



Business Trunking Network Architecture



The Bright House Business Trunking solution is designed to provide business customers with trunks (channels in TDM and sessions in SIP) for connecting their PBX to the public telephone network — at a significant cost savings. It features the market's finest fiber network, as well as industry-leading technology that supports carrier-grade features and assures unsurpassed compatibility and reliability.

SMART COMMUNICATIONS

**Bright House Networks
SIP Trunking
offers clear,
reliable
connections.**

In 2007, Alex Encinosa was searching for an easy way to migrate his company, BayCare Health Systems, to an IP-based solution. He needed something that was flexible, powerful and affordable — without requiring that he abandon his existing communications investment.

When the network communications manager read about a solution called Session Initiation Protocol (SIP) Trunking, he approached Bright House Networks about the system.

"SIP Trunking offered number portability and could connect all of the hospitals in my system, no matter where they are located geographically," Encinosa explains. "If something happened to render one of my hospitals disconnected from our services, I needed a solution that would allow another hospital in my system to receive those calls. SIP Trunking allows for communications to be sent to several locations."

Bright House Networks was able to help Encinosa with its private branch exchange (PBX) Trunk Voice Solutions, specifically SIP Trunking.

Offering smart, flexible trunk and data solutions, Bright House Networks Business Solutions empowers businesses

of all sizes to cost effectively capitalize on the advantages of IP — a solution once only afforded by large enterprises. Bright House Networks' SIP Trunking connects a company's PBX/IP PBX to the public telephone network — at a significant cost savings.

"Since we have implemented the new system from Bright House Networks, we have been able to virtually eliminate our long distance service, and have been able to save about \$260,000," Encinosa says.

A SIP Trunk is a concurrent call or communications message that is sent over the IP backbone of a carrier using Voice over Internet Protocol (VoIP) technology. SIP Trunking is used to deliver telephone and other unified communications to customers that have a SIP-based PBX, and are basically replacements for traditional Primary Rate Interface (PRI) or analog circuits.

"Bright House Networks is a facility-based competitive local exchange carrier (CLEC), meaning that voice traffic does not traverse the public Internet like it can with other VoIP providers. Traditional PBXs are typically very expensive, where IP-based PBXs are far less expensive to purchase and maintain," says Jeffrey King, senior account manager for Bright House Networks Business Solutions.

"The same holds true for IP-based phones/handsets. Adding a new PRI or TI would mean a new line card would

need to be purchased for the PBX," King continues. "SIP trunks can be purchased in four-block increments with no additional equipment needed for the PBX, where traditional PRIs or TIs are sold in 24-block increments."

Unifying data, local and long distance calling in one cohesive network, the comprehensive PBX Trunk solution seamlessly integrates with a company's PBX/Key system and handsets equipment. This comprehensive, single-vendor offering streamlines management procedures and allows companies to focus on their business while Bright House Networks focuses on the company's communications infrastructure.

Companies are reporting immediate benefits from the solution's clear digital transmission, reliable service and secure connectivity.

Not only is the solution scalable, it saves money. SIP Trunking reduces network-management costs by using a single network for data and voice connectivity, plus it offers lower costs for long distance and inter-office calling.

"Migrating from traditional trunk lines to SIP is a simple, cost-effective change that allows enhanced features," King says. "You benefit by getting dramatically lower overall voice costs, accelerating deployments through the simplification of network design, and getting easier migration to other advanced services such as mobile integration and Multi-Protocol Label Switching (MPLS) networks."

SIP provides the ability to migrate to an extremely reliable, flexible and cost-effective IP-based voice solution that is compatible with the gear most customers already have in place. The solution works with any SIP supported device, and there's no need for equipment changeover or disruption to services.

SIP Trunking reduces or eliminates the need for costly managed media gateway devices, and reduces or eliminates the need to purchase and manage traditional narrow-band voice circuits with limited scalability.

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**Alex Encinosa
BayCare Health Systems**

Since Bright House Networks owns and manages its network and the terminating connection equipment in its customers' facilities, the customer doesn't pay a premium to lease third-party bandwidth or equipment — leading to a decrease in the total cost of ownership for the customer. Additional cost savings may be realized through converged access.

Bright House Networks' advanced technology and expert hands-on local service and support means that companies can take full advantage of IP's cost savings and advanced calling features while also being backed by locally based, highly responsive service and support from the dedicated team at Bright House Networks Business Solutions.

By using Bright House Networks as a single vendor interface for data, local and long distance, companies can rely on Bright House Networks for its entire internal and external telecommunications, delivered over the market's finest fiber network that supports carrier-grade features and assures unsurpassed compatibility and reliability.

"Any company with a PBX can benefit from SIP Trunking, as this service delivers a fast return on investment for the switchover to IP," King notes. "Even if all Voice Trunks are being utilized, sufficient data bandwidth is always available."

Small businesses and large corporations alike can now cost-effectively leverage the advanced network from Bright House Networks to reach new levels of communication performance and reliability.

Call 1-877-424-9246 or visit brighthouse.com/business to discover how Bright House Networks Business Solutions can help your business.