Chiang Mai University Case Study

Toshiba Strata CIX and AudioCodes E-SBC provide SIP Trunking connectivity for one of Thailand's leading universities

Executive Summary

Chiang Mai University, one of Thailand's leading academic institutions, selected AudioCodes Mediant 1000 Enterprise Session Border Controller (E-SBC) to provide reliable and secured SIP trunking for its new Toshiba Strata CIX IP-based communications system.

Background

Chiang Mai University (CMU - www.cmu.ac.th) was founded in January 1964, as the first institution of higher education in Northern Thailand, and was the first provincial university in Thailand. Since its founding, CMU has developed into a comprehensive institution of higher learning, providing a broad range of academic programs. Spread over four campuses, the university is acknowledged as the pre-eminent center for study in the North of Thailand and is one of the top three universities in Thailand in terms of academic quality.

CMU was assisted in this project by Toshiba Singapore, one of the leading providers of Unified Communications solutions of Asia Pacific region. Today, Toshiba Singapore's activities cover a large part of the Asia Pacific region, including Singapore, Malaysia, Thailand, Indonesia, Sri Lanka, Vietnam, Hong Kong, Australia, Taiwan and China.

Challenges

In November 2011, CMU brought in Toshiba to help design the communications infrastructure for its new Uniloft site. The university needed an efficient, future-proof solution that would meet the needs of its 600 users for internal and external calls. Toshiba recommended installing the Strata CIX as the central IP-PBX platform. Toshiba Strata® CIX™ systems offer converged solutions for organizations who want a mix of IP, digital, and analog endpoint devices connected to their system along with IP telephony and unified communications applications.

In addition to the support for internal calls provided by the Strata CIX, CMU needed a solution for external calls. This solution would have to offer a way of connecting the new IP-PBX to the public telephone network in an efficient and cost-effective manner. The solution would need to be able handle voice and fax calls seamlessly while maintaining high quality.

In order to derive maximum benefit from the new IP infrastructure, CMU decided to use cost-effective SIP trunks for its external calls. It chose TRUE Corporation in Bangkok as its SIP trunking service provider. The new system needed to be fully interoperable with TRUE's softswitch to ensure that all calls were successfully handled.
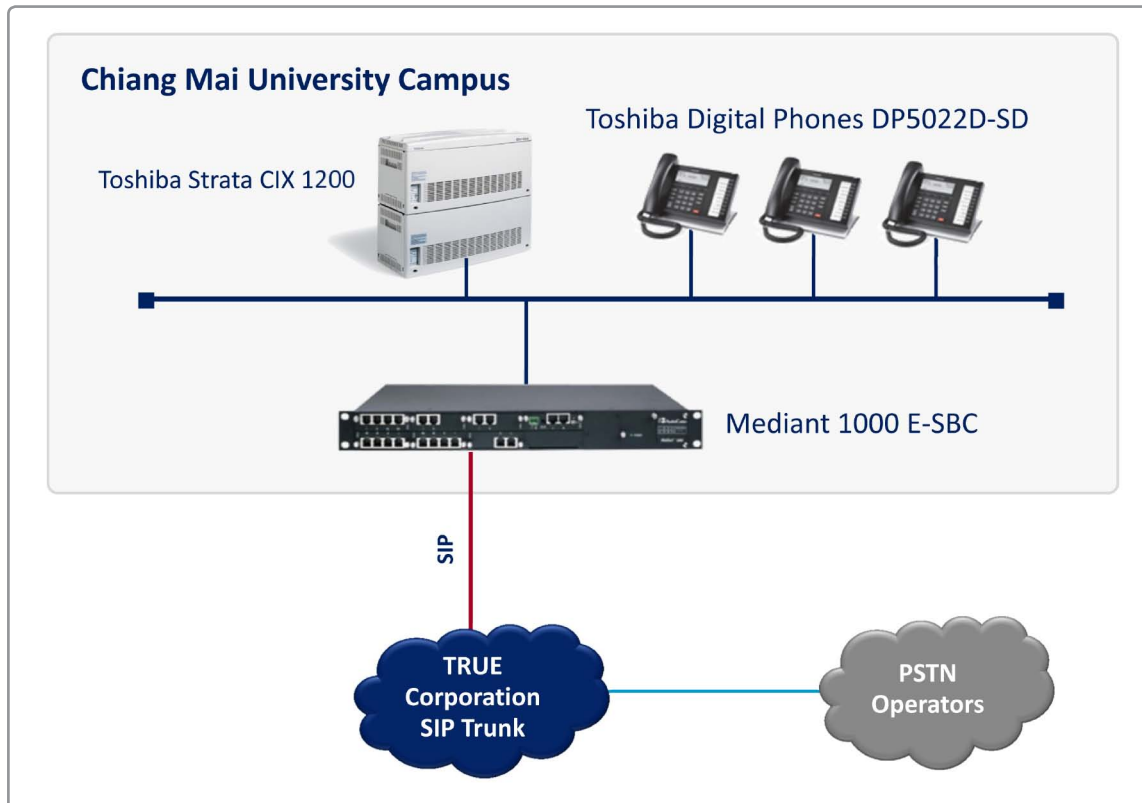
Solution

