

IF 'TOMORROW' HAD A VOICE, IT WOULD CALL ITSELF 'TODAY'

The Future does not like to wait. It wants to be the Present. Sooner than later. It wears its promises on its sleeve, and goes looking for visionaries who can give it wings. To make that flight from tomorrow to today.

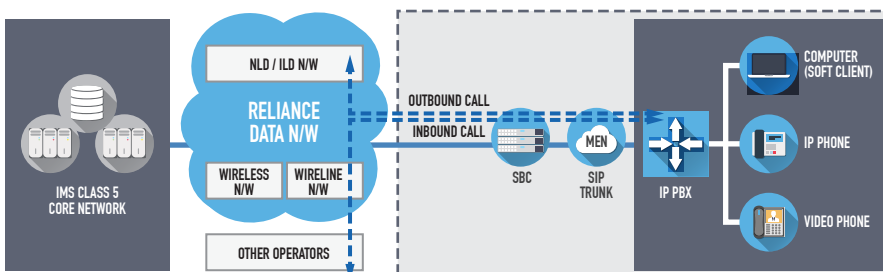
With Reliance SIP Trunk— India's first Enterprise SIP Trunking Service powered by the IP Multimedia Subsystem (IMS)—you can bring the future to your Enterprise Voice Communications. Today. A future that gives you virtually unlimited scalability in a heartbeat. A future that gives you unprecedented flexibility in managing Enterprise Communications. A future that makes Converged Communications a reality.

IP is playing a catalyst's role in bringing about a unified, converged and easily manageable Communications ecosystem so that businesses can get future ready. Your Enterprise's Voice Communication (telephony) has probably already embraced this IP ecosystem. It's time to get tightly integrated with the ecosystem.

You may have used VoIP for your internal communication. With Reliance SIP Trunk, you can now reap the advantages of end-to-end IP Telephony for external communication as well.

HOW IT WORKS

Reliance SIP Trunk is a highly scalable IP Voice service, that connects your Enterprise PBX through the Reliance managed IP Access Network, with dedicated circuits to the Reliance IP Voice Network, for the purpose of bidirectional PSTN communication. Instead of a bundle of physical wires, a SIP Trunk link connects your IP-PBX over a single Ethernet port, with our IMS class 5 core platform via a Session Border Controller (SBC), thus offering virtually unlimited scalability without the need for new physical connections.



THE RELIANCE ADVANTAGE

Reliance SIP Trunk is India's first SIP Trunking service on the IMS platform, offering you an end-to-end IP setup making it easy for you to deploy your Enterprise solutions, today as well as tomorrow. A robust countrywide footprint built on one of the world's largest Metro Ethernet Networks (MEN) makes this an absolutely dependable solution, particularly in terms of Quality of Voice.

KEY FEATURES

- Connections for Enterprise IP PBX, Unified Communication Platform, Voice Application Servers
- Enables Voice integration over LAN for fully converged deployments
- Telco Managed IP Network – Fully PSTN Voice Service
- Open platform, supports multiple codecs
- Pilot Number, DID (Direct Inward Dial), DOD (Direct Outward Dial), CLI
- Call treatment options for trunk overflow and disaster recovery
- Option of Similar Board Number to give unique identity irrespective of office locations

KEY BENEFITS

- Offers virtually unlimited scalability with fast and easy deployment
- Extends the benefits of VoIP to external communication
- Works with most IP-PBX models, no need to invest in new equipment
- Eliminates the need to invest in capex-intensive PRI cards
- Results in substantial savings in operations & maintenance costs
- Pooling across Reliance wireline voice solutions, resulting in further cost savings
- Large nationwide footprint
- Ideal for Enterprises, VAS Operators and Telemarketers