

RCOM's Enterprise SIP Trunking Service Wins Prestigious Frost & Sullivan Award

Second consecutive win for game-changer in Enterprise Telephony across India, delivering easy transition from traditional TDM Telephony to futuristic IP Voice

New Delhi, 22 June 2018: Reliance Communications Limited (RCOM) has again won the prestigious Frost & Sullivan awards for its pioneering SIP Trunking Service in the 'New Products and Services' category, the second consecutive win for the company in two years. Now in its 16th year, the Frost & Sullivan Awards 2018 were announced at a ceremony in New Delhi on 21 June 2018.

"We are delighted to receive this recognition for our SIP Trunking Service from Frost & Sullivan for the second year in a row," said Bill Barney, CEO Reliance Communications and Chairman & CEO Global Cloud Xchange. "IP Voice is poised to play a transformative role in Indian industry's approach to telephony, with SIP Trunking putting this world of IP Voice within easy reach of Enterprises. The success and recognition of this service is an indicator of the industry's healthy readiness to embrace an IP-centric future, and RCOM will continue to bolster its IP Voice portfolio with more futuristic services," Barney added.

"In this digital age, it is imperative for Enterprises to approach challenges and possibilities with a digital mindset. RCOM has been a pioneer in launching India's first and only Enterprise SIP Trunking Service powered by IP Multimedia Sub-system. RCOM's focus on IP Voice and its ability to meet complex requirements using the underlay of SIP Trunking have helped us carve out a thought leadership position in the category, particularly for businesses that are keen on fast-tracking their digital journeys," said, Manoj Menon, Managing Director of Frost & Sullivan, APAC.

Launched in 2016, Reliance SIP Trunk is India's first Enterprise SIP Trunking Service to be powered by the IP Multimedia System (IMS). It is a highly scalable IP Voice Service designed for Enterprise use in both internal and external communications, providing companies with an easy means to transition from traditional TDM telephony to futuristic IP Voice.

Unlike traditional telephony that works on 'lines', SIP (Session Initiation Protocol) Trunking operates on IP 'sessions'. RCOM is the only operator in India to deliver a nationwide voice network purely to serve the IP voice requirements of Enterprises. This architecture enables flexibility and offers virtually limitless capability to deliver any number of sessions that the customer needs.

The annual Frost & Sullivan's India ICT Awards honor companies for exceptional growth and market strategies, product development abilities, competitive advancement skills, technology innovation and dedicated customer focus. Industry analysts compare market participants and measure their performance through in-depth interviews, analysis and extensive secondary research in order to identify the frontrunners in the industry.

About Reliance Communications

Reliance Communications Limited, founded by the late Shri Dhirubhai H Ambani (1932-2002), has Corporate clientele that includes 40,000 Indian and multinational corporations, including small and medium enterprises. Reliance Communications has established a pan-India, Next-Generation, digital network that is capable of supporting best-of-class services spanning the entire communications value chain. Reliance Communications owns and operates the world's largest Next-Generation IP-enabled connectivity infrastructure, comprising fibre optic cable systems in India, the USA, Europe, Middle East and the Asia Pacific region.

Website: www.rcom.co.in



Reliance Mobile



@RelianceMobile

For details, please contact:

Rajeev Narayan

Reliance Communications

Email: rajeev.narayan@relianceada.com

Phone: +91 9301414119