global managed network service provider, extending carrier grade voice and data connectivity services to the world's Communications and Cloud ecosystems. The company offers a smart network utility that combines on demand infrastructure, automation, web-based portals and APIs to give partners friction-free access to global connectivity for resolving complex global networking demands.

www.epsilontel.com

General Contact Details:

Europe:	+44 207 096 9600
Asia:	+65 6813 4020
Middle East:	+971 4375 0299
USA:	+1 571 446 4660
Email:	Info@Epsilontel.com