



## Pure IP Case Study

### Customer

Pure IP is a communications service provider (CSP) offering international SIP trunking solutions. They have operation centers in London, San Francisco and Auckland with points of presence strategically placed around the globe to support their customers 24 hours a day, 7 days a week. They custom build and fully support secure voice networks. As a Microsoft Partner, Pure IP became one of the first voice vendors to provide a Direct Routing solution for Microsoft Teams.

### Challenge

International organizations need to be able to adapt quickly to changing business landscapes. They want to leverage new technology, like Microsoft Teams, that connects employees in various locations to work toward a common goal. Microsoft Calling Plans are not available everywhere making it necessary to bring in a third party to provide local phone numbers to place and receive calls.

These organizations prefer to deal with a single vendor for their telephony needs. They want the simplicity associated with having one bill and one management and support infrastructure. The challenge is to find one CSP that can provide DID numbers to the Teams users in all their international locations.

### Solution

Pure IP offers Direct Routing to the Microsoft Phone System, connecting Teams to the PSTN. The Ribbon SBC 5400 is the conduit between Pure IP's SIP trunks and their customers' Teams clients making calls to people outside of their organization. [The SBC 5400 is certified for Direct Routing](#), part of the largest portfolio of Microsoft-certified SBCs. By using it for their service, Pure IP is confident that both they and their customers are fully supported by Microsoft. The SBC 5400 scales up to 75,000 concurrent sessions, allowing Pure IP to serve multiple customers in a multi-tenant environment. They can pass this economy of scale on to their customers. Pure IP also uses the Ribbon SBC 1000 and Ribbon SBC 2000 to provide a managed Direct Routing service on the customer's premises. These Microsoft-certified SBCs are right-sized for smaller organizations and branch offices.

Pure IP offers SIP trunking in 33 countries around the world. International companies come to them as a single provider for their telephony needs. A more than threefold coverage advantage over Microsoft Calling Plans is especially important for organizations using Teams. "Organizations come to us for flexibility and simplicity," says Gary Forrest, CEO of Pure IP, "and the SBC 5400 has enough capacity for us to offer that to a growing number of Teams Calling customers."

### Why Ribbon?

When offering a communications service to customers, it's imperative that it be fully supported. Ribbon SBCs are certified for Microsoft Direct Routing. Customers contacting Microsoft Support for help with calling in Teams know that the connection between their SIP trunks and the Microsoft Phone System won't be questioned. Ribbon boasts the largest portfolio of Microsoft-certified SBCs. Direct Routing solutions can be right-sized for organizations of all sizes. Considerable concurrent session capacities in a single chassis allow Ribbon SBCs to provide economies of scale in a multi-tenant environment.

Pure IP has been utilizing Ribbon SBCs in their network since 2004. They value the reliability that a vendor of Tier 1 carriers offers and are impressed by how easy Ribbon is to work with. Gary remembers one particular collaboration, "We wanted to offer our customers encrypted communications and were running up against the maximum number of TLS certificates supported on the Ribbon SBC. Ribbon greatly increased the number of supported certificates, allowing us to drastically increase the number of customers we could serve on a single SBC. This has been very important to our Direct Routing service offering."

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