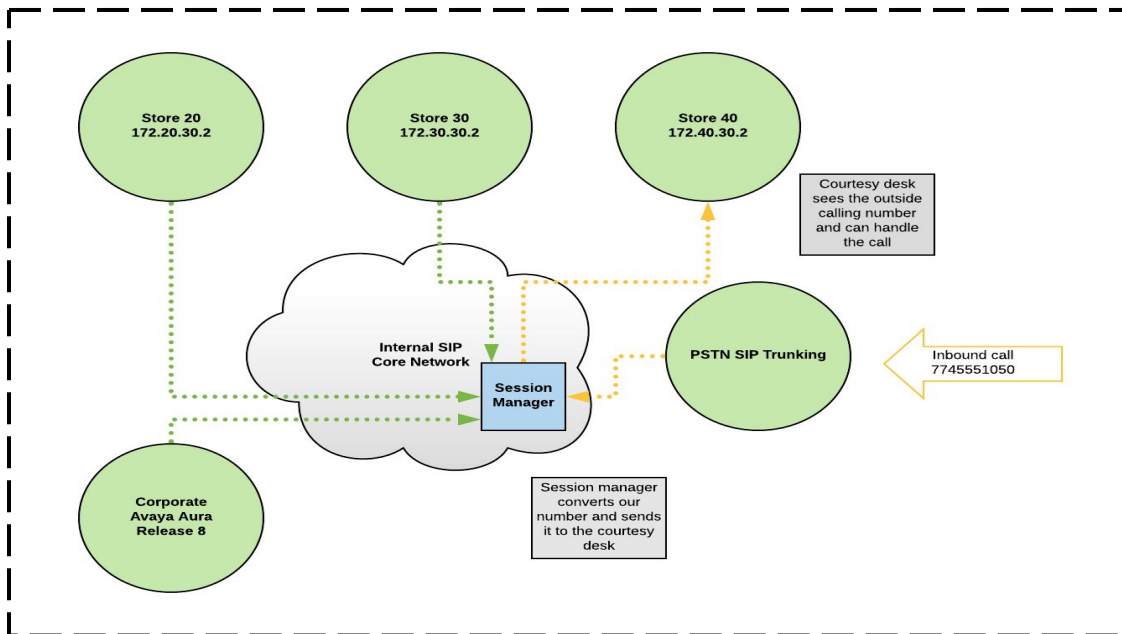


Case Study: Maximizing SIP

Supermarket Chain migrates to centralized SIP Architecture



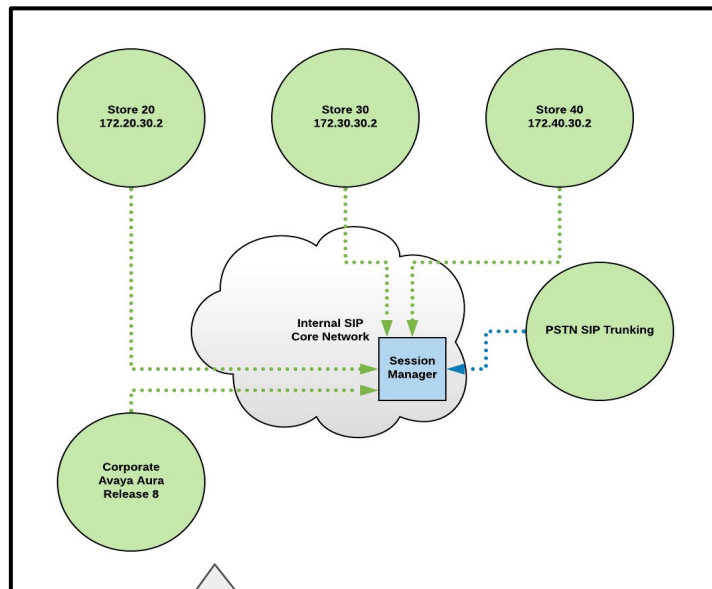
Lowering recurring costs, increasing
resiliency and easing management

ENGINEERS SOLVING YOUR TECHNOLOGY CHALLENGES

Power of Session Manager

A large retailer with over 80 stores wanted to unify their phone systems and enable communications between their stores and corporate headquarters. The customer approached intlx Solutions to design a SIP network that would accomplish the customers' goals.

Working with the customer, intlx Solutions was able to design a solution that reduced costs, expanded features and added failover options not available on the existing design.



The Technical Fix: Due to the cost of re-wiring each location, an all-IP solution was not possible. Avaya IP Office gateways were deployed and licensed to support SIP trunking back to their Aura Core. **However, through SIP, this architecture could work with any PBX system that supports SIP.**

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Complex SIP Routing

A key feature that was critical to the business was a desire to move to a centralized dialing plan for all their stores; that is, the extension for reach department (manager, bakery, etc) was consistent. The big question was how could they separate the stores when dialing. Through the power of Aura Session Manager (ASM), a solution was possible.

Digit Conversion for Outgoing Calls from SM

Add Remove

1 Item Filter: Enable

<input type="checkbox"/>	Matching Pattern	Min	Max	Phone Context	Delete Digits	Insert Digits	Address to modify	Adaptation Data	Notes
<input type="checkbox"/>	*+1555123	*12	*12		*8		destination		Delete leading 8 digits

Select : All, None

How it Works: Session Manager has a feature called digit conversion (above). intlix proposed naming each store starting with 001 (to allow for future growth past 100 stores) as the prefix. When someone wants to call the store manager at Store 4, they would dial 004-XXX.

Through configurations in ASM, no matter what location that call was made from, ASM routed that call to the IP Office at Store 4. Once there, the IP Office rang extension XXX on its system, connecting the caller to the store manager. With this method, **the customer was able to standardize the dial pattern for all their stores.**

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Centralized SIP Architecture

With Session Manager networking in place, intlx Solutions proposed porting the published phone numbers of the retail stores onto the current centralized SIP trunks at the corporate headquarters locations.

Via ASM, all incoming calls could be routed over the customers' intranet to the correct store and all outgoing caller IDs were manipulated for caller ID purposes (top right) when outbounds calls are made from each store. This eliminated the need for analog lines at each store.

Savings:

Eliminate excess POTS:
~\$150 per store, per month

Monthly Savings: ~\$12,000
Annual Savings: ~\$144,000

```
11:44:29.713 | <-----Trying----->
11:44:29.956 | <-----200 OK----->
11:44:29.962 | --200 OK-->
11:44:29.964 | <----ACK--->
11:44:29.967 | -----ACK----->
11:44:30.406 | <----BYE--->
11:44:30.409 | -----BYE----->
11:44:30.431 | <-----200 OK----->
11:44:30.433 | --200 OK-->
11:44:30.909 | <---Session Progress--->
11:44:30.915 | --Session->
11:44:31.141 | <-----200 OK----->
11:44:31.147 | --200 OK-->
11:44:31.148 | <----ACK--->
11:44:31.151 | -----ACK----->
11:44:35.450 | <--INVITE-->
11:44:35.452 | --Trying-->
11:44:35.453 | Remote host is trusted
11:44:35.454 | Applied ingress Adaptation
11:44:35.454 | Originating Location found
11:44:35.454 | Try routing to determine if emergency call
11:44:35.454 | Request Dial Pattern route
11:44:35.454 | Dial Pattern route parameters
11:44:35.454 | Dial Pattern route parameters
```

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