



SIP in the Dynamic Enterprise

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THE LEADING BUSINESS TECHNOLOGY EVENT

The Dynamic Enterprise

...interconnects



...for continuous and transformative growth

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Agenda

Key Concepts

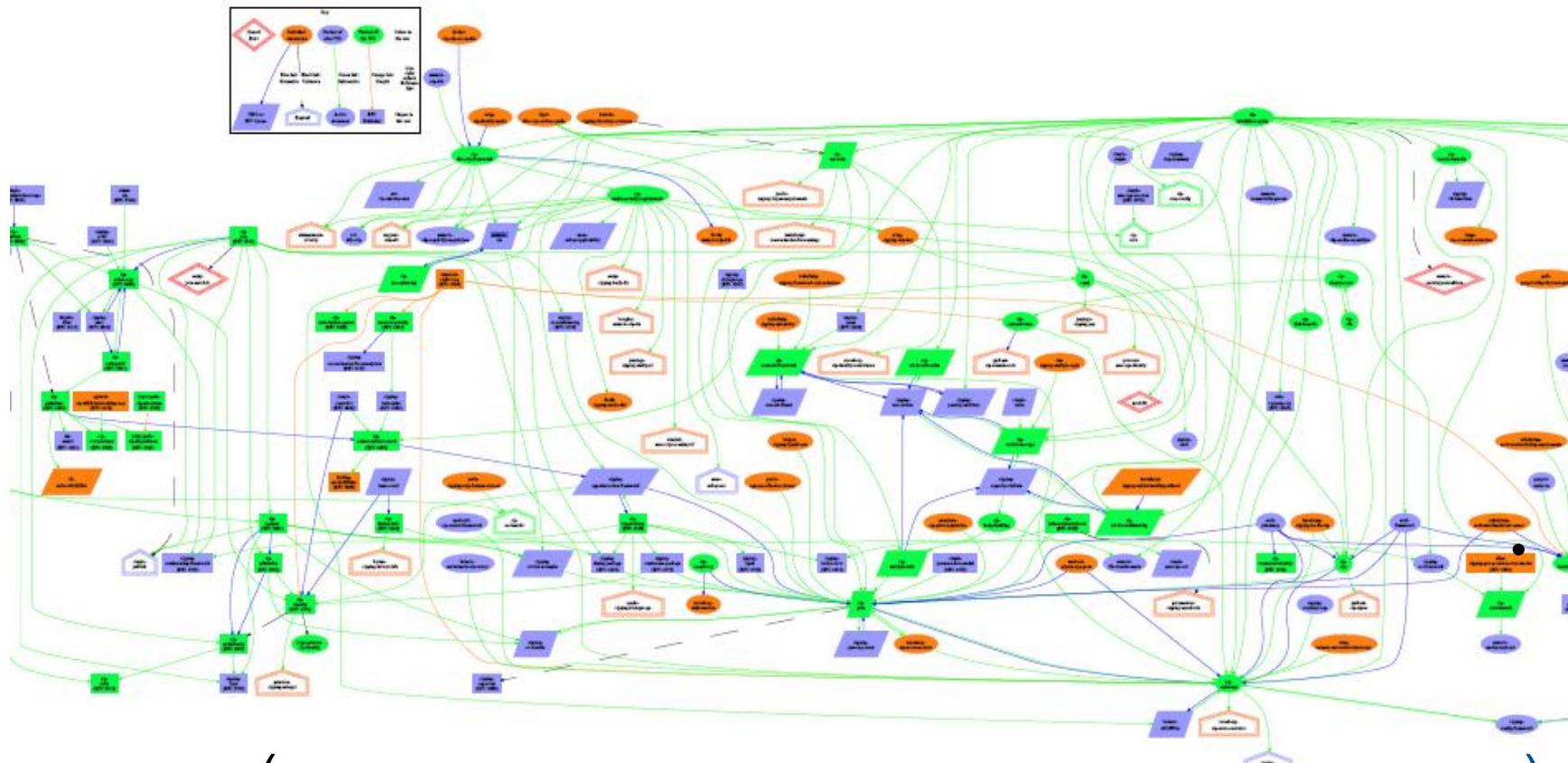
Decision Tools: Where to use SIP?

SIP Future:

- opportunities for your Dynamic Enterprise

What is SIP 2.0 in 2008?

- Standards defining SIP today – dependency graph:



(If you really want to know more, please visit <http://tools.ietf.org/wg/sip/>)

Key Concepts

What drives the Session Initiation Protocol (SIP):

- To be a universal text-based protocol
- for managing multimedia sessions over IP, and for
- exchanging notifications (presence) between end-points
- in the public [Internet](#), [Carrier Networks](#), [Enterprise Networks](#)

What makes SIP real:

- [Increased processing capability](#) of fixed/mobile terminals, servers
- [High throughput and resilience](#) of WAN networks

What are the assets of SIP: Scalability, robustness, and ability to leverage Internet & IT protocols (DNS, LDAP, etc.)

