



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 VoEasy Service Platform, EtherSpeak enhances IP communications by ensuring appropriate security, network connectivity, ease of use and thorough technical support.

Products

- **SureTrunk™**
Hosted SIP trunking solution for ShoreTel customers
- **RedundaTrunk™**
Auto failover from SIP trunking to PSTN routing
- **BurstaTrunk™**
Hosted SIP trunking option allowing SIP trunk limits to automatically increase or burst to meet customer's needs

Product Overview

SureTrunk™ is a hosted Session Initiation Protocol (SIP) trunking solution that offers ShoreTel® customers a less expensive alternative to on-premise SIP trunking requiring 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 (ShoreWare®-based IP phone systems as well as ShoreGear® customers) to make full use of their investment by connecting SIP networks with traditional, fixed-line public switched telephone network (PSTN) directly. This means ShoreTel customers can now realize all of the benefits of IP-enabled communications free of the burden of 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 ShoreTel customer's technical information, LAN subnet and firewall configuration
- **Direct Inward Dialing (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's ShoreTel switch (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.

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

— Charles Kelsoe
ABIS Group

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 the network core and all last mile connections with asymmetric and symmetric digital subscriber lines (ADSL/SDSL) and T1 Multiprotocol Label Switching (MPLS). Low latency, high data throughput with minimal/zero packet loss and negligible jitter.

Best-in-Class Management

A hosted SIP trunking solution reduces the time spent on network deployment and maintenance, increasing flexibility and reducing operations expenses 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).

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.etherspeak.us and 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.

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.



EtherSpeak Communications

3600 Pointe Center Ct
Suite 110B
Dumfries, VA 22026

Phone: 866-ETHER-IP
703-221-9999

Technical Support:
866-384-3747
support@etherspeak.us

Web: www.etherspeak.us



960 Stewart Drive Sunnyvale, CA 94085 USA Phone +1.408.331.3300 +1.877.80SHORE Fax +1.408.331.3333 www.ShoreTel.com

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