BUSINESS CASE

Monetizing the ISDN to SIP upgrade path for PBX resellers

Telecom resellers are using the OneAccess ONE1526 router to help their partners leverage SIP Trunking service to seamlessly and profitably migrate their customers from ISDN 30.

While ISDN services have proven to be successful in the delivery of reliable, integrated voice and data services for many years, the technology is rapidly approaching obsolescence and is incompatible with the move to the latest, lower cost and more flexible IP-based services.

In Europe many operators has announced their intention to move all of their million of ISDN customers to their SIP services by 2025 and has already begun to roll out their Wholesale SIP Trunking Service (WSIPT) to their reseller network, replacing their current ISDN 30 offer.

In addition to opening up the potential for a wide range of new revenue opportunities, SIP service also enables end-user businesses to potentially save up to 50% of their annual telephony costs. Importantly, it also enables the continuing use of their legacy TDM-based PBX equipment to maximize their investment and access the many benefits IP-based networks have to offer for future deployment of unified communications strategies.

SIP Migration Platform

The introduction of whole sales service has enabled resellers to offer its PBX channel partners an easy migration path to help their customers transition away from ISDN without the cost and inconvenience of replacing their legacy telephony system and handsets. To do this they have chosen the OneAccess ONE1526 as the recommended service-enabling CPE platform.

OneAccess' ONE1526 is a high-speed multi-service access router with integrated voice, data, WiFi and Cloud access functionality. Available with 1 Primary Rate Interface (PRI) the device can support up to 30 voice channels combined with up to 400 Mbps data throughput services, making it suitable for most SME and enterprise deployments. With an integrated smart-stacking capability, multiple ONE1526s can also be scaled to support unlimited lines for larger enterprises including call-centres.

The combination of the ONE1526 and SIP trunking service means that resellers can rapidly move their customers onto a much more cost-effective voice platform including only paying for-what-they-need thus scaling communication resources up or down in line with operational and seasonal requirements.

From the resellers perspective this package also provides a range of potential cost savings and new revenue opportunities including competitive wholesale rates for calls and licences as well as the ability to add incremental, high-margin products and services to increase deal profitability.

The OneAccess ONE1526

The ONE1526 is a high-capacity, high-performance, integrated business communications platform for mid-size business and small/medium offices that require a mix of classic, IP or Cloud telephony and unified communication along with secure, reliable broadband business data. Services can be delivered over fiber or high-speed DSL networks. An optional VDSL/ADSL interface can offer smooth migration to fiber speeds while the 4G/LTE interface offers a secure backup solution that provides business continuity for your business. Staying always-on connectivity reduces operation downtime and revenue loss.

Supports:

- Combined Enterprise legacy and security IP telephony
- Various WAN interfaces: Fiber/Copper; Optional VSDL2/ADSL2+/VSDL2 (up to Profile 35b and pair bonding); Optional 4G/LTE
- 1 PRI / 30 voice channels for PBX connection
- Built-in 4-port gigabit Ethernet switch; Optional WiFi
- SIP VoIP, IP-VPN, VLAN/VPLS
- Advanced IP router
- Feature options: ONeSBC (Session Border Controller); Advanced Connectivity & Security (ACS)

SIP Trunking

A SIP trunk is a direct connection between an organization and an Internet telephony service provider (ITSP). It enables voice over IP (VoIP) telephony across a data network. A gateway serves as an interface between the PBX and the ITSP's network.

SIP Trunking replaces the need for traditional PSTN connections, and can also carry instant messages, multimedia conferences, user presence information, enhanced emergency calls, and other SIP-based, real-time communications services. In that way, SIP trunk service providers can offer high call quality, mobility and security for all communications at low cost while ensuring a fast ROI for a scalable solution.

Redundancy of services is now guaranteed with the failover capabilities provided by the support of multiple SIP trunks to connect multiple providers. Therefore, this opens the door to Unified Communications services.

About Ekinops

Ekinops is a leading provider of open and fully interoperable Layer 1, 2 and 3 solutions to service providers around the world. Our programmable and highly scalable solutions enable the fast, flexible and cost-effective deployment of new services for both high-speed, high-capacity optical transport networks and virtualization-enabled managed enterprise services

Our product portfolio consists of three highly complementary product and service sets: Ekinops360, OneAccess and Compose.

- Ekinops360 provides optical transport solutions for metro, regional and long-distance networks with WDM for high-capacity point-to-point, ring and optical mesh architectures, and OTN for improved bandwidth utilization and efficient multi-service aggregation.
- OneAccess offers a wide choice of physical and virtualized deployment options for Layer 2 and Layer 3 access network functions.
- Compose supports service providers in making their networks software-defined with a variety of software management tools and services, including the scalable SD-WAN Xpress.

As service providers embrace SDN and NFV deployment models, Ekinops enables future-proofed deployment today, enabling operators to seamlessly migrate to an open, virtualized delivery model at a time of their choosing.

A global organization, with operations in 4 continents; Ekinops (EKI) - a public company traded on the Euronext Paris exchange - is headquartered in Lannion, France, and Ekinops Corp., a wholly-owned subsidiary, is incorporated in the USA.

EKINOPS360
Dynamic Optical Transport

COMPOSE

ONEACCESS
Fast Network Virtualization

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