The flexibility to meet your ever-changing technology needs.
CenturyLink puts it all together for you: IP technology expertise, strong local support, and a complete solution on a carrier-grade, fiber optic national network.

Why CenturyLink IQ SIP Trunk?

STRONG BUSINESS SOLUTIONS:
A broad portfolio of IP services, CPE, and solutions to drive productivity

- Advanced Ethernet capability
- Advanced voice and data solutions
  - MPLS VPN
  - VoIP (SIP Trunk, IPLD/IPTF, Managed VoIP)
  - Managed Security
- Wide range of CPE portfolio, from Cisco, Avaya, ShoreTel, ADTRAN, and others
- Includes feature-rich capabilities like Call Forwarding, Fixed-to-Mobile Convergence, Business Communicator, and Voicemail

STRONG NATIONAL NETWORK:
A fully-owned and operated local and national network to help ensure total accountability

- Robust nationwide backbone
- Extensive local fiber networks
- Responsive support for network provisioning, troubleshooting, and repair
- Technology investment and deployment

NATIONAL PRESENCE WITH STRONG LOCAL SUPPORT:
Locally based resources and commitment to our local markets

- A strong knowledge of and presence in our local markets
- Locally-based technicians, sales, and support teams
- A commitment to providing advanced services to the markets we serve

SIP Trunk

- Pay only for what you need when you need it
- Flexibility to increase service during peak seasons
- All traffic on same circuit reduces complexity
- No need for separate voice and data IP expertise
- Efficient use of bandwidth for voice and data delivery
- Important business features including PSTN/PRI Failover and Administrator and End User Portals

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## Centralized Deployment Model

**Architecture:**
- Provide a centralized trunking service at HQ by consolidating PRIs and POTs
- Branch offices reach service through the main site via their private QoS enabled WAN
- E911 or V911 services are still provided with local service

## Decentralized Deployment Model

**Architecture:**
- Provide SIP Trunk service supported at each location
- Branch offices have their own SIP Trunk service
- E911 or V911 services are still provided with local service

### BENEFITS

<table>
<thead>
<tr>
<th>Centralized Deployment Model</th>
<th>Decentralized Deployment Model</th>
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</thead>
<tbody>
<tr>
<td>Consolidation of voice and data at a centralized location</td>
<td>Direct access to PSTN from each site</td>
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<tr>
<td>Ease of management</td>
<td>Can survive a private WAN failure</td>
</tr>
<tr>
<td>Reduction of PSTN access</td>
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</tbody>
</table>
Pooled Session Management Model

Architecture:
- Sessions assigned from pool “on demand” (with a max number of sessions per trunk group)
- Calls are not blocked until exhausting the Enterprise session pool, or SIP Trunk Termination location reaches max session limit

Non-Pooled Session Management Model

Architecture:
- Sessions assigned per trunk group

BENEFITS

<table>
<thead>
<tr>
<th>Pooled Session Management Model</th>
<th>Non-Pooled Session Management Model</th>
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<tbody>
<tr>
<td>Provides economies of scale</td>
<td>Max concurrent sessions are permanently assigned to a location and are available</td>
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<tr>
<td>Flexibility to add/delete sessions to pool as needed</td>
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<tr>
<td>Max session allocation prevents single location from monopolizing sessions</td>
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