



Take your enterprise UCC to the next level with state-of-the-art SIP trunking thanks to multimodal functionality.

**INTRODUCING THE WORLD'S FIRST SIP TRUNKING SERVICE WITH MULTIMODAL FUNCTIONALITY**

Our Global SIP Connect service has transformed enterprise Unified Communications and Collaboration (UCC). Now we've taken it even farther with new multimodal functionality that enables enterprises to transport voice, video and instant messaging on SIP trunks. It simplifies managing video collaboration traffic and delivers optimal quality of service on a pay-as-you-go model.

“...SIP trunking has become one of the major ingredients for multinational corporations who are consolidating and centralising their global voice and IP Telephony assets, and moving towards unified communications.. Tata Communications’ Global SIP Connect portfolio is addressing these requirements as well as the need for a global voice backbone network for global reach.”

- MIKE SAPIEN, PRINCIPAL ANALYST, OVUM RESEARCH

## LET US SHARPEN YOUR COMPETITIVE EDGE

If you want your enterprise to stay competitive in today’s global economy, it needs the best possible voice and video technologies to communicate and collaborate quickly, clearly, and effectively.

According to a recent survey by Wainhouse Research\*, enterprises with video conferencing have seen video adoption slow. A fully enabled Unified Communications strategy demands voice and video — but video is yet to take its place as a mainstream communication medium alongside voice.

This is down to a range of factors: complex bandwidth provisioning mechanisms, complicated video calling procedures, lack of interoperability, non-standard video ecosystems, unreliable public internet as transport, and multiple network links to manage.

SIP multimodal is designed to address these challenges. It eliminates the complexity in provisioning bandwidth in virtual private networks and internet circuits. It minimises WAN capacity needs and scalability challenges. It unifies voice and video services traffic on a single network access link with optimal Quality of Experience (QoE) on a pay-per-use model.

SIP multimodal enables enterprises to make secure, unscheduled, B2B and intracompany point-to-point video calls eliminating the need to join a bridge or a virtual room, with optimal Quality of Experience (QoE) across diverse video estates. As enterprises join pervasively to Tata Communications’ multimodal SIP trunking exchange, it will create a worldwide PSTN equivalent for point-to-point video calls.

**TATA COMMUNICATIONS IS THE ONLY TELCO IN THE WORLD TO PROVIDE MULTIMODAL FUNCTIONALITY ON SIP TRUNKS, CREATING A PSTN EQUIVALENT FOR STANDARD SIP VIDEO CALLS.**

- **Improves performance and reduces complexity:** Offers centralised voice and video connection and simplified networks, minimising WAN capacity needs and scalability challenges.
- **Simplifies management:** Eliminates complexity in provisioning of bandwidth and in establishing on-premise security and interop equipment. By unifying voice and video traffic on a single network access link, SIP multimodal removes the need for multiple links for each service.
- **Leverages legacy investment:** Seamless interoperability across various voice and video platforms like Cisco, Skype for Business\*\*, Polycom delivers a consistent user experience across offices, making the most out of existing legacy investment.
- **Protects networks against malicious attacks:** Enables secure video calls without exposing public IP over the internet, safeguarding enterprise networks against malicious attacks.
- **Offers optimal quality of experience(QoE):** Delivers optimal QoE (compared with unreliable internet) to the closest multimodal PoP to the business location with 99.99% reliability.
- **End-to-end managed service:** Manages voice and video networks with a single contract, SLA and billing. With centralised performance monitoring and reporting, customers can achieve visibility and administrative control through portal and API access.
- **Pay-as-you-go model:** Scales with demand by offloading traffic to Tata Communications’ SIP cloud, eliminating the risk of over or under provisioning of internet and WAN bandwidth — with cost savings in the vicinity of 30-55%\*.

## AUTOMATE WITH POWERFUL APIS

Our SIP trunking APIs/SDKs automate acquiring the SIP trunking numbers you need, whenever you need them. Query instant availability for International Toll Free Services (ITFS), Universal International Freephone Number (UIFN), Local Number Services (LNS) and DID/domestic numbers. Then select, order, provision - with detailed performance and troubleshooting information.

- **Instant availability:** Start using fully-tested numbers in minutes ordering individually or as consecutive/contiguous blocks
- **Less documentation:** Order/provision services using fewer forms, manage number porting easily, pay conveniently by credit card
- **Real-time provisioning:** Query/search the database by country, region, city and area code. Then assign, provision and activate tested numbers automatically - porting existing numbers for immediate use

## WE ARE YOUR COMPETITIVE EDGE

Don’t wait. Contact us today for more information. Let Global SIP Connect with new multimodal functionality streamline your global voice and video collaboration with unmatched simplicity, reliability, and cost efficiency.

Email us now at: [business@tatacommunications.com](mailto:business@tatacommunications.com)

\*Cost savings may go up or down based on traffic, pattern, number of sites. A typical enterprise with 20 sites and 10K video minutes per month per site costs \$280K for WAN solution and \$20K for SIP multimodal solution.

\*\*Video calls on Skype for Business will be supported by Q1 CY2017.

For more information on Global SIP Connect with new multimodal functionality, contact us today at [www.tatacommunications.com](http://www.tatacommunications.com).

## THE TATA COMMUNICATIONS DIFFERENCE

Tata Communications is a world player in communications, delivering more than 24% of the world's Internet traffic to over 200 countries and territories, with over 400 points of presence on five continents and more than 1 million square feet of data space in 44 locations worldwide.

- 4000+ experts across 40 international locations, serving customers across 126 countries
- More than 200+ dedicated service relationship managers who are 100% ITIL certified
- 5 global service contact centres provide 24/7/365 support
- Clients can call on support in multiple languages across the globe
- Multi-platform support, industry-leading SLAs and 24/7/365 monitoring