



Intellecta Case Study

A Nationwide Trunking Solution for a Centralized VoIP Call Center

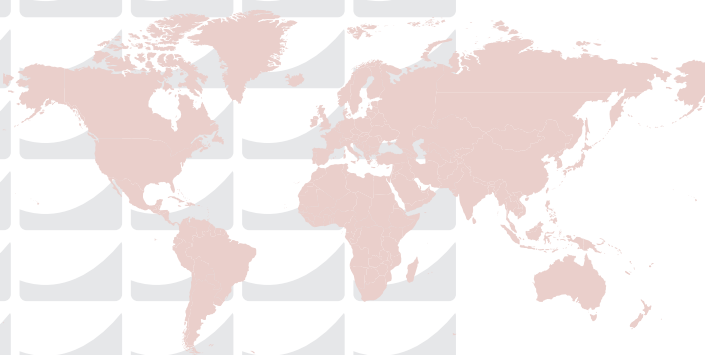
Background

Intellecta, a division of the Bytes Technology Group, is South Africa's leading provider of innovative voice and contact center solutions, including speech self-service automation, speaker verification (voice biometrics), Contact Center on Demand (CCOD), Workforce Optimization, Multimedia customer interaction solutions, and Voice over IP (VoIP) communication solutions. It represents global brands including Genesys, Nuance, VoiceGenie, Microsoft, AudioCodes, and CosmoCom, and counts many of South Africa's Telco Network Operators and blue-chip Corporates among its clients. Intellecta provides its systems integration and professional services capability to Europe, the Middle East, Africa, and Asia, and has pioneered many local and international breakthroughs.

Challenge

Intellecta were interested in integrating the Genesys' VoiceGenie Contact Center solution into a TDM network of a Tier 1 South African service provider. As the Genesys' VoiceGenie platform is VoIP based, Intellecta searched for a high availability VoIP media gateway to interconnect the VoiceGenie system with the service provider's TDM core network.

The VoIP gateway had to provide STM-1 interfaces for service provider's networks as well as support MGCP towards Intellecta's Call Manager. As Intellecta designed their own MGCP Call Manager, they were looking for a gateway vendor who could quickly address any interoperability-related issues.



Solution

AudioCodes Mediant™ 8000 Media Gateway and the Genesys' VoiceGenie system for Contact Centers were deployed by Intellica into a Tier 1 South African, cellular network operator.

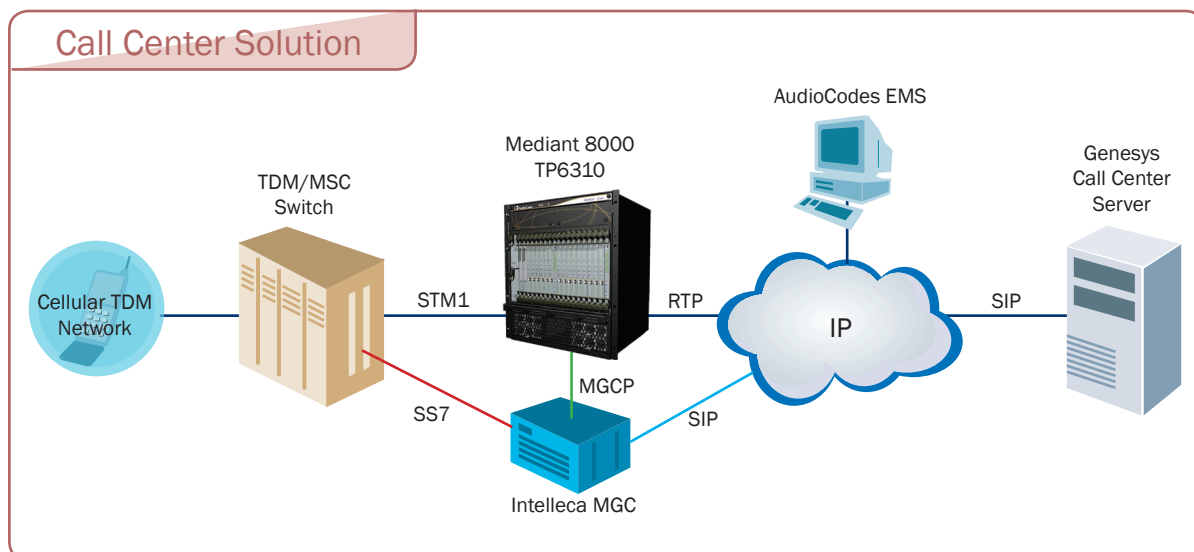
As depicted in the figure below, the Mediant 8000 carrier-grade VoIP Media Gateway bridges the gap between the IP and TDM networks, allowing a centralized SIP based IVR system to service all calls initiated in the Operator's nationwide switching centers. The combination of VoIP media gateways and the VoiceGenie Call Center Solution gives the Operator the ability to introduce a cost-effective SIP based IVR service for its broad spectrum of Contact Centers. This deployment is a step forward in the transition from a legacy network to VoIP.

