



# Kandy SIP Trunk as a Service

*Enabling Cost Efficient, Reliable, and Innovative Business SIP Trunk Service*

Businesses across the globe are migrating conventional PRI voice circuits to SIP trunks to reduce cost, improve productivity, and enhance the customer experience. But vendor incompatibilities, deployment complexities, and lack of service agility lead to implementation delays, customer frustration, deferred revenues, and unanticipated operational expenditures.

Kandy Business SIP Trunk as a Service offers Communication Service Providers (CSPs) a cloud-based alternative that simplifies operational complexities and accelerates time to market, whether launching innovative SIP Trunk service to businesses of any size or simply enhance existing SIP Trunk service with cloud-based SIP and WebRTC overlay solutions.

## SIP Trunk - Opportunity & Challenge

The SIP trunk market is poised for explosive growth. Leading research firm IHS, , expects the worldwide SIP trunking market to grow to US \$8.5B in 2019, from US \$5.1B in 2015, , providing tremendous opportunity for today's revenue-challenged service providers.

Enterprises face a host of challenges as they continue to transform to a SIP and Web based world. How can they deal with their "technical debt," protecting investments they've made over the last 10-15 years including in IP-PBX and IP phone systems? How can they empower increased team productivity and enhanced external communications, while planning for incoming millennials whose communications habits are all mobile first? And how do they compete with extremely high quality customer experiences, whether e-commerce, contact center, or day to day customer interactions?

Telecom service providers struggle with some of the same challenges. They also need to compete with some of the new "Over the Top" (OTT) market entrants and differentiate their SIP Trunk service while offering commoditized voice and data bundles. To effectively compete, service providers must think beyond dial tones and understand the three critical needs of modern enterprises – cloud, mobility, and contextual communications. Forward-looking service providers are seizing the opportunity by launching new cloud-based SIP Trunk service that connect and integrate diverse enterprise environments, optimize user productivity, and establish a foundation for continued service innovation by integrating SIP Trunks, WebRTC, and APIs.

Simply connect your PSTN network to the Kandy Businesscloud, simplify the SIP Trunk service experience, and bring continued innovation to your enterprise customers.

## Kandy Business SIP Trunk as a Service

The Kandy Business SIP Trunk as a Service is a multi-tenant, cloud-based solution that combines market-leading enterprise SIP trunk security, PBX federation, and advanced session management capabilities with innovative UC and WebRTC overlay functionality.

The highly secure, scalable, and resilient SIP Trunk infrastructure – hosted and managed in the cloud -- reduces CAPEX and OPEX and enables CSPs to:

1. Significantly reduce operational challenges in rolling out SIP Trunk service
2. Expand global reachability with faster time to market
3. On-board customers faster with instant provisioning via simple self-service portals
4. Grow revenues and margins with new hosted PBX overlay services
5. Differentiate with innovative APIs and Wrappers to embed SIP Trunks in business applications



Self-Provisioning  
Portal for Instant  
Service Activation



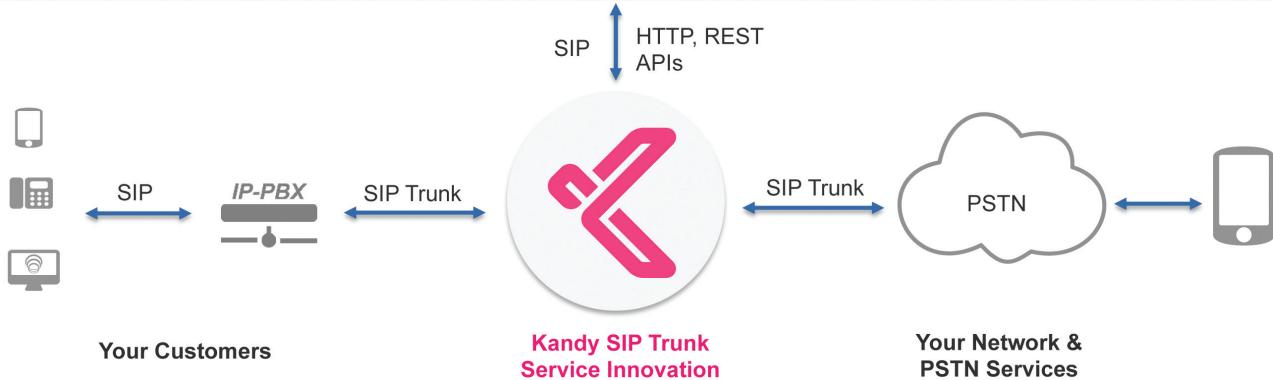
Mobile UC services  
across end user  
devices



