

Evotec Director, Paul Cooper, is proud to announce that Unify OpenScape Business will soon be certified by Telstra for direct SIP connectivity.



“OpenScape Business has passed all tests and we look forward to receiving official confirmation from Telstra in early Feb, 2015,” Paul said.

“This is excellent news because it removes the final obstacle for Unify to reach its rightful place with Telstra customers as a world-leading unified communications solution.

“Telstra’s Account Executives know Unify as a leader in UC, but until now, the lack of SIP certification has held Unify back. This is good for all Unify Customers as it will create more demand for OpenScape Business’ advanced Unified Communications and Call Centre capability.

“With the increased focus on customer satisfaction, more businesses need advanced Call Centre functionality and reporting. Unify OpenScape Business, with Telstra SIP direct connectivity, is a very attractive solution to save on call costs and take advantage of its in-built UC and Call Centre capabilities.

“As a Unify Premier Partner, Evotec has been working closely with Unify and Telstra in moving this forward.”

“This is complex, mission-critical technology, and SIP connectivity is a global standard, so there is a rigorous process around gaining Telstra SIP certification.”

What does this mean for our customers?

Firstly, there is a significant cost saving, because Unify will now directly connect to Telstra SIP – we no longer have to install an IAD (Integrated Access Device) to convert SIP packets to work with ISDN.

There are also some benefits in additional functionality.

However, now that Telstra Account Executives have no impediment not to propose a Unify Solution, the main benefit may lie in the stronger growth of Unify in Australia.

What is SIP?

SIP (Session Initiation Protocol) sets the rules to enable devices and clients to communicate by transferring data between each other.

Similar to HTTP (the protocol used by websites) SIP governs how VoIP telephone systems talk to other phone systems.

SIP initiates a session over the internet, enables software to manipulate the session and close it when it’s no longer needed.

SIP is used for everything from Voice over IP phone calls, multi-media conference calls, web chat sessions, instant messages, click-to-dial on web pages and more.

SIP Trunking is offered by carriers to route and transfer voice and data from the Public Switched Telephone Network (PSTN) to a PBX. SIP Trunking uses SIP protocols to control calls as they travel between the PBX and Public Switched Telephone Network.

Benefits of SIP Trunking

- Reduction in service charges – SIP lines cost less than ISDN and offer more scalable service
- SIP trunking call rates are usually lower than ISDN call charges
- Greater flexibility – convergence of voice, data and video over a common IP network delivers economies of scale and reduces network complexity
- Unified Communications is more efficiently delivered over SIP.