



June 2020

Not Ready for UCaaS? Then SIP Trunking is Mandatory

The trend is to put all things in the cloud and let someone else manage it. If it is not your expertise or doesn't add value to your organization, then put it in the cloud. If you are not ready



to put your Unified Communications system in the cloud yet, then at a minimum you need to investigate cloud trunking via SIP (Session Initiation Protocol). SIP allows for your DIDs (10 digit phone number) to be delivered over a WAN (Wide Area Network) connection. No need for more cumbersome, old school physical ISDN/PRI circuits that are expensive, fixed to a pair of wires and offer limited resiliency.

Save Money

SIP trunks save money because call paths can ride the same WAN connection as your internet/SD-WAN. If you are leery of voice and data on the same WAN circuit, we can dedicate bandwidth specifically to the SIP trunking. This will also save you money because we can get more talk paths vs. legacy ISDN trunking per MB of bandwidth. SIP carriers generally offer all-in bundles that are specifically tailored to your calling patterns, thus saving money. SIP rates are generally much less than legacy carrier ISDN costs.

Dynamic Provisioning

Legacy ISDN circuits are tied to a physical pair of wires when they are delivered. If you need one more talk path, you need to put in an order and wait 90 days for another entire ISDN/PRI physical circuit. With SIP, the connection is simply routed to an IP address. If you need more bandwidth, it can be added within minutes. If your business is seasonal and needs to spike up and/or down, SIP enables you to do that in real-time.

Fault Tolerant and Resilient

Because SIP trunks are routed via an IP Address vs. associated with a piece of wire, SIP trunks

can easily have primary, secondary and even tertiary IP addresses programmed for failover. If the WAN connection is unavailable, calls will automatically be delivered to another location within your environment. If you don't have multiple locations or a location suitable for infrastructure, then you can failover to our robust Disaster Recovery (DR) site colocated in Sacramento.

ISDN is going to be phased out at some point. All carriers are trying to avoid supporting legacy ISDN networks because they are very expensive and difficult to maintain. In the short term, the law mandates that ISDN continue, but once that ends you will only have a few years to make the switch. Your sales rep can give you a complimentary analysis of your current trunking environment and see if SIP is right for you.



News for Mitel Customers

14.2: End of Life vs. End of Technical Support

As most you know, End of Life for 14.2 is scheduled for Sept 30, 2020. This means no new patches or updates will be provided after that date. **Packet Fusion and Mitel WILL continue to support you until December 31, 2021, when Mitel has scheduled End of Technical Support.**

[Read their product bulletin in our Info Gallery.](#)

The matrix below summarizes what is included with EOL and EOTS.

Phase	Design Support	Technical Support	Patching	Phone Support	Knowledge Base	Web Tickets	HW Repair & Replacement
Post End of Sales (EOS)	N	Y	Y	Y	Y	Y	Y
Post End of Add-on Sales (EAOS)	N	Y	N	Y	Y	Y	Y
Post End of Life (EOL)	N	Y	N	N	Y	Y	N
Post End of Tech Support (EOTS)	N	N	N	N	N	N	N

Five Things You Should Know About HuntGroups and WorkGroups

Check out this new admin training video to learn the Five Things You Should Know About HuntGroups and WorkGroups, from Brian Lane, Principal Solutions Architect at Packet Fusion.

[It's live in our Info Gallery.](#)



Genesys and Packet Fusion: Our Partnership Continues to Grow



Many of you know that Packet Fusion and Genesys have a long-standing relationship. We've been expanding that relationship over the years. Bruce Rosen, Genesys Senior VP of Global Strategic Accounts says, "I am excited by the growth of our partnership with Packet Fusion as a benchmark partner in building cloud customer experiences for Genesys customers. We know clients are in good hands, wherever they are on their journey when Packet Fusion is engaged."

In other news, Genesys is Zoom-ing!

Genesys and Zoom have a unique strategic partnership. In fact, Genesys is the first cloud contact center leader to integrate with both Zoom Phone and Zoom Meetings, which will enable organizations to power their entire enterprise communications strategy.

