

# Enterprise Fax for IP Telephony Networks

**Powered by AudioCodes MediaPack™ Media Gateways and EMS Element Management System**

### **The Challenge**

Fax transmission is a key application for many enterprises. Financial institutes, banks, government offices, lawyers and many others still use fax to transfer thousands of documents daily. The use of email and internet has decreased the volume of faxes for communications, but fax is still a very important tool for authenticating documents and signature transfer across geographical barriers.

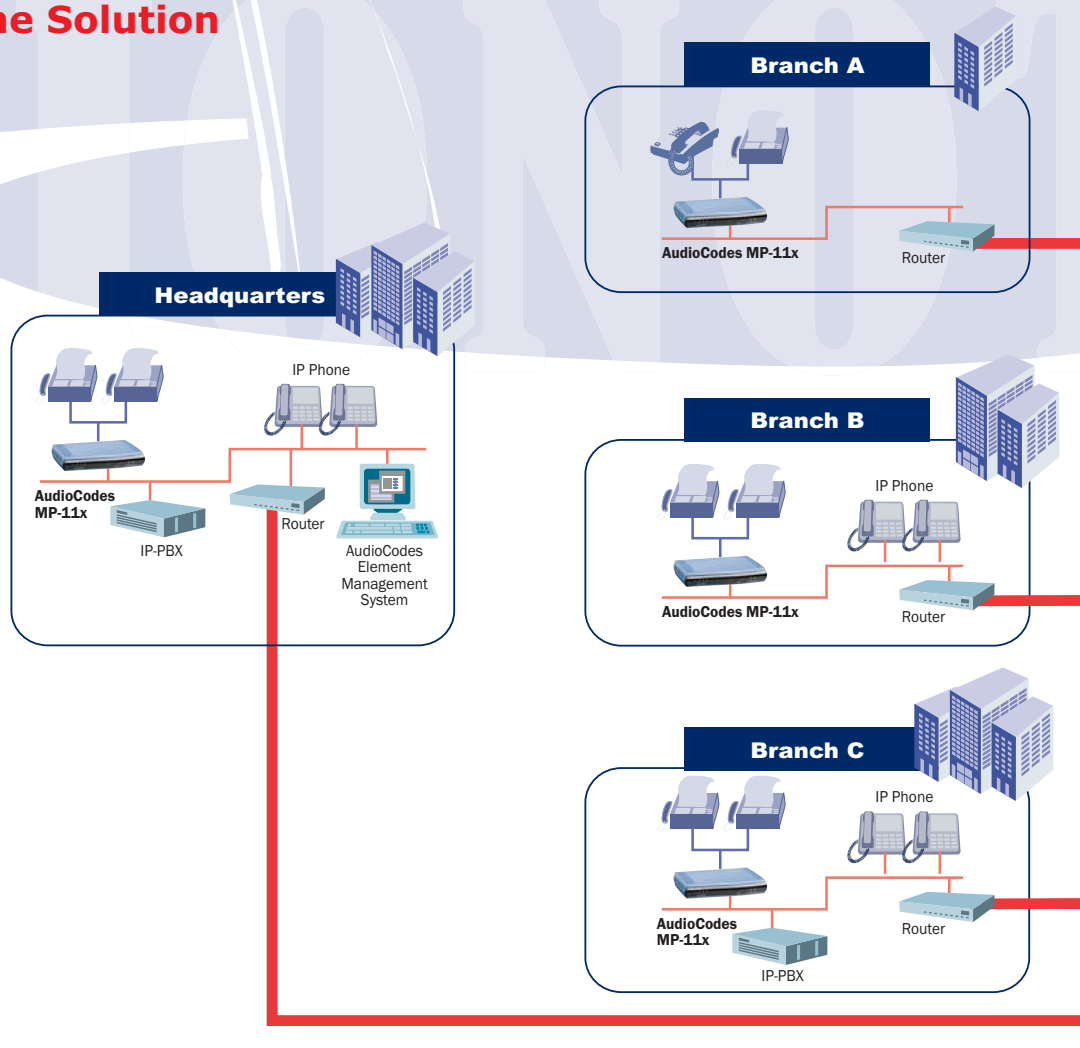
Moving from TDM-based PBXs to IP telephony, enterprises tend to gradually replace existing analog phones with IP phones. On the other hand, fax is still a challenge, since thousands of existing ones cannot be converted easily to IP faxes or emails, and need to connect to the new IP telephony infrastructure.

