

10 Reasons to Choose AudioCodes' Enterprise SBC



Introduction

The use of Enterprise Session Border Controllers (SBC) has become mainstream due to the adoption of SIP, according to a March 2016 IHS Research report. The report goes on to say that while the primary driver for enterprise SBCs sales is the adoption of SIP trunking services, a secondary driver is the interconnection between internal systems within the enterprise network, such as PBXs, Unified Communications, video conferencing, and contact center platforms, where SBCs handle interworking between different VoIP protocols or different vendor implementation of standards.

AudioCodes' Mediant family of SBCs offers a line of versatile IP communications platforms that connect VoIP and TDM networks, built on years of carrier grade VoIP deployments and expertise.

Below are 10 of the most important reasons enterprises choose AudioCodes' SBC solutions.

1. Gradual Migration

AudioCodes hybrid SBCs offer investment protection by supporting gradual migration from TDM to IP and from PSTN to SIP Trunking, supporting SIP and TDM connectivity on the same hardware. An enterprise can connect its legacy PBX to the SIP trunk and maintain other legacy applications such as alarms and point-of-sale traffic on TDM. There is no need for a forklift upgrade because the AudioCodes licensing program provides the flexibility to convert TDM licenses into IP sessions.

2. Comprehensive Interoperability

AudioCodes SBCs have the most comprehensive set of SIP and media interoperability capabilities available for enterprise deployments, and are easy to configure and maintain. The continuous efforts of the AudioCodes dedicated interoperability (IOT) teams enable session delivery across disparate SIP domains with no loss of business features. An easy-to-use SBC Configuration Wizard lets users choose any combination of templates for an IP-PBX model and a SIP Trunking service. Close to 2,000 combinations are supported. The Wizard takes engineers step-by-step through the setup process, presenting the configuration options in a clear and easy-to-understand fashion.

3. Resiliency and Survivability of WAN Failures

AudioCodes offers features to ensure uninterrupted communications for customers. These features include: high availability, geographic redundancy, multiple WAN connections and fallback to PSTN in case the WAN is down. In addition, AudioCodes' SBCs support a number of features that ensure customers can continue their communications even if the connectivity with the hosted services provider is lost. Various call survivability features supported by the SBC ensure business continuity by enabling local users to continue operation normally.

4. Unique End-to-End Solution from Low-end up to Large Enterprises

AudioCodes provides a complete set of products for all connectivity needs, reducing complexity and cost by bringing SBC, Media Gateway, Multi-Service Router, IP Phone, Call Recording, Voice Quality Management and centralized routing manager capabilities to enterprise networks with a single technology and OAM infrastructure. AudioCodes has the most comprehensive suite of SBCs, all running the same software, with the same interoperability, security and media handling functionality, that range from 5 to 24,000 concurrent sessions with 100% feature parity and supporting high availability.

5. Complete Skype for Business Certified Portfolio

AudioCodes offers a complete Skype for Business certified portfolio scaling from 5 up to 24K sessions and is the leading vendor offering certified Skype for Business software SBCs with rich functionality. AudioCodes SBCs provide direct SIP connectivity between existing enterprise voice infrastructure, Microsoft Skype for Business, the PSTN and SIP Trunking services. Among the SBC key features for Skype for Business are:

- *Skype for Business migration support with advanced call routing features such as call forking, Active Directory, emergency calling (E911) and call recording*
- *Connect Skype for Business to analog phones, fax machines, third party SIP Phones and mobile devices*
- *Fully integrated with AudioCodes One Voice Operations Center*
- *Microsoft SCOM integration*

6. Complete Perimeter Defense for the Enterprise

AudioCodes provides robust protection for the IP communication infrastructure, preventing fraud and service theft and guarding against cyber-attacks and other service-impacting events. AudioCodes extensive security mechanisms provide protection to each enterprise unique VoIP traffic behavior ensuring legitimate traffic passes through without disruption.

AudioCodes engaged Miercom, a US-based network consultancy company, to conduct an independent performance assessment of its Mediant 4000B, 9000 and Virtual Edition SBCs designed for large organizations and service providers. Meircom certified AudioCodes' SBCs for their security capability and performance.

7. QoE Monitoring and Dynamic Optimization

AudioCodes' SBCs feature a sophisticated end-to-end QoE solution for monitoring and dynamic optimization:

- *Integrative (probe-less) network level voice quality monitoring capabilities*
- *SIP Trunk condition-based dynamic voice quality enhancement*

AudioCodes VoIPerfect™ combines AudioCodes' access and enterprise SBC technology with advanced HD voice codecs and proprietary enhancements to add resiliency, optimize voice quality and reduce costs of WAN links for UCaaS and SIP trunk services. It is a solution for enabling delivery of secured, reliable and high voice quality that is built on top of a set of advanced technologies, implemented in our SBCs, IP phones and management tools. The technologies include state of the art voice codecs, voice processing and call management enhancements designed to provide security, high availability and quality-assured high-definition voice in cloud-based environments, utilizing unmanaged cost-effective broadband links.

8. Advanced Routing Manager

Managing the dial plan and call routing rules of multi-site, multi-vendor enterprise VoIP networks can be an extremely complicated activity. AudioCodes Routing Manager (ARM) delivers a powerful, innovative solution to this problem by enabling centralized control of all session routing decisions.

9. Fully Integrated WebRTC Gateway for Web to Datacenter Calling

WebRTC technology enriches user experience by adding voice, video and data communication to the browser, as well as to mobile applications. AudioCodes WebRTC gateway is embedded into our Mediant SBCs and provides seamless connectivity between WebRTC clients and existing VoIP deployments.

Client side software developers benefit from AudioCodes client SDK by accelerating the integration of WebRTC into their applications. Contact centers that deploy AudioCodes IP phones with their built-in support for OPUS, the underlying WebRTC vocoder, can benefit from high quality, transcoder-free WebRTC to agent calls.

10. Customer Support and Professional Services

AudioCodes Professional Services portfolio, leveraging AudioCodes' expertise in voice and enterprise technologies, provides an effective counterpart to the broad set of enterprise products in the One Voice product suites. Among the professional service offered are:

- Network Voice Readiness Assessment - designed to discover network weaknesses before in-service rather than after
- Assistance in designing and implementing Unified Communications and Call Center rollouts for both large and small customers
- Customer Support - AudioCodes offers flexible technical support services that ensure customer care and optimized network performance and availability

About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice-over-IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader, focused on converged VoIP and data communications, and its products are deployed globally in Broadband, Mobile, Enterprise networks and Cable. The Company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Routers, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers, Value Added Applications and Professional Services. AudioCodes' underlying technology, VolPerfectHD™, relies on AudioCodes' leadership in DSP, voice coding and voice processing technologies. AudioCodes' High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication experience in Voice communications.

International Headquarters

1 Hayarden Street
Airport City, Lod, 7019900, Israel
Tel: +972-3-976-4000
Fax: +972-3-976-4040

AudioCodes Inc. USA

27 World's Fair Drive, Somerset,
NJ 08873
Tel: +1-732-469-0880
Fax: +1-732-469-2298

www.audiocodes.com/info
www.audiocodes.com

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