

## **SIP based, Web 2.0 Driven Solutions**

### Voice enabling Social Networking, Advertising and Software

**Social networking applications require Voice Enabled services.** Web 2.0 applications often include the ability for a user to launch or receive a telephone call. As a result, inclusion of SIP-based telephony services requires the application developer to learn how to interface to and interoperate with a SIP network. This marriage of Software Development and Network Operations creates some interesting problems:

- **Focus on the core application is shifted to building and operating a network.**
- **A large portion of the company's OPEX is consumed by network costs.**
- **Lack of network expertise often results in an inefficient design.**
- **Someone has to negotiate a contract with an SIP Carrier.**
- **Someone has to manage the relationship with an SIP Carrier.**
- **Someone has to operate the network.**

The **Solution** is **Diamond Lane Service** from **Network Intelligence** a "facility-based" consultant. **Network Intelligence** not only knows how to build networks, we build them and manage them for our clients. **Diamond Lane Services** provide tailored SIP Carrier Services and Network Operations in an Outsourced environment, providing a customized solution that enables an Application Developer to add value to their existing products and services without hiring additional staff or expanding beyond the scope of their existing expertise. **Network Intelligence** enables its clients to differentiate their services and provide increased value to the core application without being diverted or distracted with management and operations issues where they have little or no expertise.

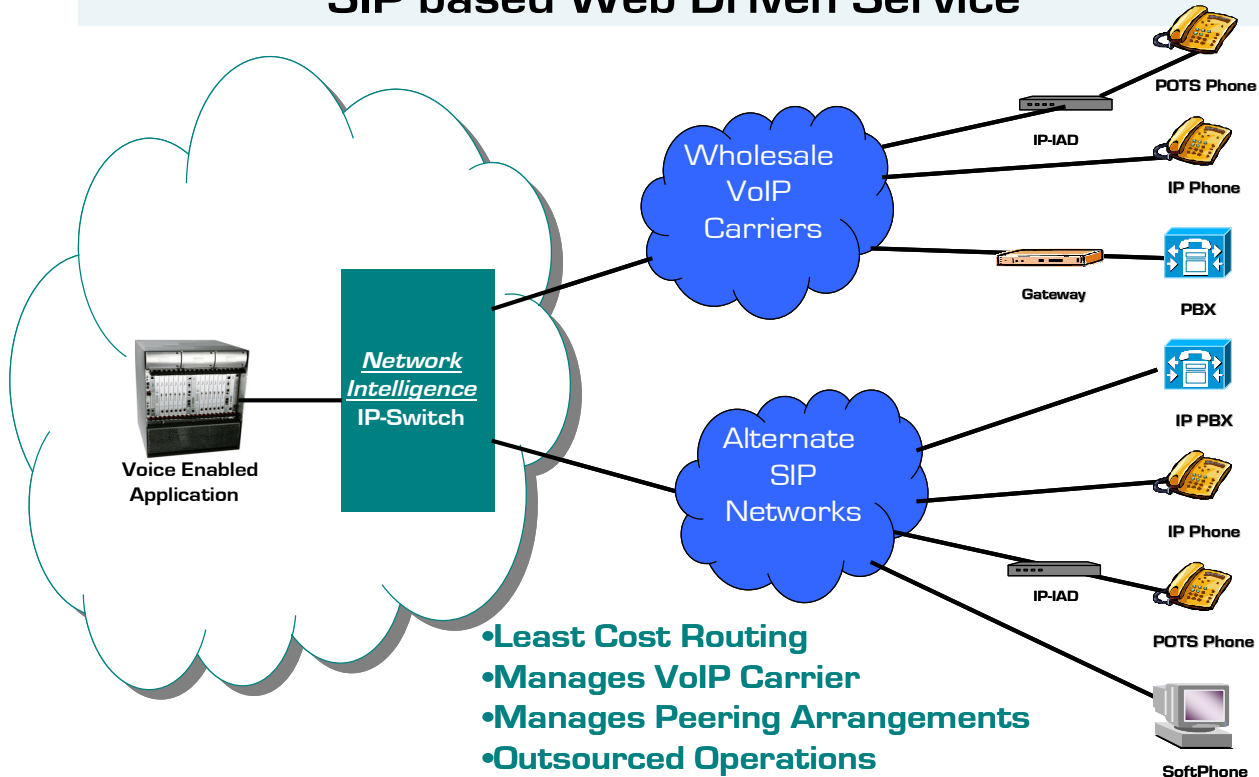
**Network Intelligence** has implemented a carrier-grade, nationwide network of sophisticated Session Border Controllers (SBCs) that can be interconnected to **Web Driven Applications** and provide the routing functionality needed to support Voice Enabled Services. The platform can also be used as a common traffic peering platform, enabling developers to efficiently route SIP traffic from one IP Carrier to another, as well as to other networks.

As SIP calling becomes more prevalent, the requirement for peering functionality between multiple Carriers grows exponentially. The problem with individual peering arrangements is that they do not scale well, and the complexity of managing individual peering agreements rapidly overwhelms any operational or financial benefit that is usually expected.

If a cooperative approach is taken to the negotiation and use of these peering relationships, everyone benefits. Fewer contracts are negotiated and volume priced services are shared by all, providing an extremely low-cost outsourced infrastructure.

## Network Intelligence

### SIP based Web Driven Service



There are many **benefits** to *Diamond Lane Service*:

- Voice applications can be SIP-enabled with no capital expenditure.
- Developers can focus on their application and not become a slave to the network.
- Least Cost Routing between multiple IP Carriers delivers significantly lower rates and eliminates exposure to network outages.
- Calls can be routed based on price, quality, or both.
- Rate/Route filtering can deliver customized calling areas and rates.
- The applications network topology is concealed from the rest of the network; your customers are not exposed to your potential competitors.
- Web developers can expand outside their geographic territory through IP services that are controlled, branded, and managed by *Network Intelligence*.
- Peering arrangements can be managed on a hub and spoke basis, rather than a complex web of individual contract agreements. This saves a huge amount of time, money, and effort.
- *Network Intelligence* negotiates multiple contracts with IP Carriers.
- *Network Intelligence* manages the relationship with multiple IP Carriers.
- Network operations are outsourced to *Network Intelligence*.

*Network Intelligence* is a consulting and network operations firm founded in 1985 and headquartered in Monterey, California. *Network Intelligence* has deep experience in all aspects of network design, implementation, and operations, in addition to a wealth of regulatory and tariff knowledge dating back to the pre-divestiture era.

Please contact *Network Intelligence* at 831-373-7700, or email:  
Ralph Widmar (CEO) at [RWidmar@netg2.com](mailto:RWidmar@netg2.com)  
James Hash (COO) at [JHash@netg2.com](mailto:JHash@netg2.com)