Telstra

Trader Voice
SIP Connect

A New Era of Connecting Traders

Introduction

Navigating the new normal in an evolving financial landscape, the trading industry needs greater operational agility and flexibility to ensure business continuity. The legacy Time-Division Multiplexing (TDM)- based Private Wires voice technology prevalent in this industry has limited capability to facilitate new remote ways of working. To assist traders in the financial industry, Telstra offers the **Trader Voice SIP Connect** solution that specialises in trader voice collaboration capabilities underpinned by the Telstra Global VoIP enterprise-grade voice backbone.

What is Trader Voice SIP Connect?

Trader Voice SIP Connect is a voice collaboration service for private wires built as an extension to the Telstra Global VoIP service, which has been providing cost-effective, feature-rich SIP-based solutions integrated with PSTN for many years. It supports a variety of signaling and features required in voice trading connectivity. It also provides customers with artefacts critical to compliance and audit requirements, such as voice recordings, call detail records (CDR), and metadata.

Traders only need to select their private wire port requirements based on their call flow and trader connectivity use cases. Telstra will take care of the rest, from activation and platform maintenance to change management.

Trader Voice SIP Connect High-Level Network Diagram
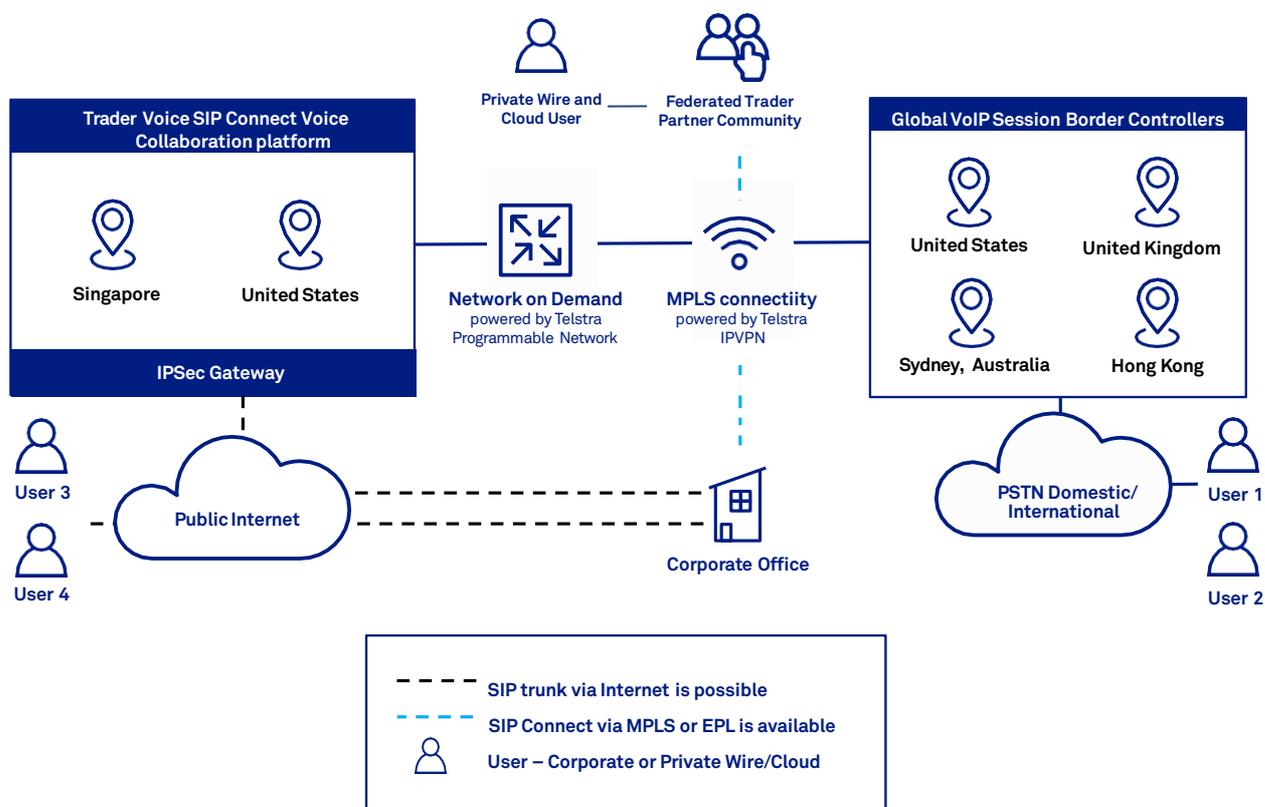
Features

Turret-agnostic
Instead of being locked in with the private wire provider (who provides its proprietary turrets), traders can now use turrets from different technology vendors. These turrets can be connected easily via its standard-based SIP protocol.