Here are some of the highlights of the integration.

- Genesys Cloud customers can choose Zoom Phone as their voice carrier for the contact center. This allows them to take advantage of Zoom's robust PBX functionality along with Genesys Cloud's industry-leading contact center capabilities, including artificial intelligence-powered automation and self-service, support for voice and digital channels and more.
- Employees using Genesys Cloud can leverage the unified directory and presence lookup to connect directly with Zoom Phone users from any department to address customer needs faster. For example, while on the phone with a customer about a billing issue, an employee can use Zoom's directory from within Genesys Cloud to quickly find the right team member and check availability for a consultation.
- Users can realize greater efficiencies, including click-to-call dialing and seamless transfers between Genesys Cloud and Zoom Phone.
- All employees can collaborate with colleagues quickly via Zoom Meetings without ever leaving Genesys Cloud. This eliminates the need to toggle between systems or search different directories to contact their peers and provides seamless internal video communication across the organization.
- Customer-facing, administrative and operational employees can simultaneously use voice and video to make internal collaboration easier. Genesys Cloud users can also take advantage of Zoom recording and screen share.

[Read the Genesys Press Release.](#)

Join Us at our June Lunch & Learn

Hear how you can make personalized customer experience a reality with Genesys AI (Artificial Intelligence)



Presented by:

Elcenora Martinez, Global VP Product Management AI, Genesys

Thursday, June 25, 2020

12:00 PM, PDT

[Register now](#)

You've heard the buzz about AI. Here is your opportunity to learn from Genesys experts about what it is and how it can help you help your customers.

Genesys will share industry trends and information and show you how Genesys Predictive Engagement delivers AI-powered personalized conversation and customer experience so your customers stay engaged and continue toward their desired business outcomes.

Join Genesys for this June 17 Webinar:

Take Charge of your Contact Center Productivity

[Register Today](#)

Special 30 Day Trial Offer: Genesys Ready Response





Keep your Contact Center Running with Genesys Cloud



Be ready for what's now and what's next with Genesys Cloud. Get 30 days free. Fast set up with a reduced fee and onboarding assistance with no upfront commitment.

[Click here](#) to get Ready Response Now

Customers are Saying...

 <p><i>"Dave was very helpful and courteous. It was a pleasure to work with him."</i></p> <p>--Lowell, City of Winters</p>	 <p><i>"Excellent as usual. A+"</i></p> <p>--Roy, Contra Costa Transportation Authority</p>
 <p><i>"I have to say, that although I don't like having to call in, I am forever impressed by the level of service I receive whenever I do call in. Brandon was attentive, knowledgeable and easy to work with. We are dealing with frustrating times so it's a relief to have someone keep me at ease when dealing with issues that arise. Thanks so much to all of you at Packet Fusion!"</i></p> <p>--Emmanuelle, Travel Store</p>	 <p><i>"Kevin has provided spectacular support for this issue. It was a difficult issue to qualify. Kevin was tenacious and engaged in resolving this issue. Superb service, as always."</i></p> <p>Angela, Landmark Worldwide</p>

Examine Your Security Maturity



According to the National Cyber Security Alliance, 60% of small and medium businesses who are hacked go out of business after six months. In this blog post, we've identified five levels of security maturity to help you identify where your organization falls, and how to distinguish between data and network security.

[Examine your security maturity here.](#)

Managing the new Digital Normal

We've been busy helping organizations manage the new digital normal, gathering resources in our Info Gallery, and evaluating the many special offers from vendors. [Learn more here](#) to discuss options and which offers might be best for you.



Make more informed decisions: Check out the Info Gallery

In our [Info Gallery](#) we're always adding new content to our curated collection of resources, training and news on the technologies you care about: cloud, contact center, business telephony, SD-WAN, security and collaboration.

Check out recordings of past Lunch & Learns [here](#).

Be sure to follow us on one of the channels below and visit us at www.packetfusion.com.

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