AUDIOCODES CASE STUDY

Customer: PCI Pal®
Website: www.pcipal.com
Location: United Kingdom
Industry: Fintech

Customer Profile:
PCI Pal® is the specialist provider of secure payment solutions for contact centers and businesses taking Cardholder Not Present (CNP) payments.

Challenges:
- Secure & reliable voice solution for AWS
- Seamless connectivity with a wide variety of customer voice platforms and public networks
- Ensure secure processing of personal customer data

AudioCodes Solutions:
- **Mediant VE SBC**
- **Mediant CE SBC**
- **One Voice Operations Center**
- **Professional services**

Benefits:
- Cloud-native SBC solutions deployed in AWS
- SBCs offer scalability, vast interoperability & high availability
- Powerful signaling processing capabilities ensure secure handling of sensitive customer data
- Floating license pool enables efficient allocation of SBC sessions as and when required
- Responsive professional services team

PCI Pal®

Virtualized SBCs deployed in Amazon Web Services (AWS) deliver highly scalable solution for secure phone payments

Secure payment solution provider, PCI Pal, required an advanced SBC solution to be deployed with its core infrastructure in Amazon Web Services (AWS). AudioCodes Mediant VE and CE SBCs running in AWS delivered a unique solution for protecting contact center customers' sensitive credit card data in compliance with the requirements of PCI DSS (Payment Card Industry Data Security Standard).

Background

PCI Pal® (www.pcipal.com) is the specialist provider of secure payment solutions for contact centers and businesses taking Cardholder Not Present (CNP) payments. PCI Pal's globally accessible cloud platform empowers organizations to take payments securely without bringing their environments into scope of PCI DSS and other card payment data security rules and regulations.

With the entire product portfolio served from PCI Pal's cloud environment, integrations with existing telephony, payment, and desktop environments are simple and light-touch, ensuring no degradation of service while achieving security and compliance.

PCI Pal has offices in London, Ipswich (UK) and Charlotte NC (USA).

Challenges

PCI Pal's unique requirements demanded an SBC solution that went beyond standard functionality.

With its business expanding in the UK and beyond, PCI Pal took the decision to migrate its core platform and hardware-based communications infrastructure to the cloud. The company selected Amazon Web Services (AWS) as the environment in which it would build its new infrastructure. Using AWS would enable PCI Pal to increase its global reach and scale up its operations rapidly and efficiently.

A critical element of PCI Pal's solution was the ability to ensure secure and reliable connectivity between its core servers on the one hand and its customers' telephony solutions and public telephony networks on the other. This would enable callers to its customers' contact centers to key in sensitive credit card information securely in compliance with PCI DSS regulations. In line with PCI Pal's strategy of moving to the cloud, this solution needed to be deployed in AWS as well.

The role of providing connectivity between IP-based voice platforms and networks is a prime function of the session border controller or SBC. However, PCI Pal's unique requirements demanded an SBC solution that went beyond standard functionality.

Solution

A huge plus for AudioCodes SBCs was their comprehensive interoperability with IP-PBXs and voice networks.

After investigating the options available in the market, PCI Pal selected AudioCodes Mediant SBCs to provide the solution it was looking for. AudioCodes offers two software-only versions of its SBC solution:

- Mediant Virtualized Edition (VE) SBC – suitable for any virtualized environment, delivering ease of deployment and rapid time to service
- Mediant Cloud Edition (CE) SBC – a cloud-native SBC solution built on a micro-services architecture offering dynamic elasticity and virtually unlimited scalability

Both versions are available for deployment in AWS (the VE SBC is also available via the AWS Marketplace), as well as other public and private cloud environments. And like all the members of AudioCodes' Mediant SBC family they share the same code-base and thus offer the same levels of security, reliability and interoperability.

A huge plus for AudioCodes SBCs was their comprehensive interoperability with IP-PBXs and voice networks. "As we expand our services around the globe it was vital that the SBC we chose could connect rapidly and seamlessly with our customers' communications infrastructure, as well as with service provider networks," explained Geoff Forsyth, CISO at PCI Pal. "AudioCodes' SBCs proved that they were up to the task, helping us to get new customers up and running on our service in a short time."

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PCI Pal was able to purchase a single bank of SBC session licenses which it can apply, as needed, freely between its deployed SBC instances.

"AudioCodes' virtualized SBCs in AWS are a perfect fit for our service, ensuring the high levels of security required by the regulators, while delivering the elastic scalability, reliability and ease of deployment expected of a cloud-based solution."

Geoff Forsyth, CISO at PCI Pal

The core function delivered by the SBC was to ensure reliable transport of contact center customers' credit card details when making payments over the phone. This had to be done in a highly secure manner to meet the requirements of PCI DSS and was made possible by the Mediant SBCs' powerful signaling and media processing capabilities. In conjunction with AudioCodes professional services team, PCI Pal was able to implement a unique solution whereby the SBCs separate the signaling information from the media streams, enabling reliable and secure transport of DTMF signals when callers enter their credit card details.

Another important feature which PCI Pal has taken full advantage of is the SBC floating license pool. Rather than having to purchase licenses and allocate them statically to each SBC, PCI Pal was able to purchase a single bank of SBC session licenses which it can apply, as needed, freely between its deployed SBC instances. Using the centralized management capabilities of the AudioCodes One Voice Operations Center (OVOC) management and monitoring system, the PCI Pal team can cost-effectively allocate licenses as they are needed in different geographic regions and time zones in a "follow-the-sun" fashion.

Results

PCI Pal has already deployed five production platforms for its service around the world in the UK, Germany, the USA, Canada and Australia. Deployment in AWS means that PCI Pal can reduce up-front costs and benefit from the simplicity, agility, high availability and unlimited scalability offered by the cloud. The mix of Mediant VE and CE SBCs supports tens of thousands of concurrent calls coming from many different contact centers running an array of telephony platforms, while ensuring that customer data is always securely protected.

"Our secure payment solutions are designed to ensure that organizations comply with PCI regulations to protect their customers' personal data," said Geoff Forsyth. "AudioCodes' virtualized SBCs in AWS are a perfect fit for our service, ensuring the high levels of security required by the regulators, while delivering the elastic scalability, reliability and ease of deployment expected of a cloud-based solution."

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