Challenges for SIP in Enterprise

User Experience:

- Standard SIP may lead to heterogeneous user experience, as:
 - SIP only defines protocol primitives not features
 - SIP addresses different requirements, parts are optional
 - Standard SIP does not meet full enterprise-grade user needs

Policy Control:

- SIP does not address enterprise policy enforcement rules such as communication policy and cost control

Investment protection and Cost optimisation:

- heterogeneous SIP based-solutions require deep expertise from vendors and integrators to certify service and user experience
- SIP is defined by consensus: high quality but slow process

Decision tools: Use SIP where it makes sense

Decision Tool 1: Service level

Assessing the solution feature level and policy control



Standard RFCs



Drafts



Proprietary Extensions, vendor proprietary headers



Communication features

Only a SIP implementation in strict conformance with standard RFCs, offers market wide interoperability

Decision tools: Use SIP where it makes sense

Decision Tool 2: Interoperability

Assessing SIP interoperability status

- SIPit: Vendor commitments
- Trials/Deployments: Vendor achievements



Large field experience is a key differentiator
for open solutions

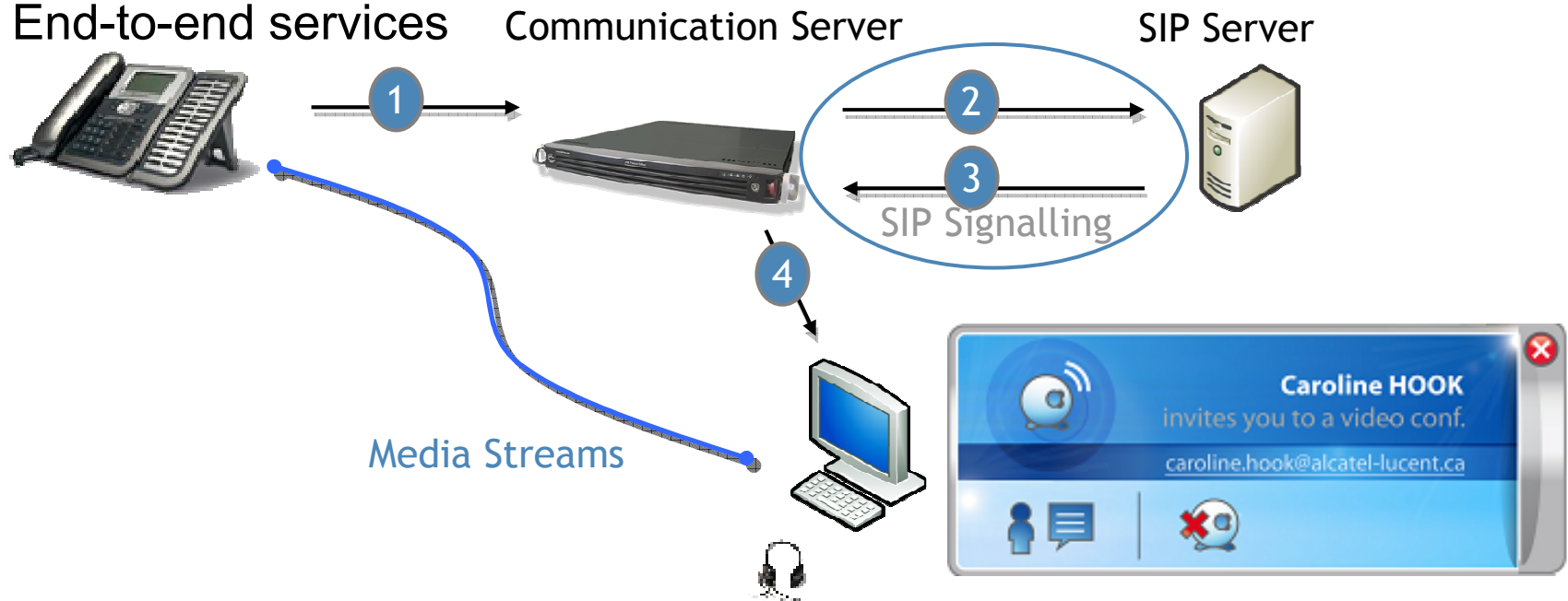
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Decision tools: Use SIP where it makes sense

Decision Tool 3: Network Architecture

Assessing that the network architecture copes with security, performance and user experience requirements

- Signalling to avoid Media Hairpinning
- End-to-end services

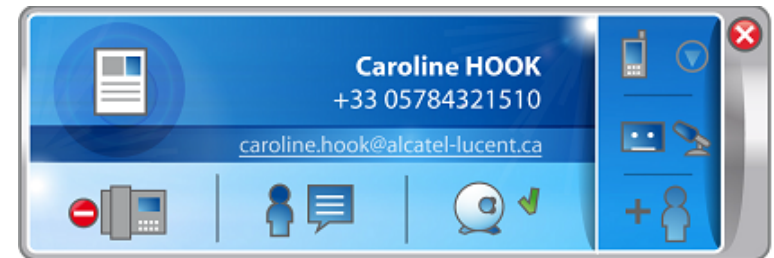


Only tailored network architectures protect SIP investments

Decision Tool 4: Best trade-off between standards and user experience

Investment protection User Experience factor

- 👍 Standard RFCs and features
- 👎 Vendor-specific headers
- 👍 Voice guides
- 👍 Self descriptive XML technology



Standard SIP features complemented by XML applicative technology is the best trade-off in terms of user experience

SIP Future: SIP fuels ' Enterprise 2.0 '

- SIP current challenges in the coming years
 - Interoperability – in conformance with STANDARDS
 - Standard feature rendering
- Enterprise & Carrier networks :
 - Standard TISPAN SIP interfaces to provide full ' 2.0 ' fixed-mobile convergence
 - Standard definitions of federations including SIP and Web Services to open new opportunities for collaborations across enterprises

Conclusions

- **Standard SIP matters,**
so that the promise is realized
- **Use SIP where it makes sense,**
decision tools can help
- **SIP in 2008 solutions** for
 - Network continuity: SIP Trunking, Secure Communications
 - People efficiency: Mobility Solutions, Survivability, Native SIP controller
 - Process performance: Device Management, Contact Center

**Alcatel-Lucent Enterprise solutions help you
deploy SIP at your own pace
& protect your investments**

Invest in **solutions**
where **standard SIP** is implemented
whenever it **makes sense** for
network continuity, people efficiency and
process performance



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