



Connecting and Protecting
the Networked WorldSM



LEVEL 3[®] VOICE COMPLETE[®] FOR RETAIL

INTEGRATING NEXT-GENERATION VOICE CAPABILITIES AT THE BRANCH
TO ENABLE UNIFIED COMMUNICATIONS & COLLABORATION (UC&C)

THE STOREFRONT CASE FOR SIP TRUNKING

To better compete in an omnichannel environment, retailers are moving to next-generation platforms that reduce operational complexity and support scalability, while upgrading to technologies that maximize business value. For voice initiatives in particular, many are transitioning to SIP trunking based platforms to centralize voice traffic, share idle call capacity, and build in enhanced failover protection for unplanned disruptions.

With technology driving the pace of change, the time has come for retail organizations to replace legacy approaches to voice and move toward SIP trunking to better future-proof against rapidly evolving demands. Ovum sees the transition to SIP trunking as necessary to provide the “responsive retail support, dynamic communication, and engagement that customers expect” in omnichannel environments.¹

While SIP trunking is the preferred end-state solution, many retailers must still operate branch locations in a legacy TDM voice environment. To enable the journey to SIP, integrated solutions are required to support legacy, current and future technologies – without forcing retailers into a full technology migration. With budgetary concerns and strained IT resources, it is critical to work with a provider that can reduce these pressures while helping build a flexible, proven voice foundation that supports the transition from siloed services to integrated solutions at branch locations when the time is right.

DID YOU KNOW?

The Level 3 network carries ~12 billion minutes and more than 5 billion calls per month.



Our expansive U.S. native footprint provides telephone numbers and SIP and TDM services to approximately 88% of the population.

INDUSTRY AWARDS



#1 for SIP Trunking Scorecard from IHS Markit, 2016²

FROST & SULLIVAN

Product Leadership Award in VoIP Access and SIP Trunking Services from Frost & Sullivan, 2015³

Product Leadership Award in VoIP Access and SIP Trunking Services from Frost & Sullivan, 2016⁴



Recognized in Gartner's 2016⁵ [Critical Capabilities for US Wireline Telecom Services Report](#)

¹Ovum, *The Time Has Come for Retailers' Transition to SIP Trunking*, Mike Sapien, 29 June 2016

²IHS Markit, *SIP Trunking North America Service Provider Scorecard*, 2016

³Frost & Sullivan, *2015 Best Practices Awards*

⁴Frost & Sullivan, *2016 Best Practices Awards*

⁵Gartner, *Critical Capabilities for Wireline Telecom Services, U.S.*, Danellie Young | Sorell Slaymaker, 29 Feb. 2016

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TAKE A HYBRID APPROACH TO FUTURE-PROOFING BRANCH LOCATIONS

It can be difficult for brick-and-mortar retailers to lower costs and complexity in a TDM environment and transition to SIP, especially at the store level. With Level 3 Voice Complete, retailers can optimize their branch communications footprint by taking a hybrid approach to solving these challenges. Level 3's global solution seamlessly supports both an existing store-level PRI/TDM connection and a SIP connection to deliver an array of advanced business calling features and capabilities.

Through the Level 3 platform, retailers can realize the benefits of a centralized, follow-the-sun capacity model combined with decentralized delivery – without upgrading the WAN. Retailers are also able to transition from a local voice solution to SIP at their own pace and on a site-by-site store basis, without having to go through the local number portability process a second time.

The Level 3 Voice Complete platform is based on SIP technologies, enabling true PRI and SIP handoffs to occur simultaneously within the customer environment. Our delivery-agnostic capabilities enable retailers to utilize disparate access technologies from a common platform, creating flexibility to incorporate today's latest voice capabilities without replacing existing TDM technology and hardware.

This allows organizations to better meet the current and future demands of the retail environment while leveraging SIP-based services to improve performance, enhance reliability and simplify communications management. And because Level 3 offers a global infrastructure that combines TDM and SIP together onto one network platform, we can help solve for issues of scalability, capacity and end-of-life technology concerns.



BEGIN THE BRANCH JOURNEY TO SIP WITH LEVEL 3 VOICE COMPLETE

Level 3 Voice Complete enables retailers to streamline operations and control administrative costs – while creating a foundation to seamlessly deploy next-generation voice technologies when resources and timing are aligned. Level 3’s delivery-agnostic platform simplifies the transition from legacy voice solutions and improves asset utilization by still using the customer’s existing PBX equipment.

The bottom line? Retailers can begin the journey to SIP with Level 3’s low-risk migration strategy. Organizations making the switch are able to better support long-term UC&C strategies while also achieving key operational and business benefits of the Level 3 Voice Complete platform:

- ✓ **Single Carrier** – Level 3 operates a native IP network to deliver SIP and ISDN signaled services with no additional network layers, hops or dependency on legacy network elements. Retailers can achieve network and vendor simplicity through a single provider, resulting in fewer vendors to manage and lower costs.
- ✓ **Enhanced Disaster Recovery** – Because uptime is critical in today’s omnichannel environment, Level 3 provides true resiliency and redundancy to keep retail operations up and running by double provisioning the network. Level 3 Voice Complete includes built-in failover and redundancy with many levels of available protection, and we support diverse equipment on the carrier side to match the customer’s specific equipment requirements.
- ✓ **Pooled Resources** – Retailers can share calling resources with many inclusive business features across sites to optimize the network. Concurrent call paths (CCPs) can be pooled and shared globally at any Level 3 Voice Complete-equipped site, reducing under-utilized site-specific trunks and eliminating wasted capacity to drive business value. Plus, adding incremental bandwidth is easy, which enables retail organizations to support and respond to rapidly evolving needs.
- ✓ **Streamlined Network** – Level 3 Voice Complete allows retailers to leverage the benefits of a centralized SIP model without actually having to move to SIP. Our platform supports a mix of TDM replacement solutions to help streamline and integrate legacy infrastructures. PRI, SIP connections and PBXs are supported, and we handle all conversions, thereby eliminating the need and costs for added gateways, IADs, or PBX reconfiguring. A less complex and more agile network means less network administration.
- ✓ **Free Intra-Enterprise Calling** – With the Level 3 Voice Complete platform, retailers can leverage free intra-enterprise calling without actually having to move to SIP. Our centralized SIP platform is technology- and delivery-agnostic, and intra-enterprise calling does not count against prepaid plans.





LET'S TALK

At Level 3, we understand that organizations like yours are challenged to deliver operational efficiencies, improve cost savings and empower collaboration – with less capital and resource investment. Level 3 Voice Complete enables retailers to take a hybrid approach to managing their enterprise communications infrastructure, while our network's flexible design supports the scalability needed to deliver against changing business demands and adopt new technologies when the timing is right.

Prepare for what's next in the omnichannel retail environment – while migrating at your own pace. Begin the SIP journey with Level 3 Voice Complete.

OWN A SIMPLE CONVERSATION. CONTACT LEVEL 3 TODAY.

ABOUT LEVEL 3

We operate and take end-to-end responsibility for network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

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