



# GET POWERFUL CONNECTIONS

Use powerful IP voice features with your existing equipment to improve the way you work, while reducing cost and management complications.

## SUMMARY

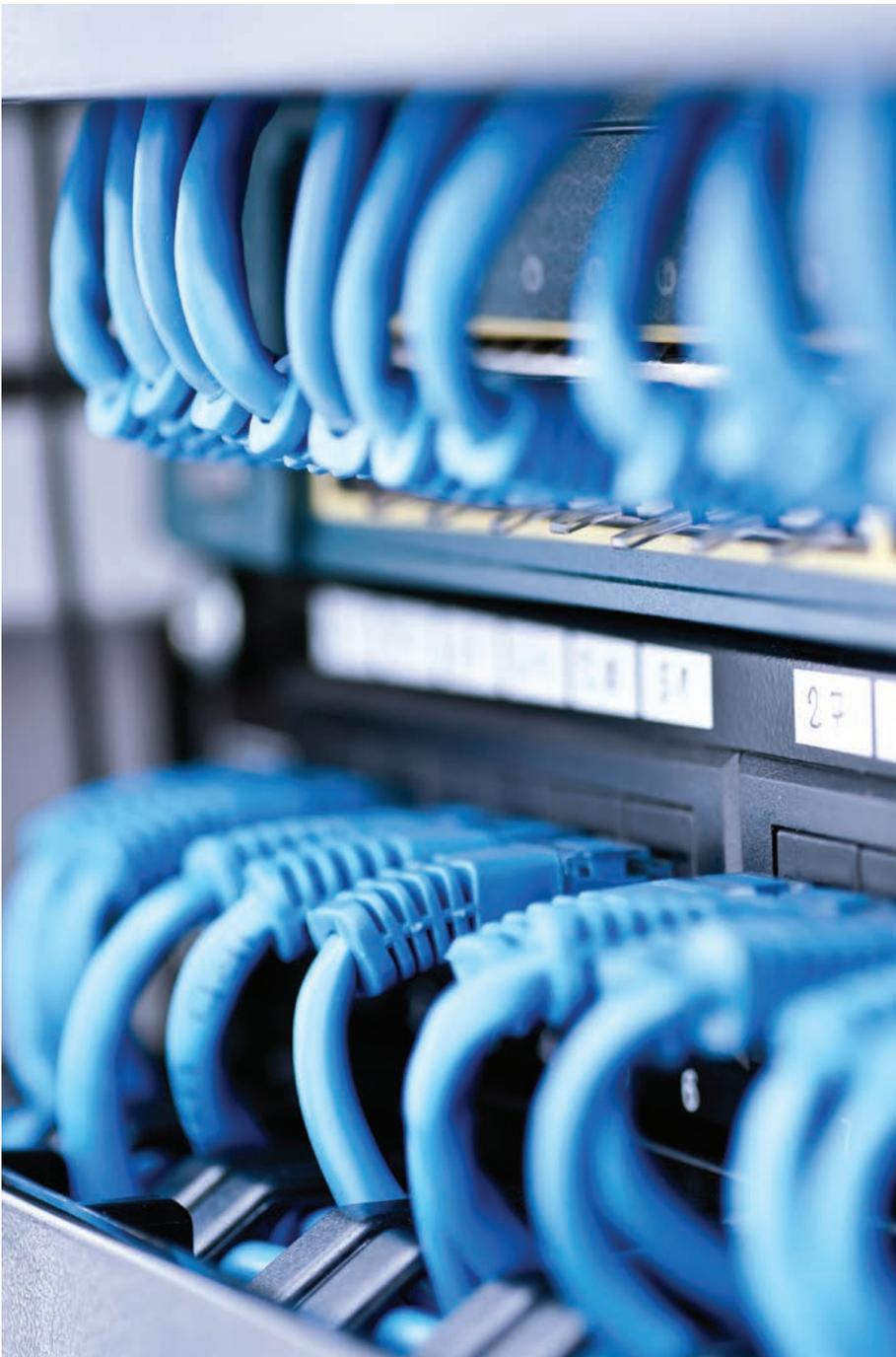
With Telstra SIP Connect, it's easy to have IP access to the Telstra phone network and still use your existing equipment. You can not only simplify your phone system, but be able to exploit IP voice functions when you use our Telstra IP Telephony (TIPT) service. By combining these services you could see improved productivity and customer service with reduced cost and complexity.

As Telstra SIP Connect is standards-based, it is very flexible. You can move to IP Telephony at your own pace by using a combination of IP-PBXs, legacy PBXs and our fully hosted TIPT service to suit each site. It's also scalable, so adding or removing voice channels is both fast and affordable. Configuring staff changes is a simple matter while detailed reporting enables you to plan for future needs, making administration easier.

Better still, you no longer need separate lines for voice or data, since all traffic is converged on a single IP network. That means you can streamline infrastructure to reduce maintenance and management costs, while making bandwidth usage more efficient. You'll also be able to save on call costs with on-net calling for your organisation.

