



Product Brief

AT&T IP Toll-Free Service

Inbound Voice over IP calling

AT&T IP Toll-Free is an inbound Voice over IP (VoIP) service providing delivery of toll-free calls directly to end user customer locations. AT&T IP Toll-Free Service is a voice service similar to traditional toll-free service but data traffic can travel with it over a single IP network utilizing AT&T's common shared business IP platform. Toll-Free calls originate in the PSTN network and travel over AT&T's MPLS network for delivery via an IP access facility. The VoIP Toll-Free call is then delivered to a router at the business site for completion in premises equipment.

With voice and data service on one network, businesses will need fewer network, operations and maintenance resources thus lowering operating costs. The consolidated infrastructure allows businesses to migrate their voice service to IP technology at their own pace while at the same time reducing capital outlay and controlling costs. The supported compression algorithms (codecs) drive greater utilization of network and premises facilities. Toll-free applications can be supported with multiple contact center sites with a mix of switched and dedicated access and a mix of nodal

and IP terminations allowing migration and integration of end user customer services as businesses need growth and change. IP Toll-Free service supports SIP signaling protocol, enabling businesses to deploy and position themselves for the future. Since IP Toll-Free is supported on AT&T VPN Service, Managed Internet Service (MIS) and MIS with MPLS Private Network Transport Feature (MPLS PNT), end user customers can choose a solution that fits their convergence strategy.

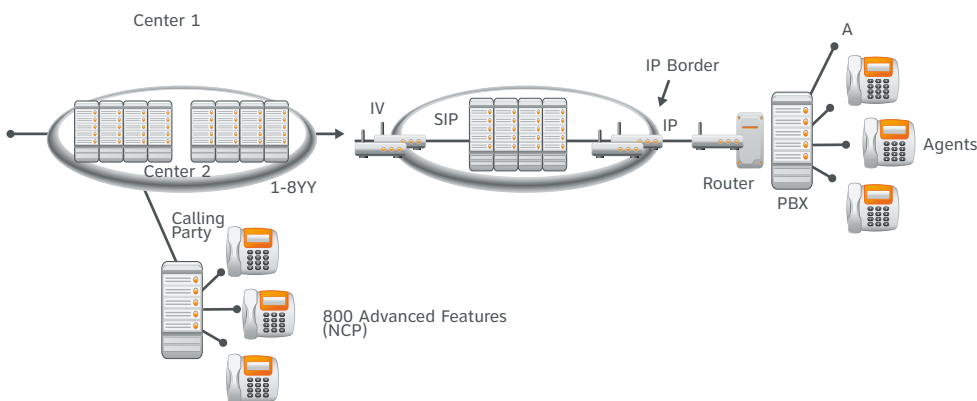
AT&T IP Toll-Free supports both traditional Time Division Multiplexing (TDM) private branch exchanges (PBXs) and AT&T-Certified IP PBXs and other CPE (Customer Premises Equipment) such as voice portals, conference bridges and fax servers. IP Toll-Free works with SIP trunking to further enable optimization of transport connections. The optional SIP based IP Transfer Connect features provide more efficient pre- and post-answer transfer capabilities including information delivery and data forwarding options. Additional Toll-Free Advanced Features remain consistent as businesses migrate from TDM to IP terminations.

Potential Benefits

- Helps reduce Total Cost of Ownership (TCO), e.g., potential reduction in capital outlays and consolidation of access and network.
- New approach to solving call management needs through an extensive list of IP-based service and feature capabilities
- Supports flexible, transparent migration from current to IP-based architecture,

Features

- Enhanced call information delivery and data forwarding
- Toll-Free Advanced Features supporting both IP and TDM locations
- MPLS Class of Service Traffic classification
- Standard Toll Free Calling Features including Calling Party Number delivery (CPN) and Dialed Number Identification Service (DNIS)



Advantages

Gain Efficiency

Make operations more productive and efficient with tools to better monitor and manage performance.

Current Technology

Upgrade or replace legacy communications system with one that can better meet current and future operational requirements.

