



OWN A SIMPLE CONVERSATION:

WHERE ARE YOU ON THE PATH TO UNIFIED COMMUNICATIONS?

In a tangle of acronyms, applications, carriers and features, your complex business voice systems are still about one thing: a simple conversation. It's where business starts and gets done.

When you transition to SIP with the experts at CenturyLink, we take ownership of your goals. We go at your pace, starting from where you are today with low up-front costs and significant infrastructure savings. We own and operate our own voice infrastructure, built from the ground up to support the convergence of voice and IP technologies. We keep it simple for you. And that makes it easier to manage and grow.

When your provider owns it, it's simple for you to own your success in return.

Using TDM today?

YOU'RE FACING SOME BIG CHANGES. WE HELP MAKE IT EASIER.

Organizations making their local and long-distance connections over legacy circuits are in a bind. Is your equipment reaching the end of its lifespan? In the face of business demands that require cost savings and efficiency from new technology, you're likely spending your resources supporting old gear. We can help.

We make it easy and go at your pace by:

- **Evaluating your current voice infrastructure**
- **Helping you build a high-confidence business case**
- **Using your existing premise equipment to evaluate SIP one step at a time**
- **Removing hidden costs so you get the features you need in our inclusive pricing model**

The experts at CenturyLink can work with you on a low-risk transition to better voice communications. You can connect with higher efficiency, cost savings and simplified operations.

We work toward your specific goals – on your timeline. We start by evaluating your current voice infrastructure and helping you build a high-confidence business case. With CenturyLink, you can evaluate a SIP solution one step at a time, using your existing premise equipment. And our inclusive pricing model has the features you need built-in without hidden costs.

Hybrid Environment?

YOU'VE TAKEN A LEAP. NOW EXPERIENCE THE BENEFITS OF SIP.

Your enterprise locations and headquarters operate in a hybrid environment to connect to the PSTN for voice. You've deployed SIP at some sites, while other locations still have TDM equipment. But are you realizing the full potential SIP offers for cost savings and efficiency? And how do you bring the benefits of SIP to your TDM locations today without the costs to upgrade or buy additional equipment?

Because we own and operate our IP network, we can help you simplify:

- **We take ownership of service delivery and management from end-to-end.**
- **It's all from a single provider, so you can reduce vendor management complexities.**
- **Ease migration by teaming with CenturyLink to pave your way down the path to UC.**

CenturyLink can remove the roadblocks to optimizing your existing investments. In fact, we're uniquely able to help you operate in this hybrid stage so you can realize the benefits of SIP.

In short, we help you simplify. Because we own and operate our purpose-built IP network, we take ownership of service delivery and management from end-to-end. We reduce your vendor management complexities and bring unique capabilities to help you more rapidly create a foundation to take advantage of Unified Communications.

Growing with SIP?

DON'T MISS OPPORTUNITIES TO GET EVEN MORE EFFICIENT.

You have deployed IP-PBX equipment at sites across your enterprise, and you're already realizing benefits. But you've done something bigger: You've built a foundation. SIP trunking provides the platform necessary to migrate to a complete SIP voice solution across the enterprise. And it paves the way for emerging unified communications applications that drive even greater efficiencies.

The benefits get bigger - without adding complexity. CenturyLink builds in:

- **911 emergency coverage and functionality**
- **Enterprise-grade BCDR protection at no extra cost**
- **Unique capabilities to help maximize your SIP investment**

The experts and infrastructure at CenturyLink have capabilities to help you get you across the finish line. If you're ready to adopt a SIP-based voice architecture and Unified Communications (UC), we're ready to help.

With CenturyLink, a simplified solution is built in. We connect you with 911 emergency coverage and functionality at no additional charge – you don't have to purchase from another provider or put safety at risk. We also provide enterprise-grade BCDR protection at no additional cost. We can help you maximize your SIP investment so you can use your resources to support business growth.

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