

E-SBC in the Contact Center

No Risk Migration and New Deployment Opportunities

As IP telephony becomes more widespread, Contact Center operators realize that migration to IP contact centers can deliver significantly lower recurring operational costs. Therefore, a greater number of Contact Centers are considering or have already started migrating from their existing TDM-based infrastructure to an IP-based architecture. IP connectivity introduces another benefit: contact center virtualization, which enables agents to work wherever they have IP network access, including at home and on the go.

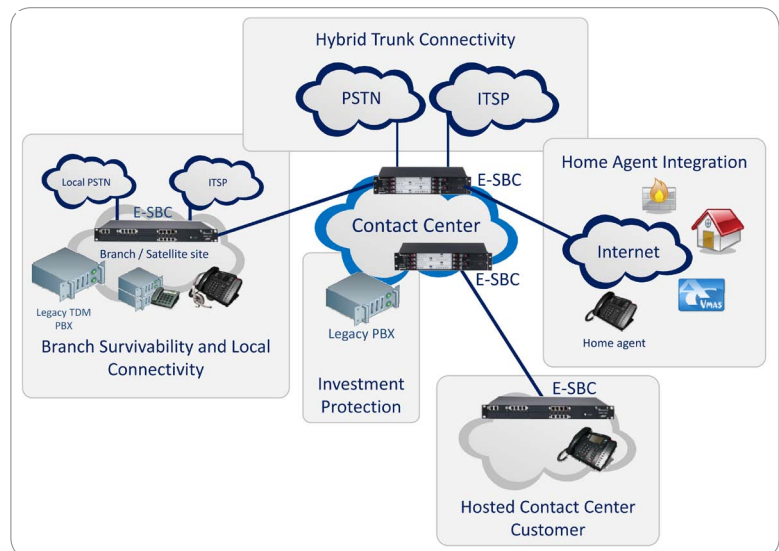
AudioCodes helps Contact Centers pace their migration from TDM to IP, phase their project costs and mitigate their concerns and risks by supporting a hybrid TDM/IP connectivity mode.

However, along with these benefits of IP based infrastructure, the migration to IP-based architecture poses significant challenges and concerns to existing Contact Centers – starting with the sunken cost of the existing TDM infrastructure, continuing with the upgrade cost to IP-based architecture, and ending with the common concern whether IP telephony can match the Quality of Service of TDM.

AudioCodes E-SBC Applications

AudioCodes Enterprise Session Border Controllers (E-SBCs) are designed to support and enable various services and applications to help build state-of-the-art, cost effective contact centers:

1. Hybrid TDM/IP trunk connectivity solutions
2. Investment protection for existing infrastructure by integrating it into SIP
3. At home agents and mobility
4. Remote site and branch survivability



AudioCodes E-SBC is a software upgrade on top of AudioCodes Mediant family of media gateways. Current AudioCodes customers and new customers looking to purchase a gateway today and migrate later to IP, can easily upgrade their existing equipment at minimal additional cost.

AudioCodes customers are fully ready for IP and can upgrade their existing Mediant Gateways to E-SBC at minimal cost.

Hybrid Trunk Connectivity

A Hybrid TDM/IP configuration enables you to transition trunk channels and agent seats to IP at your own pace, utilizing existing TDM switches. With AudioCodes hybrid Media Gateway and E-SBC, contact center can route calls using both circuit-switched infrastructure to PSTN and/or traditional phones, and at the same time route calls to IP phones or softphones and/or SIP trunks.

AudioCodes E-SBC and Media Gateway co-reside on the same DSP platform and share its channel capacity, offering IT the benefit of migrating trunking services from TDM to SIP at their own pace, alleviate migration concerns and reduce migration risk. The hybrid platform enables you to constantly monitor the SIP trunk quality and assure minimum quality requirements across all links. In addition, AudioCodes Mediant family of hybrid Media Gateways presents IT with the benefit of a consolidated single management platform for monitoring and managing all gateways and E-SBCs, feature parity between gateways and E-SBCs and the ability to smartly route calls across IP and TDM transports.

Single management platform for both gateways and E-SBCs.

Media features parity between gateways and E-SBCs.

Ability to migrate PSTN customers to SIP trunking at their own pace with no risk (i.e. platform does not change).

Route traffic based on connectivity price and link quality.