Enjoy Simplicity

Simplify the process of managing communications systems with one single network for both voice and data needs from a single provider.

Easy Expertise

Take advantage of communications expertise with a provider that has the knowledge and expertise to design and install an IP network solution that virtually works seamlessly with end user customer existing services.

Add Security

Strengthen network security policies and protection for sensitive data that is vital to businesses with a highly secure and private network.

Strengthen Service

Help improve business ability to consistently provide excellent service to customers.

Feature and Benefits

AT&T's private, MPLS-based IP network is designed to support voice and data needs with all the security and capabilities inherent to MPLS. IP Toll-Free employs MPLS with Class of Service (COS) technology to allow classification of traffic based on application, bandwidth and latency needs. COS gives voice calls the highest priority to help ensure end user customer mission-critical communications are delivered reliably to contact centers. The AT&T redundant and durable IP/MPLS network helps prevent denial of service or deterioration of VoIP services, helps ensure confidentiality and privacy and helps protect system functions from corruption. With the multi-layered security features of VoIP infrastructure, end user customer IP Toll-Free service provides a high level of end-to-end voice and data integrity.

AT&T provides businesses with our industry recognized AT&T BusinessDirect® portal providing electronic servicing and network management of AT&T VPN Service, Managed Internet Service or MPLS PNT. View bills online and issue and track trouble tickets as well as gain access to reports on your VoIP network performance, call handling and call quality. AT&T's Customer Care teams monitor and maintain your AT&T IP Toll-Free service on a 24x7 basis. Technical support includes maintaining and monitoring managed routers, modems and AT&T provided CSU/DSUs channel service units/data service units. AT&T also provides fault monitoring for the VoIP network elements and IP access routers. Count on technical support and service virtually whenever you need it.

Related Components

- Network Access – access to the data network via AT&T VPN Service, MIS or MPLS PNT
- Customer Premises Router – performs the necessary class of service markings and queuing capabilities. If using a traditional TDM PBX, the router requires an internal IP voice module card – an adaptor to connect IP calls the PBX. Managed routers may receive more monitoring through AT&T
- Existing Hardware and Software such as your IP PBX, TDM PBX, or (i.e., Interactive Voice Response, Bridges, Fax Services, etc.) – terminate calls at the customer premises

Options

IP Transfer Features – SIP Based Capabilities

AT&T IP Transfer Connect – provides pre- and post-answer SIP enabled redirection. It is designed to efficiently move toll free callers to the appropriate agents, departments or locations without asking callers to redial. Maximize contact center productivity and increase customer satisfaction by getting more calls to the right agent the very first time.

IP InfoPack – enhances call information delivery and data forwarding by supporting Calling Party Number (CPN), Billing Number/ANI, Originating Line Information and up to 256 bytes of User-to-User Information.

Toll-Free Advanced Features

Redirection – enables end user customers to redirect toll-free calls to alternate answering locations. Pre-answer redirection features work before the call is answered by, for example, directing a call to a secondary location when a primary location is unavailable. The post-answer AT&T IP Transfer Connect feature (domestic toll-free only) lets end user customer transfer calls to another AT&T toll-free number. Redirection features also include Calling Party Number (CPN) and Dialed Number Identification Service (DNIS) digits, which provide customer termination information.

Routing – routes calls to different locations or different arrangements at the same location based on specified parameters (such as time of day, day of week, or area code). The routing feature lets businesses use company resources more wisely by automatically directing calls to the proper resources. Employees spend less time on the phone directing callers and more time giving callers the information they want.

Announcement – guides callers, allowing them to reach the correct department or hear important information by following the prompts. End user customers can use the generic announcements or customize them.

Callers will appreciate getting the information they want or easily reaching the correct department or person.

Control – allows end user customers to store and activate routing plans for back-up or disaster recovery and make real-time changes to feature parameters. Using control features, businesses can meet special staffing and resource management needs or respond to peak business activity periods at different times of day, on certain days of the week, or different times of the year.