Multiple signaling compatibility
Hoot & Holler, ARD, MRD and their international equivalents are all supported protocols based on the platform, making migration seamless from TDM to the Trader Voice SIP Connect voice collaboration platform.

Service mobility
Traders can enjoy flexibility and service mobility, instead of being bound to operate under the hardwired setup in the premises. Traders can run the same service from a PSTN line, mobile phone, or a SIP-based connection through Internet or IP Connectivity — especially when they have limited access to a physical office.

Trading community ecosystem
Telstra is constantly looking to partner with TDM providers to include them in the private wire and trading partners community. This is a win-win ecosystem that enables traders with more coverage and flexibility when expanding their business footprint.

Benefits

Cost-effective and coverage extension alternative to TDM private wires
TDM private wires are priced based on route mile and its coverage is limited by the footprint of TDM coverage and the plans of some providers to retire the product. On the contrary, Trader Voice SIP Connect supports integration with IP-based infrastructure with global service coverage. Traders have the option of connecting to the platform based via MPLS, the internet, or through PSTN cutting down private wire cost by up to 80%

	Trader Voice SIP Comparison	
	Legacy	Trader Voice SIP Connect
Fixed cost independent of distance	✕	✓
SIP Trunk - MPLS	extra charge	✓
PSTN virtual Private Wire	✕	✓
TDM/SIP GW Included	✕	✓
TDM Conversion only when req'd	✕	✓
Average PW price	$$	$

Note:
1. Significant savings for longhaul Private Wire as Trader Voice SIP Connect is not route mile dependent.

Benefits

Scalability and flexibility Network expansion, used to mean running additional physical T1/E1 into the premises, but the Trader
Voice SIP Connect platform supports integration with IP infrastructure
on port growth based on software provisioning additional bandwidth on the same Ethernet trunk— making upgrading easier.

Flexibility
One of the biggest challenges traders face is equipment incompatibility, as different brands of the TDM-based turret all have their custom design and proprietary protocol, making connecting two disparate systems daunting. With the SIP-based platform, traders can interconnect with independent turret vendors or private
wire providers.

PSTN integration
Traditionally, private wires were a closed network among traders and requires gateways to bring into/ out of the PSTN. Trader Voice SIP Connect enables customers to tap into PSTN without additional hardware, via the multiple SBCs in the platform connecting to PSTN providers globally and delivering the SIP-based voice calls.
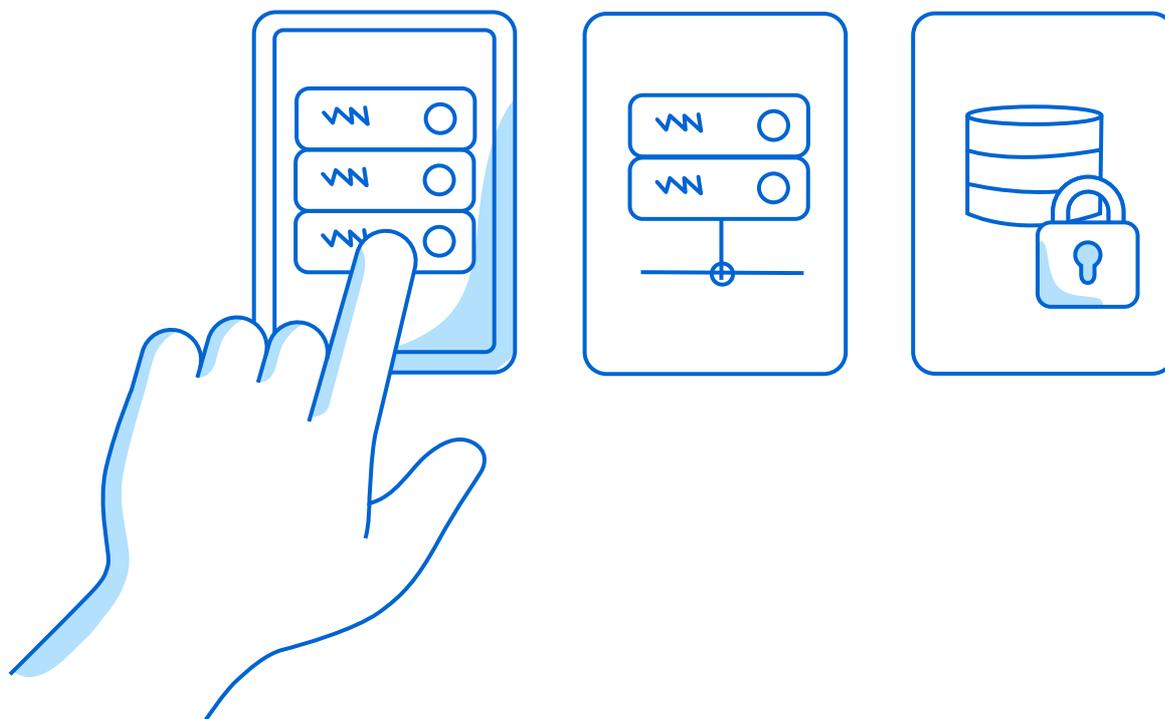
Pricing structure