The Call Center solution is designed around three key elements:

- The Intellica Media Gateway Controller,
- AudioCodes Mediant 8000 Trunking Gateway
- Genesys SIP Call Center Server

By utilizing AudioCodes Mediant 8000 media gateways, the Operator connects customers calling through the Cellular TDM switching nodes to the VoIP Call Center service node. The Mediant 8000 media gateways were selected for a number of reasons:

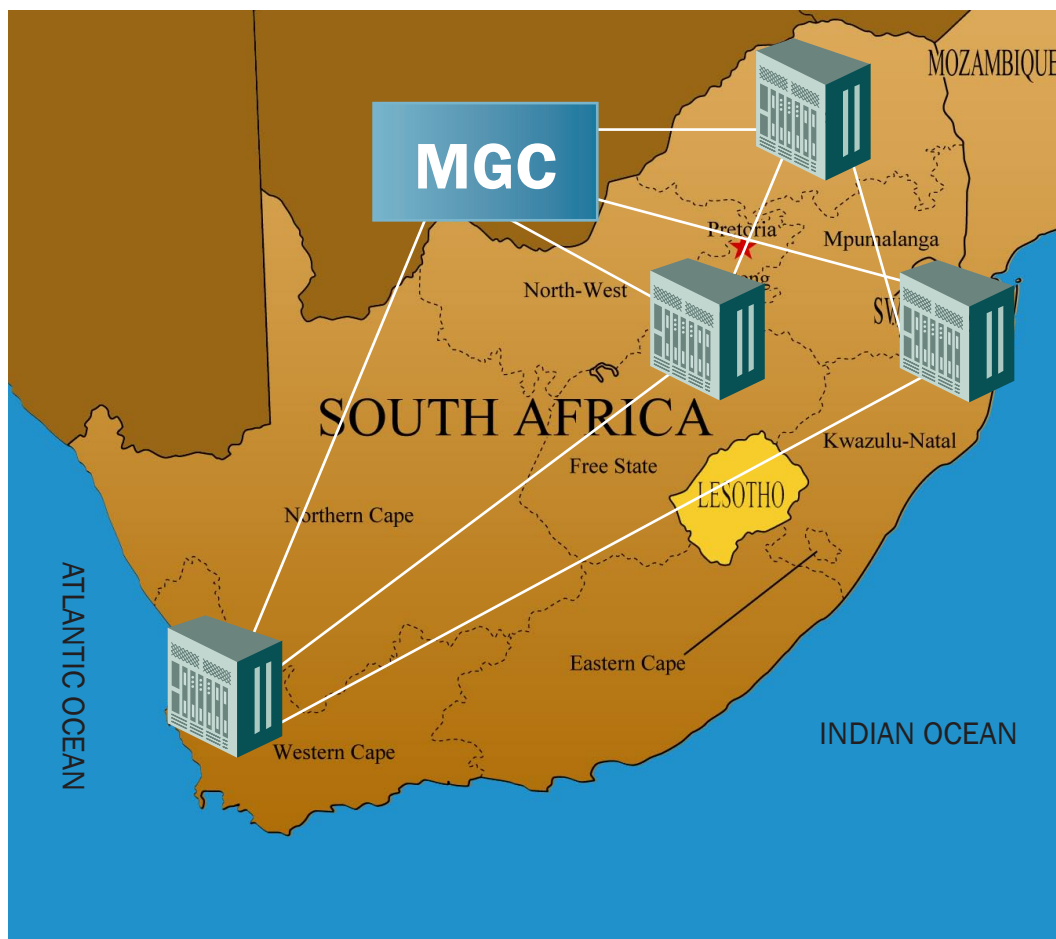
- **Interoperability** – AudioCodes' commitment to interoperability allowing trunking gateway customers the freedom to select Softswitch/Media Gateway vendors. AudioCodes' proven track record of interoperability has enabled the Mediant 8000 to be a natural choice for a standard trunking media gateway
- **High Availability** - The Mediant 8000 is a NEBS compliant, carrier-class Media Gateway, designed with no single point of failure, in order to provide maximum availability for carrier telephony networks
- **Price per Channel** - AudioCodes' superior channel density allows maximum utilization of the media gateway capacity and a good price-performance within the market
- **VoIP Quality** - AudioCodes' use of its own DSP technology supplies superb VoIP quality in the current marketplace including High Definition voice
- **In-house Development** - Essential software elements such as call control protocols and DSP software are all internally developed in AudioCodes. This enables a quick turnaround for problem resolutions and the quick introduction of new features
- **Diversity of Media Control Protocols** - AudioCodes' Mediant family of media gateways provides the flexibility of choice for different control protocols. It supports SIP, MGCP, TGCP and Megaco/H.248 IMS compatible protocols



Results

Intellica's Technical expertise and the seamless ease of installing the interoperable and reliable AudioCodes' Mediant 8000 enabled the installation in four remote sites in South Africa, within a very short integration time (less than half a year). "We are proud to partner with AudioCodes and facilitate the deployment of their Mediant Media Gateways into a Tier 1 Operator," stated Shaun Cochrane, Director at Intellica. "AudioCodes' unique product quality and reliability coupled with a quick and easy integration process, has confirmed our choice of partner."

4 X Mediant 8000 Next to MSCs



About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) provides innovative, reliable and cost-effective Voice over IP (VoIP) technology, Voice Network Products, and Value Added Applications to Service Providers, Enterprises, OEMs, Network Equipment Providers and System Integrators worldwide. AudioCodes provides a diverse range of flexible, comprehensive media gateway, and media processing enabling technologies based on VoIPerfect™ – AudioCodes' underlying, best-of-breed, core media architecture. The company is a market leader in VoIP equipment, focused on VoIP Media Gateway, Media Server, Session Border Controllers (SBC), Security Gateways and Value Added Application network products. AudioCodes has deployed tens of millions of media gateway and media server channels globally over the past ten years and is a key player in the emerging best-of-breed, IMS based, VoIP market. The Company is a VoIP technology leader focused on quality and interoperability, with a proven track record in product and network interoperability with industry leaders in the Service Provider and Enterprise space. AudioCodes Voice Network Products feature media gateway and media server platforms for packet-based applications in the converged, wireline, wireless, broadband access, cable, enhanced voice services, video, and Enterprise IP Telephony markets. AudioCodes' headquarters and R&D are located in Israel with an additional R&D facility in the U.S. Other AudioCodes' offices are located in Europe, India, the Far East, and Latin America.

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