AUDIOCODES CASE STUDY

Customer: Vitelity
Website: www.vitelity.com
Region: North America
Industry: Telecommunications

Customer Profile:
Vitelity brings an unmatched depth in communications expertise offering innovative products and services including VoIP, fax, and hosting with its own 50Gbit private dark fiber network and interconnections in major cities throughout the United States.

Challenges:
Vitelity was looking for a reliable and secure ATA capable of integrating fax transmissions into its VoIP network.

AudioCodes Solution:
AudioCodes MP-20x HTTPS Fax ATA

Benefits:
• Reliable fax transmission
• Data encryption ensures secured transmissions
• Fax capabilities remove barriers to customers migrating to SIP

Vitelity

Vitelity Improves VoIP Fax Offering, Adds Security and Reliability by Implementing AudioCodes HTTPS Based Fax ATAs

Vitelity was looking for a reliable and secure ATA capable of integrating fax transmissions into its VoIP network. The company selected AudioCodes HTTPS Fax ATA enabling customers to send and receive faxes reliably and securely while maintaining the same user experience as when the fax machine was connected to an analog phone line.

Background

Founded in 2003, Vitelity built its entire VoIP network, maximizing its vendor relationships and alliances and leveraging decades of telecommunications experience. The result is a company and network focused first and foremost on the customer and dedicated to delivering all of the many benefits available through VoIP technologies.

Vitelity provides the interworking and IP alternatives that are required by service providers and end-users and is focused on delivering reliable, high-quality VoIP products and services. As a result, carriers, service providers and end-users all benefit. In short, Vitelity's network is engineered like no other.

Vitelity was acquired by Onvoy, LLC, a leading provider of national and international carrier services. Headquartered in Minneapolis, MN, Onvoy provides a full suite of carrier voice services delivered over an Nx10G nationwide on-net infrastructure with connectivity to top US markets. Onvoy provides a nationwide foundation for Vitelity's innovative product development.

Cutting the Line

Vitelity saw increased demand in customers wanting a complete VoIP solution for all of their business communications, removing the need for costly analog phone lines. For many business customers, this included the need to keep their fax machine and continue to have the ability to send business-critical documents as a fax.

Vitelity saw the opportunities to help customers with these demands, but also help consolidate all essential business communications to one provider.

> "The AudioCodes HTTPS based Fax ATA gives Vitelity customers the optimal fax solution. It makes everything more efficient, reliable and secure while eliminating the dedicated lines and busy signals associated with traditional fax machine set-ups. It also gives customers a fast, effective solution that is a dramatic improvement over existing equipment."

Scott Navratil
Executive Vice President at Vitelity

Loss of Reliability

As part of their original fax solution, Vitelity offered an analog ATA connected to a SIP Trunk as their connectivity solution for their customers. ATAs using T.38 and G.711, however, have been proven to be unreliable when interfacing fax machines with a SIP trunk. Reliably issues such as jitter, packet loss and latency are often seen when trying to fax with an ATA designed primarily for voice. If any of these reliability issues occur during the transmission process, the fax will fail to send.

The telecom industry as a whole has faced difficulties and challenges with making fax over IP work dependably and these reliability issues are a known concern when using T.38. In addition to reliability issues when using an analog ATA with SIP, it is not a secure method of faxing due to lack of encryption.

Challenge

With the T.38 issues and the increased demand for a full VoIP environment, Vitelity wanted to find a better solution for their customers. Vitelity wanted to help their customers with their VoIP requirements while allowing customers to keep their fax machines and resolve common issues with reliability and security. If Vitelity were to find a solution that met all of these requirements, not only would they be able to meet customer demand, they would be able to promote their fax services to a larger market where fax machines were used more widely.

Solution

Vitelity found the ultimate solution that helped move their customers to a full VoIP environment as well as fix customer fax reliability and security issues with the use of the AudioCodes HTTPS Fax ATA. The Fax ATA was able to connect fax machines at the customer premises and securely send faxes via HTTPS to Vitelity's datacenter. Streaming the fax negotiation via HTTPS provided the rock-solid solution that business customers needed.

This method of sending faxes using HTTPS also gave Vitelity the ability to encrypt the faxed documents and offer security no matter where the fax was sent. Vitelity is now able to provide customers in the healthcare industry an integrated fax solution that meets HIPAA requirements, as well help customers consolidate all of their business communications through Vitelity solutions.

AudioCodes

Results

With the help of the AudioCodes HTTPS Fax ATA, Vitelity customers are now able to send and receive faxes reliably and securely while maintaining the same user experience as when the fax machine was connected to an analog phone line. Since deploying the AudioCodes HTTPS Fax ATA solution in early 2013, Vitelity has branded the product as 'FAX Enable' and found it to be a great addition to their existing vFax service. Vitelity has seen a consistent trend of over 100+ users per month moving their fax machines from analog lines to their FAX Enable offering. With FAX Enable, Vitelity is now able to provide complete fax integration as part of their VoIP communications.

About Vitelity Services:

Vitelity provides innovative communication solutions giving customers the power to office anywhere.

VoIP
Options Customers Need

Vitelity is the largest aggregator of local and international DIDs and wholesale SIP trunking as well as local and toll free origination.

vMobile
True business freedom

Complete integration of customers' PBS and the vMobile smartphone provide full PBX functionality, anywhere the smartphone can go.

vFax
Flexible digital fax technology

Virtual fax solutions and FaxEnable technology give customers a resource for secure, cost effective document transfer.

VitelCloud
VoIP-optimized hosted and colocation

Hosted PBX in a secure data center with direct access to Tier 1 carriers.

AudioCodes HTTPS Fax ATA Solution

The AudioCodes Fax ATA, an HTTPS enabled version of the MP-20x series of Analog Telephone Adapters is a cost-effective, advanced fax product, which allows the connection of ordinary fax machines and Multi-function Printers (MFPs) to cloud-based fax solutions and premise-based fax servers using HTTPS.

HTTPS FAX

Benefits of HTTPS Fax Connections

Utilizing AudioCodes' new real-time HTTPS fax architecture, and gaining from its accumulated experience in providing IP telephony solutions, the HTTPS Fax enabled MP-202B combines superior fax reliability, security and cutting-edge features for end users and service providers alike. Preserving the easy and familiar experience of the fax machine, users can easily transition to VoIP based faxing no matter what type of connection is used; Wi-Fi, satellite and cellular data connections.

Fax Connector Software

The solution includes the Fax ATA device and the Fax Connector which is backend software that connects the Fax ATA to existing fax solutions. The Fax Connector software is the connection point for deployed Fax ATAs and the fax solution that is sending or receiving faxes. It has two main functions, managing the HTTPS sessions of the connected Fax ATAs and communicating with fax solution that is sending or receiving faxes. The solution is highly scalable and supports various highly available deployments. For service or VoIP providers, the Fax Connector software is installed within their network or the cloud. Businesses using a premise-based fax server would install the Fax Connector software either next to or on their fax server system. To learn more about Fax solutions from AudioCodes, visit: www.audiocodes.com

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