### **The Solution**

By using AudioCodes' MediaPack™ 11x media gateways, enterprises can connect existing, business critical analog fax machines to their growing VoIP network, controlled by industry leading IP PBX platforms, using any of the industry standard control protocols, including H.323, MGCP and SIP. The inter-connection can include thousands of faxes deployed in enterprise branches, connected to the enterprise IP network and to the PSTN.

By deploying AudioCodes' MediaPack™ media gateways, the enterprise can enable toll free, reliable and transparent fax transmission throughout its growing VoIP network, connecting to the IP PBXs distributed across the customer premises and providing a seamless transition from the existing TDM network.

## The Solution



## Selecting the Right Vendor for the Fax Gateway

One of the key elements in every enterprise VoIP network is the fax media gateway, interconnecting existing analog faxes to the new VoIP network. Unlike POTS phones, which can easily be replaced with IP-Phones, the existing, mission critical analog faxes need to be connected into the VoIP network without changing the working habits of the enterprise employees. Fax transmission is a daily task carried out in every enterprise branch worldwide, and many of these faxes are sent between the enterprise branches and the regional headquarters over the IP networks without any cost, saving hundreds of thousands of dollars a year for the enterprise.

In order to maintain what an enterprise has invested in thousands of POTS fax machines, along with not altering the work habits of employees, businesses are selecting the MediaPack™ 11x media gateways.

### **As a key component in the enterprise VoIP network, AudioCodes' MediaPack™ 11x media gateways have been selected for the following reasons:**

- Media Control Protocols - AudioCodes MediaPack™ family of media gateways is one of the most flexible media gateway families in terms of media gateway control protocols. It supports H.323, SIP and MGCP.
- Interoperability - AudioCodes' commitment to interoperability allows the customers the freedom of choice to select the IP PBX vendors. AudioCodes' existing interoperability with many IP PBX vendors allows easy system integration.
- VoIP Quality - AudioCodes use of it's own DSP technology supplies the best VoIP quality in the market today, as proven by the ETSI 3rd Speech Quality Event.
- FAX Quality - AudioCodes supports the T.38 fax, allowing the robust, efficient and reliable transmission of fax over the IP network, even in variable delay conditions of up to 8 seconds.
- FAX Interoperability - AudioCodes continuously invests in interoperability lab testing of the fax solution, using the most advanced test equipment, testing over 100 different fax models on a daily basis.
- Scalability - One of the unique features of the AudioCodes MediaPack™ media gateway is the variable density. Varying from the two-port MP-112 up to the 24-port MP-124, the MediaPack™ family allows the choice of the right density required for the enterprise.
- Reliability - After extensive testing of the MediaPack™ media gateway against other vendors' solutions, it was proven to be one of the most reliable products in the market today.
- Manageability - A CPE media gateway, installed in hundreds of units all across the enterprise network, must include extensive management capabilities. The MediaPack™ family of media gateways supports many unique management features relevant for large enterprise networks and is easily and graphically managed by the EMS network management system.

### **About AudioCodes MediaPack™ Analog Media Gateways Family**

The MediaPack family of analog gateways are designed and optimized to address the needs of service providers and enterprises for feature-rich, high quality analog media gateways. The MediaPacks enable a wide range of applications including converged access, IP Centrex, fixed-mobile convergence and next generation PBXs. Ranging from 2 to 24 ports of FXS/FXO connectivity, the MediaPack family enables the connection of analog devices such as phones, faxes and modems into the IP world.



### About AudioCodes

AudioCodes Ltd. (NASDAQ: AUDC) enables the new voice infrastructure by providing innovative, reliable and cost-effective Voice over Packet technology and Voice Network products to OEMs, network equipment providers and system integrators. AudioCodes provides its customers and partners with a diverse range of flexible, comprehensive media gateway and media processing technologies, based on VoIPerfect™ – AudioCodes' underlying, best-of-breed, core media gateway architecture. The company is a market leader in voice compression technology and is a key originator of the ITU G.723.1 standard for the emerging Voice over IP market. AudioCodes voice network products feature media gateway and media server platforms for packet-based applications in the converged, wireline, wireless, broadband access, and enhanced voice services markets. AudioCodes enabling technology products include VoIP and CTI communication blades, VoIP media gateway processors and modules, and CPE devices. AudioCodes' headquarters and R&D facilities are located in Israel with an R&D extension in the U.S. Other AudioCodes' offices are located in Europe, the Far East, and Latin America.

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Ref. #LTRM-09015 V. 1 06/06

