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

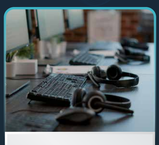
These capabilities support business continuity and operational efficiency.

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.

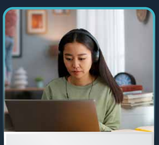
Session Border Controllers manage and secure call sessions, and geo-redundant SIP Servers in Data Centres connecting calls to the telephone network.

Key Use Cases



Contact centres scaling voice channel capacity seamlessly

Enterprises consolidating voice across branches



Organisations enabling hybrid and remote work

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
- Encryption for added security
- 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

Maxis Business