



# SureTrunk™

A Service of EtherSpeak Communications for ShoreTel

## EtherSpeak Communications

EtherSpeak is a leading provider of open standards communications solutions for customers from small business to the small enterprise. Headquartered in Northern Virginia, EtherSpeak enhances IP communications through the VolEasy Service Platform by ensuring appropriate security, network connectivity, ease of use and thorough technical support.

### Definition:

#### What is SIP Trunking?

SIP Trunking connects a PBX to the Public Switched Telephone Network (PSTN) via the Internet using the Session Initiation Protocol (SIP) standard. Unlike traditional phone trunks, SIP trunks can free an organization from the burdens of relying on bundles of physical wires, PRI/BRI and other equipment.

## Product Overview

SureTrunk™ is a managed SIP trunking solution that offers ShoreTel customers a less expensive alternative to on-premise SIP trunking, which requires additional hardware, implementation fees and license costs as well as SIP trunk line fees.

## Solution Overview

EtherSpeak's SIP trunking solution developed specifically for ShoreTel customers and dubbed "SureTrunk™," enables customers of all sizes to make full use of their investment by connecting SIP networks with traditional fixed-line PSTN directly. This means ShoreTel customers can now realize all of the benefits of IP-enabled communications without any additional investments, hardware or even new firewall/gateway requirements.

The routing of SIP traffic to EtherSpeak's SureTrunk™ service is easily set up by providing three primary categories of information:

- **Customer information and service option selections:** Billing information, technical and functional contact information and service options selections.
- **Technical information:** Information on customer ShoreTel technical information, LAN subnet and firewall configuration.
- **DID provisioning information:** Customer address information for Local Inbound, Toll-free and Enhanced Local Service, Authorization for Local Number Portability (LNP)

A VPN tunnel is required to enable Suretrunking. The VPN tunnel provides access from the customer ShoreTel Switch IP (where trunks are configured) to a virtual IP assigned by EtherSpeak to the customer's ShoreTel switch. The customer's firewall should support industry standard IPSEC encryption with availability of one-tunnel VPN license.

ShoreTel requires licensing for SIP trunking to be enabled. Your ShoreTel reseller can provide information on purchasing the required ShoreTel SIP trunk license.

**Support Versions.** EtherSpeak's SureTrunk™ service is certified via ShoreTel's Technology Partner Certification Process for the ShoreTel system. SureTrunk™ is currently certified for ShoreTel version 8.0.

## Additional Options

### • RedundaTrunk™

Auto-failover from SIP Trunking to PSTN routing

### • BurstaTrunk™

Provides the ability to "right size" line provisioning based on your monthly business usage

"I am very comfortable in endorsing both EtherSpeak Communications and Suretrunking as both have exceeded our expectations."

— Charles Kelsoe  
CTO, Associated Benefits  
& Insurance Services

"With this innovative approach, EtherSpeak has unlocked the full integration capabilities that have always been built into the SIP standard but never fully available to ShoreTel's customer base."

— Mike Fredericks  
President,  
Coactive Technologies

#### Disclaimer

To be "ShoreTel Certified" means that Technology Partner's product will inter-operate with the ShoreTel system, but ShoreTel does not certify that the features or functionality of Technology Partner's product will perform as specified by Technology Partner nor that Technology Partner's product will meet your specific application needs or requirements. To inter-operate means that Technology Partner's product is able to exchange, use and share information with the ShoreTel system.

#### Key Features/Benefits

##### Increased Productivity

IP-enabled communications easily facilitate collaboration among employees, leading to streamlined work processes and higher productivity.

##### Ease of Use

With a user-friendly GUI design and plug-and-play implementation, the SureTrunk service further reinforces ShoreTel's reputation for having the industry's easiest solutions to deploy and use.

##### Managed Connectivity

Suretrunking can ensure nationwide Quality-of-Service (QoS) within network core and all last mile connections with ADSL / SDSL / T1 MPLS. Low latency, high data throughput with minimal/zero packet loss and negligible jitter means you can have your cake and eat it too!

##### Best-in-Class Management

A managed SIP trunking solution reduces the time spent on network deployment and maintenance, increasing flexibility and reducing OpEx and total cost of ownership.

##### Scalability

SureTrunk easily scales to increase bandwidth as a business grows, addressing small to large enterprises with solutions that fit headquarters, regional and remote or home offices.

##### Customer Value

With no additional hardware requirements, ShoreTel customers have a risk-free way to realize all of the benefits of SIP trunking. "Native" SIP trunking means SureTrunk alleviates the need for an "enterprise edge device" such as local PSTN gateways, costly ISDN Basic Rate Interfaces (BRIs) or Primary Rate Interfaces (PRIs).

Additionally, with the BurstaTrunk™ option, ShoreTel customers have a way to "right size" their telecommunications on a monthly basis, paying for what they use, while having capacity immediately available for peak volumes.

##### About EtherSpeak Communications

EtherSpeak Communications is a leading provider of open standards communications solutions for customers from small business to the small enterprise. Headquartered in Northern Virginia, through the VoIEasy Service Platform, EtherSpeak enhances IP communications by ensuring appropriate security, network connectivity, ease of use and thorough technical support. For more information, please visit [www.ietherspeak.com](http://www.ietherspeak.com) and [www.suretrunk.com](http://www.suretrunk.com).

##### About ShoreTel, Inc.

ShoreTel is a leading provider of enterprise IP telephony solutions. The Etherspeak-ShoreTel solution provides customers with a number of key benefits, including ease of use, manageability and lower total cost of ownership.