Ready to Use  
Applications  
(Kandy Wrappers)



Build Your Own  
Applications



Robust Network &  
User Security



PBX  
Interworking



Advanced Session  
Management



QoS Reporting &  
Analytics



Kandy SIP Trunk as a Service transforms disjointed multivendor PBX and UC environments into cohesive enterprise-wide communications systems with uniform features and dial plans. It extends existing enterprise PBX investments by bringing cloud-based, enhanced business continuity, user centric session management, mobility, a wide array of SIP and WebRTC based overlay services, and an API platform for continued innovation. Managed via intuitive self-service user and admin portals, Kandy SIP Trunk as a Service frees up enterprise IT staff and service providers to focus on strategic business initiatives instead of managing basic communications infrastructure.

### Key Benefits to Communication Service Providers & Enterprise Resellers:

**Reduce CAPEX and OPEX:** Hosted and managed fully redundant infrastructure with industry-leading SBC and application server reduces PBX interoperability costs, simplifies maintenance, and reduces operational complexities.

**Accelerate Time to Market:** Go to market and/ or offer out of region services quickly with comprehensive SIP Trunk capabilities that work over any IP access network including the public internet, VPN, or private networks such as T1/E1, and MPLS. Accelerate customer on-boarding with self-service SIP trunk activation and provisioning portal.

**Global Reachability:** The Kandy SIP Trunk cloud is deployed globally across multiple datacenters serving the US, Canada, South America, Europe, and Asia.

**Increase ARPU:** Kandy business cloud UC, wrappers, and API platform offer multiple cloud-based SIP and WebRTC overlay services over enterprise PBXs - enabling service providers to create differentiated services that add new application revenue, increase SIP Trunk usage and improve customer loyalty.

**Bring Your Own PSTN:** The Kandy SIP Trunk cloud seamlessly integrates with a service provider's PSTN network and provides complete control for leveraging proprietary DIDs, local and long distance, toll-free, emergency, and directory services.



# Kandy SIP Trunking Portal

## Key Kandy SIP Trunk as a Service Features:

### 1. Instant SIP Trunk Provisioning

Instantly activate DID and provision SIP Trunks using intuitive self-service portals for admins and enterprise users.

### 2. Secure SIP Trunks

Offer in-region or out of region SIP Trunk service over any public or private network without compromising security by encrypting signaling using the Transport Layer Security (TLS) and media using Secure Real-time Transport Protocol (SRTP).

### 3. Simplified PBX Interoperability

The SIP-connect compliant cloud-based offering enables CSPs to deliver secure IP-based connectivity that is interoperable with all major on-premises IP-PBX and communications equipment.

### 4. Remote User and Hybrid Business Lines and Trunks

Extend SIP Trunk services to remote and mobile users by offering a combined business line and SIP trunk solution that enables them to take charge of their communication with self-service routing configurations.

### 5. Advanced Session Management

Empower business users with the flexibility to apply advanced call treatment such as call type based screening, call forwarding, auto call re-routing, and anonymous call rejection.

### 6. Call Bursting

Provide the flexibility to your customers to handle unexpected call volume by allowing them to dynamically exceed the configured SIP trunk capacity.

### 7. QoS and SLA Assurance

The fully hosted and managed solution assures high quality communication and provides service level analytics and visibility to assure QoS and SLA to customers.

### 8. Self-Service Portals for Instant Provisioning

Self-service portals enable CSP administrators and enterprise users and admins to administer enterprise accounts online, configure SIP Trunks, and manage advanced features. Full API access allows for integrating service with the CSP's OSS/ BSS and retail storefronts.