The solution chosen by CMU for enabling external calls was the AudioCodes Mediant 1000 Enterprise Session Border Controller (E-SBC).

"Toshiba's Strata CIX together with AudioCodes' E-SBC for SIP Trunking offer customers a cost-effective, easy-to-deploy and easy-to-manage solution that can transform customers' business communications efficiently," explained Koh Gee Fou, Senior Manager of Toshiba Singapore Pte. Ltd., Unified Communications Systems Department. "With a long track record of successful VoIP project deployments, AudioCodes' products are well known for their reliability, high voice quality and interoperability. The Mediant 1000 E-SBC was the perfect solution to connect CMU to the TRUE SIP trunking network as it offered seamless interoperability with both our own Strata CIX platform and TRUE's softswitch."

Residing on the field-proven Mediant 1000 hardware platform, the E-SBC enables secured and reliable interconnection with IP based communications systems, in this case the Toshiba Strata CIX on one side and the TRUE SIP trunking network on the other. Based on years of experience in deploying SIP-based networks in multi-vendor environments, AudioCodes E-SBC products have proven interoperability with leading IP-PBX vendors and major SIP Service Providers. This ensures that SIP trunks can be deployed quickly and with minimal effort. CMU's E-SBC was able to interconnect with TRUE's softswitch to enable seamless inbound and outbound voice and fax calling.

"Chiang Mai University relies heavily on its telephone system for student communications, both internal and external. With Toshiba's CIX and AudioCodes' E-SBC solution in place, students and staff at CMU enjoy an improved communications experience. By connecting to TRUE's SIP trunking solution, communication with external parties is faster and much more cost-effective."

Mr. Chatree, Building Manager at Uniloft Properties Perfect, the company that manages CMU's infrastructure.

Chiang Mai University Campus

Toshiba Strata CIX 1200

Toshiba Digital Phones DP5022D-SD

Mediant 1000 E-SBC

SIP

TRUE Corporation SIP Trunk

PSTN Operators

Results

The joint Toshiba and AudioCodes solution was successfully deployed in February 2012. Employees and students at the university were immediately able to benefit from the new system with its enhanced functionality. Furthermore, once the system had achieved full integration with the TRUE Corporation's SIP trunking network, CMU was able to enjoy low-cost national and international calls.

"Chiang Mai University relies heavily on its telephone system for student communications, both internal and external," said Mr. Chatree, Building Manager at Uniloft Properties Perfect, the company that manages CMU's infrastructure. "With Toshiba's CIX and AudioCodes' E-SBC solution in place, students and staff at CMU enjoy an improved communications experience. By connecting to TRUE's SIP trunking solution, communication with external parties is faster and much more cost-effective."

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, Enterprise networks and Cable. 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, VoIPPerfectHD™, 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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