Revenue Retention via SIP

VoIP Carrier Avoidance of IOC/ILEC Terminating Access

Every time a non-traditional VoIP carrier signs up a new client, the incumbent operating company gets by-passed. The rapid expansion of SIP-based telephony services negatively impacts the revenues traditionally generated from inbound (terminating) access charges levied on calls originating from other networks, since VoIP "carriers" have effectively bypassed the local exchange company by using DID numbers leased from regional CLECs.
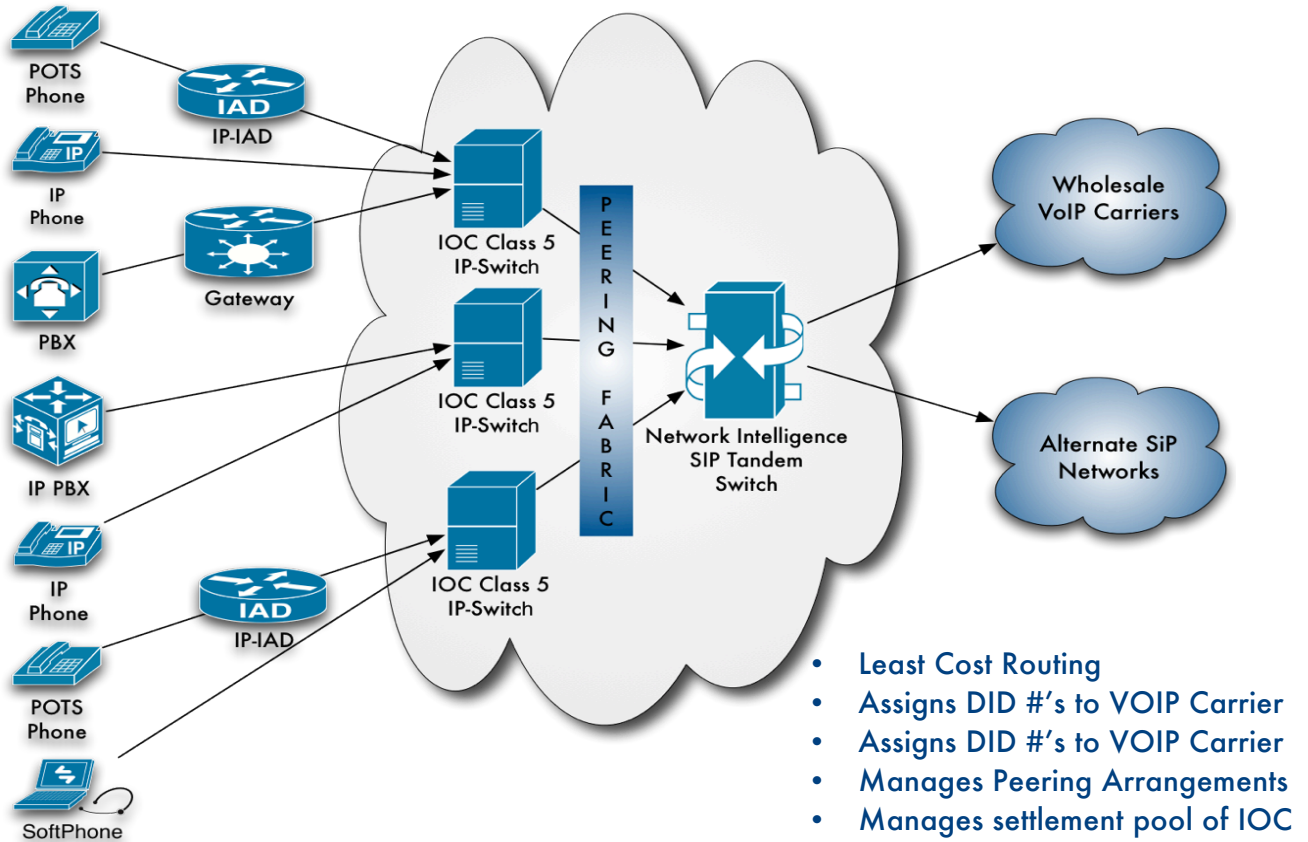
It is time to get those revenues back.

The solution is the *SIPSuite of Services* from *Network Intelligence. Network Intelligence* has implemented a carrier-grade, nationwide network of sophisticated Session Border Controllers that can be interconnected to IOC/ILEC networks and provide the routing functionality of a traditional Class 4 Tandem switch. This platform can also be used as a common traffic peering platform, enabling IOCs to efficiently route SIP traffic from one peering partner to another, as well as to other networks.

As SIP calling becomes more prevalent, the requirement for peering functionality grows exponentially. The problem with individual peering arrangements is that they do not scale well, and the complexity of managing individual peering agreements rapidly overwhelms any operational or financial benefit that is usually expected.

If a cooperative approach is taken to the negotiation and use of these peering relationships, everyone benefits. Fewer contracts are negotiated and volume priced services are shared by all, providing an extremely low-cost outsourced infrastructure.

SipSuite of Services

POTS Phone

IP-IAD

IP Phone

PBX

Gateway

IP PBX

IP Phone

IP-IAD

IAD

POTS Phone

SoftPhone

IOC Class 5 IP-Switch

IOC Class 5 IP-Switch

IOC Class 5 IP-Switch

PEERING FABRIC

Network Intelligence SIP Tandem Switch

Wholesale VoIP Carriers

Alternate SiP Networks

- Least Cost Routing
- Assigns DID #'s to VOIP Carrier
- Assigns DID #'s to VOIP Carrier
- Manages Peering Arrangements
- Manages settlement pool of IOC

There are many benefits of this type of connection and routing arrangement:

- IOC networks can be SIP-enabled without a huge capital expenditure.
- Inter-network calls can be completed with low latency and extremely low cost.
- Least Cost Routing is shared by multiple IOC's to deliver competitive and profitable rates.
- IOC network topology is concealed from the rest of the network; your customers are not exposed to your potential competitors.
- IOC Telephone numbers can be reserved for IP telephony applications and inbound calls can be tracked and charged the proper terminating access fees.
- IOCs can expand outside their geographic territory through IP telephony services that are owned, branded, and managed by the IOC, not a third party.
- IOC's delivering broadband services can bundle new VoIP services and eliminate the competition.
- IOCs can optionally assign DID numbers to VoIP service providers,
- Peering arrangements can be managed on a hub and spoke basis, rather than a complex web of individual peering agreements. This saves a huge amount of time, money, and effort.