Our service offering structure is simple and intuitive. Aside from the standard Global VoIP service, traders can choose from below service options:

	TraderVG Ports	TraderVG MACD	TraderVG Professional Service
Service Options	• The maximum number of private wire ports consumed simultaneously from different collaboration instances. • Use cases such as call usage at time of day, human resources, and priorities to derive an optimum port count. • Discovery process to understand the basic port requirement and tweak the number as the traffic flexes is critical. • A-ends usually covers the all monthly charges for B-ends.	• Define as the need of Move, Add, Change, and Drops on their existing configurations. • MACDs are classified as simple and/or complex, based on a fixed scope of work and these are one-time charges. • We recommend traders pre-purchase a block of Day 1 MACD to optimise the fast-track process in executing the MACD without getting tied up in the order process.	• Refers to the VAS where Telstra can assist traders to sanitise and analyse their private wire inventory and usage, as well as recommend an optimum solution of transition to SIP adoption. • This is a one time charge, with the amount subject to the scope and depth of engagement.
Scope	• Blocks of private wire ports (minimum of 10 ports), which allows traders to subscribe based on their collaboration patterns.	• MACD allows traders to make changes to existing configurations. MACDs are classified as simple and/or complex, based on a fixed scope of work.	• Telstra offers Professional Services for those requiring analysis of their existing private wire estate, including channel mapping, call flow design, and discovery to optimise their private wire connectivity platform.
Charges	• Monthly	• One-time	• One-time (Charges depend on the scope and depth of engagement.)

If you are looking to optimise your trading environment, Telstra has the solution for you.

Improve your infrastructure cost by leveraging the Telstra SIP-based platform, which is compatible with hybrid legacy TDM environments and SIP environments.
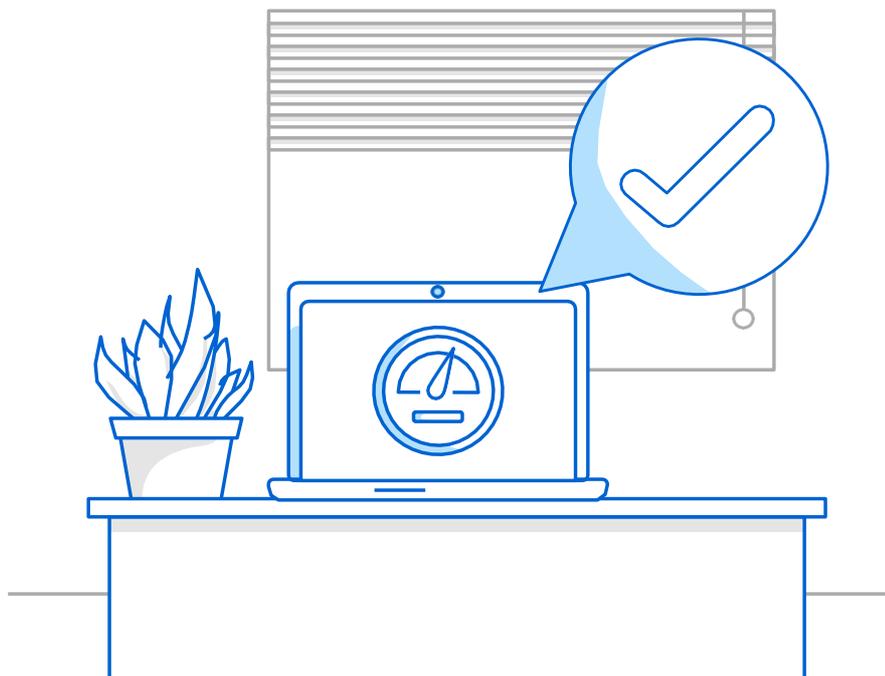
Enhance your Business Continuity Plan (BCP). Natural disasters, global pandemics, and other factors can play havoc and disrupt operations tied to physical office locations. The Telstra Trader Voice SIP Connect platform allows organisations to conduct business wherever there is PSTN or internet access—all one needs is a POTS, mobile, or SIP-based soft client.

Business agility and scalability. Instead of weeks or months getting TDM access into new office locations, IP connectivity only takes days to get an organisation up and running. Scaling up the business has never been this easy.

Security governance. Telstra understands security requirements set by the authorities; hence, after every call is finished the customer will immediately receive the encrypted voice recording and it is deleted from Telstra records right away.

Only traders with the private key can decrypt the recording. Telstra also sends the CDR and metadata as soon as the call is finished, but these records will be retained for 30 days to support service enquiries.

Most of the conference intelligence is in the actual conversation itself, and Telstra will not retain records at all after verifying the customer has received a clean recording.

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