With Telstra SIP Connect, voice and data traffic is carried over the Telstra Next IP® network, our next generation wireline network that offers unprecedented scale and reach, plus Quality of Service to prioritise time-sensitive voice traffic. Certification to the international ISO-27001 standard offers exceptional security for your voice calls over a virtual private network. While our network is designed for 99.999% reliability, you can have extra operational assurance with our Business Continuity options.

We also provide the flexibility of delivering Telstra SIP Connect over the fibre-based National Broadband Network (NBN) where available.



## BENEFITS

- **Improve productivity** – deploy powerful new communication and collaboration features.
- **Reduce call costs** – manage costs with on-net calling for your organisation.
- **Streamline infrastructure** – reduce the expense and inefficiency of separate networks.
- **Improve flexibility** – use a mix of legacy and hosted equipment, and share capacity with the Business Trunks Shared Capacity option.
- **Increase scalability** – voice channels can be added or removed quickly at low cost.
- **Improve management** – simplify moves, adds and changes to your service. Call reporting allows you to control forecasting and budgeting.
- **Enhance continuity of operations** – gain fast network failover with our Business Continuity options.
- **Gain the flexibility** of using the National Broadband Network in available locations.

## FEATURES

Telstra SIP Connect offers two packages to suit your requirements.

### Business Lines

This suits smaller sites with equipment that has fewer features or less capacity. It supports 2 to 8 voice lines and 2 to 32 Direct In-dial numbers. The Business Lines voice feature pack includes:

- Call Forwarding Busy
- Call Forwarding No Answer
- Call Return
- Call Transfer
- Flash Call Hold
- Last Number Redial
- Three Way Call
- Malicious Call Trace.

### Business Trunks

This suits medium to large sites with fully featured PBXs. It supports 5+ voice lines and 100+ Direct In-dial numbers. The Business Trunks voice feature pack includes:

- Call Waiting
- External Calling Line ID Delivery
- Calling Line ID Delivery Blocking
- Internal Calling Line ID Delivery
- Outgoing Call Plan
- Incoming Call Plan
- Malicious Call Trace.

## OPTIONAL FEATURE PACKS

### Mobility Pack

- **Simultaneous Ring** – Simultaneous Ring routes a voice call to up to 10 numbers simultaneously so you are less likely to miss a call. It is ideal for sales people, executives or anyone who is often away from the desk.
- **Remote Office** – Mobile service and sales personnel can work remotely while maintaining corporate identity. You can nominate any number, either ISDN/PSTN or mobile, and protect the caller ID of the current location.
- **Telstra Toolbar** – The Telstra Toolbar offers the convenience of controlling telephony features from your PC. You can Click-to-Dial from Microsoft Outlook and Internet Explorer and use Call Lists and Enterprise Directories. Anyone who uses the phone often can save time and improve productivity.

### Real Time Billing

Real time billing provides outgoing call record information including calling and called number, and Start/End and Date/Time after the completion of each call. It allows you to monitor call costs with the appropriate software so you can forecast and budget with more accuracy.

### Business Continuity Pack

This automatically detects when the network loses connectivity to your registering device and reroutes calls to an alternative location until connectivity is restored.

### Business Trunks Shared Capacity Pack

Purchasing a shared pool of call capacity instead of having dedicated capacity for individual sites, allows consolidation of the call resource and reduces the total number of channels required. This also provides the possibility to maintain full call capacity for business continuity in the event of a network failover, when purchased in conjunction with the Business Continuity call redirection option.

### National Broadband Network Access Option

When SIP Connect voice traffic is delivered over the NBN, we provide a non-prioritised voice service. This means the quality of voice communications may vary. To reduce impact on your communications, we will prioritise your voice traffic on our network. We also recommend you configure your network to prioritise voice.

## MANDATORY REQUIREMENTS

To access SIP Connect, you also require:

- either Telstra IPMAN or IPWAN
- QoS capable access, ie IPMAN, BDSL, Frame Relay, or NBN access where it is available
- QoS capable routers and switches
- QoS configured on their WAN and LAN
- sufficient bandwidth to support the required channels
- an accredited IP PBX configured to Telstra specifications (if no ISDN IAD is required).

## COMPLEMENTARY PRODUCTS

We offer additional products and services that complement the solution and add extra capability and value. These include:

### Telstra IP Telephony

Telstra IP Telephony is a flexible subscription-based service hosted on our network. It can help to overcome the problems of managing different communication systems across dispersed sites and improve communication efficiency, productivity and customer engagement. Telstra IP Telephony suits large offices, branch offices and remote sites, or contact centres.

### Telstra Managed Voice Services

Telstra Managed Voice Services enables you to outsource the maintenance and management of your telephony infrastructure to us, yet still retain control of its daily functions. From servicing equipment through to managing network coverage, Telstra Managed Voice Services offers the simplicity of a single contract, single invoice, single provider and single process.

## ABOUT TELSTRA

Telstra provides network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Telstra solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP® network and Next G® network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service® and one of Australia's largest and most qualified field and technical workforce.

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**IT'S HOW  
WE CONNECT** 