

Built for Business Voice Continuity

As Malaysia transitions away from copper-based ISDN and PRI services by 2026, enterprise voice infrastructure must evolve. Legacy voice systems introduce risks around scalability, resilience, and long-term support.

Maxis Voice SIP enables migration to IP-based voice built for continuity, flexibility, and multi-site operations.

What is Maxis Voice SIP



Maxis Voice SIP is a SIP trunk connecting enterprise IP PBX or contact centre platforms to the public telephone network.

It replaces ISDN PRI with a centralised, scalable voice architecture supporting multiple sites and users.

Why Voice SIP Matters

Voice remains mission-critical for customer engagement, operations, and contact centres.

Reliance on legacy PRI infrastructure creates clear challenges:

Increased downtime risk as copper networks are phased out

Limited scalability from fixed physical trunks

Higher costs from decentralised PBXs and line rentals

Reduced flexibility for hybrid and distributed workforces

What Voice SIP Enables



Elastic voice channels that scale with demand



Centralised voice architecture across sites



Network-level call rerouting during outages



Supports IP PBX and contact centre



Traffic and call reporting for visibility

These capabilities support business continuity and operational efficiency.

How It Works



Voice calls run over IP access - fibre or wireless - instead of copper trunks. SIP trunks connect customer IP PBX or contact centre platforms to the Maxis voice core.

Session Border Controllers manage and secure call sessions, and geo-redundant SIP Servers in Data Centres connecting calls to the telephone network.

Key Use Cases



Contact centres scaling voice channel capacity seamlessly



Enterprises consolidating voice across branches



Enabling AI Voicebots for inbound & outbound calls



Disaster recovery and call rerouting



Enterprises migrating from ISDN PRI to All-IP voice

Business Impact & Outcomes



Fixed PRI capacity



Elastic SIP channels available on demand



Fragmented branch PBXs



Centralised IP PBX and SIP trunk architecture



Service disruption at primary sites



Network-level call rerouting to alternate locations



Rising voice operating costs



Lower line rental and PBX maintenance costs

Why Choose Maxis Voice SIP



Nationwide IP and fibre network footprint



Geo-redundant SIP servers and carrier-grade SBCs



Flexible access options via fibre or wireless



Optional security and encryption add-ons



Customer First, Partnership Driven approach



A trusted partner supporting Malaysia's enterprise digital infrastructure



End-to-end Maxis ownership — designed, built, operated, and maintained by Maxis — enabling faster deployment and tighter service-level control



Q Maxis Business