Investment Protection

Customers have been looking for a safe and straightforward way to move their existing TDM-based telephony environment to a next generation IP-based architecture that offers new services such as multi-channel support and video. Fortunately, there are options available that can help you plan and implement the migration with minimal disruption while leveraging current investments. A “forklift” approach of ripping a TDM system and replacing it with a pure IP-based solution is not the preferred approach by most contact center operators.

AudioCodes family of Enterprise Session Border Controllers enables you to securely connect existing legacy equipment such as phones, faxes and PABXs to SIP Trunking services with minimal to no changes.

Connect legacy equipment.

Ability to upgrade service from a basic E- SBC and then add more services as required.

In addition to protecting your investment in existing equipment, AudioCodes E-SBC product line offers an upgrade path to additional next generation services. For example the Multi-Service Business Gateway (MSBG) environment offers a fully integrated voice and data platform in a single 1U box. Service providers can use this innovative platform to provide basic SBC services and then add more services for their customers as required.

Buy a gateway now and convert to or add E-SBC functionality when you migrate to IP.

At Home Agents

At-home or remote agents are becoming increasingly popular as Contact Centers are searching for ways to lower their costs and increase their agents' satisfaction. The public Internet is the preferred medium across which Contact Centers can integrate home based agents and mobile employees. Recently, the Internet border is also the



public gate into callers who call the contact center via VoIP services such as Skype. Naturally, the Internet border poses both major security threats such as Denial of Service (DoS) attacks as well as connectivity problems due to the need to connect agents and employees across firewalls and NAT devices. Reaching home-based agents and remote or mobile employees over the public Internet connections demands a scalable, manageable NAT and firewall traversal solution that does not require the remote (and often non-tech savvy) users to reconfigure their home Internet access devices.

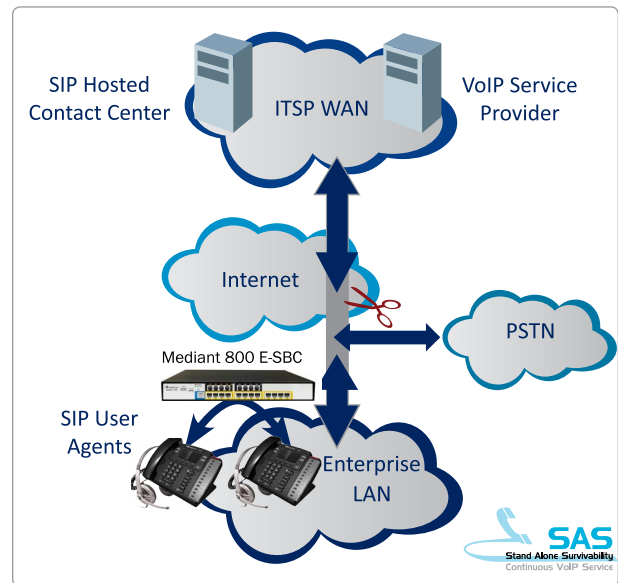
Far end NAT/firewall traversal.

Link quality monitoring.

Branch Survivability

AudioCodes survivability for Contact Centers offers customers several key advantages:

- Low cost Contact Center application resiliency solution
- Intelligent and automatic failover configuration without manual IT or telecom intervention
- Multiple resiliency layers to meet required levels of availability at different price levels
- Simple installation and configuration; integrate seamlessly into an existing network architecture with single configuration procedure
- Complete standalone standard solution; passed interoperability tests with VoIP leading marketplace vendors
- Provides a comprehensive security umbrella by supporting SRTP and SIPS*



In particular, Stand Alone Survivability (SAS) is an application agent incorporated into AudioCodes media gateways, Enterprise Session Border Controllers (E-SBCs) and Multi-Service Business Gateways (MSBGs). SAS provides continuous and stable voice communication services to remote sites of hosted or centralized IP Contact Centers during service outage situations such as WAN breakdown or a failure in the IP Contact Center server.

Local Survivability.

For both SIP trunks and remote agents.

Improved DR strategy.

AudioCodes SAS support continued call routing even when the main communication servers are unreachable, while supporting:

- Inter-Group Calling
- Alternate SIP routes
- Alternate PSTN routes
- Incoming calls assigned to co-located free IP Contact Center agent based on a Round Robin hunt group (with caching optimizations, agent sub-grouping and configurable re-try submissions for improved look-up performance).

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 & data communications and its products are deployed globally in Broadband, Mobile, Cable, and Enterprise networks. The company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Gateways, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers and Value Added Applications. 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.

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