

10 Reasons to Choose AudioCodes' Enterprise SBC

SBCs are deployed at the border between the enterprise and the service provider. In the enterprise environment, they form an effective demarcation point between the business's VoIP network and the service provider's SIP Trunk, performing SIP protocol mediation and media handling (interoperability) and securing the enterprise VoIP network.

AudioCodes' Mediant family of SBCs is a line of versatile IP communications platforms that connect VoIP and TDM networks. It is tailored specifically for the enterprise and built on years of carrier grade VoIP deployments and expertise.

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

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 allows for the flexibility to move the paid TDM sessions to IP sessions.

2 Comprehensive Interoperability

AudioCodes SBCs have the most comprehensive, yet easy to configure and maintain SIP and media interoperability capabilities for enterprises. The continuous efforts of the AudioCodes dedicated interoperability (IOT) teams enable session delivery across disparate SIP domains with no loss of business features.

3 Rapid Deployment using the SBC wizard

The SBC Configuration Wizard is a user-friendly online tool designed to get AudioCodes Mediant SBCs up and running quickly and easily, eliminating configuration errors and troubleshooting. The wizard is based on an on-line, up-to-date configuration database built from many years of field experience. It takes engineers step-by-step through the setup process, presenting the configuration options in a clear and easy-to-understand fashion.

4 Resiliency

A 2013 Gartner report stated that, "ensuring 99.999% availability for critical telephony services, including contact centers and business continuity, is critical so that customers can always call an enterprise".

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. AudioCodes Survivable Branch Appliances (SBA) and advanced features such as call routing mechanisms, network voice quality monitoring and branch survivability capabilities (including PSTN fallback with E911), result in minimum communications downtime.

5 Survivability for Hosted Services

AudioCodes' solutions offer 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 ensures business continuity by enabling local users to continue operation normally.

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6 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 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 16,000 concurrent sessions with 100% feature parity and supporting High Availability. Among the company's unique offering:

- *It is the only SBC vendor that supports all SBC "segments" – SIP Trunk, Hosted and Access multi-tenant SBC*
- *It has the biggest portfolio of hybrid IP/TDM SBC*
- *It offers both software (standalone and virtualized) and hardware devices*

Additionally, the entire AudioCodes SBC product line is uniformly and centrally managed by the company's One Voice Operations Center, a holistic life-cycle management system.

7 Complete Lync Certified Portfolio

AudioCodes offers a complete Lync certified portfolio scaling from 5 up to 16K sessions and is the only vendor who offers certified Lync software SBCs. AudioCodes SBC provides direct SIP connectivity between existing enterprise voice infrastructure, Microsoft Lync, the PSTN and SIP Trunking services. Among the SBC key features for Lync are:

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

8 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.

9 QoE Monitoring and Dynamic Optimization

AudioCodes' SBCs feature 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 including:*
 - In-call codec rate modification
 - RTP redundancy during packet-loss condition
 - Bandwidth based routing

10 Customer Support and Professional Services

AudioCodes Professional Services portfolio, leveraging AudioCodes' expertise in voice and enterprise technologies, provides an effective counterpoint 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*

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