## Enhance and Extend SIP Trunk Value with Kandy SIP Trunk Overlay Services

Whether you are a Kandy SIP Trunk as a Service customer or have your own SIP Trunk infrastructure, Kandy Business solutions enable CSPs to webify SIP Trunks and overlay advanced services over enterprise PBXs:

### PBX Mobility Overlay

Enhance employee productivity by adding mobile UC applications to premises-based PBXs and add mobile apps that connect your staff over any network.

### Hosted Call Recording

Offer cloud-based call recording services over SIP Trunks. Cost effectively meet industry compliance regulations without upgrading an equipment.

### Hosted Visual Voicemail

Use SIP Trunks as a conduit to migrate off end of life legacy voicemail platforms and their exorbitant maintenance fees and add visual voicemail.

### Enhanced Business Continuity

Provide a cloud-based disaster recovery option that assures

business communication services will continue even if local infrastructure is unavailable.

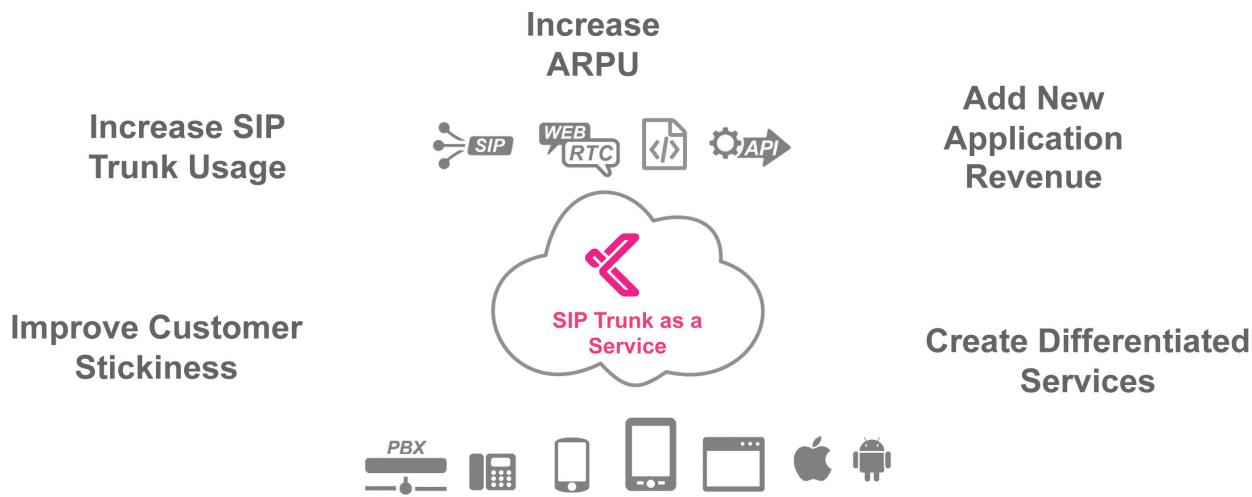
### Rapid Service Creation with Kandy Wrappers and APIs

Kandy Wrappers complement your existing SIP PBX and trunking services with immersive customer experiences that add more value to your offerings. An easy overlay to your existing infrastructure, Kandy wrappers allow you to go from a simple click-to-call from a website or email signature to an enriched multimedia experience that includes video, messaging, sharing and collaboration. And integration is simple and fast, just configure a SIP trunk from your infrastructure to the Kandy cloud and you are ready to go.

### Visual Attendant Wrapper

Enable businesses to use their website for better customer engagement. Use the Kandy Visual Attendant to sell menu-based, click-to-connect services to your SIP Trunking customers. Visual Attendant's context-sensitive menus offer end users point and click options to select the right group or department directly from any website – without the rambling menu prompts. It's good for their business and can supplement your diminishing toll-free revenue.

## Move Your SIP Trunk Services beyond Connectivity



Contact us to find out more about Kandy Business SIP Trunk as a Service solution.

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Solution Brief

