



Moving to the Cloud?

**Don't Lose Control of Your
Voice Communications**



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As enterprises migrate their on-premises contact centers and unified communications solutions to the cloud, one of the main challenges they face is how to connect their new cloud-based solutions to the Public Switched Telephone Network (PSTN).

One attractive option is to outsource the management of PSTN connectivity to a third party. Cloud migration also presents an opportunity for enterprises to reduce costs by eliminating on-premises data centers, reallocating IT resources, and consolidating telecom service level agreements (SLAs) under CCaaS and UCaaS providers or carriers.

In practice, business decision-makers often choose the default CCaaS or UCaaS provider, or the carrier-hosted option, because it appears to be the simplest approach during the purchasing process. However, there is another way.

The Alternative:

AudioCodes — Independent, Flexible, and Cost-Effective

AudioCodes has been an industry leader in enterprise voice solutions for over 30 years. Its cloud-based Live Platform SaaS is trusted by hundreds of enterprises and service providers worldwide, enabling centralized management of enterprise voice services with tailored operational and deployment options that meet specific business requirements.

The company offers a broad range of voice connectivity solutions delivered as a service (whether in the cloud, on-premises, or in hybrid environments), providing the flexibility, scalability, and reliability required to support smooth, cost-effective contact center operations.

The AudioCodes Advantage

- ✓ **Elastic, Highly Available, Dedicated SBCs:** Deploy in any cloud of your choice: public cloud, on-premises, or hybrid. Reuse existing AudioCodes SBCs or adopt globally hosted SBCs to reduce on-premises data center costs.
- ✓ **Flexible Management Options:** Choose the management model that fits your needs: self-managed, co-managed (hybrid), or fully managed by AudioCodes.
- ✓ **Real-Time AI Analytics and Troubleshooting:** Gain full visibility into telecom performance with advanced AI-driven tools for proactive monitoring and rapid issue resolution.
- ✓ **Unrestricted Media Stream Access:** Leverage enhanced SIPREC capabilities to support modern conversational AI and third-party application integrations.
- ✓ **Open Internet Carrier Connectivity:** AudioCodes has connected enterprises to global carriers for decades. While some carriers restrict open internet connectivity—a necessity for CCaaS and UCaaS solutions—AudioCodes overcomes these limitations through carrier connectivity within Equinix data centers and private peering, enabling access to any cloud over the open internet.
- ✓ **Bring Your Own Carrier (BYOC) or Global Dialing Plans:** Maintain flexibility with existing carrier relationships or choose AudioCodes' cost-effective global dialing plans.



Strategic Benefits for Your Enterprise

1. Increased Carrier Cost Negotiation Leverage

SBCs store enterprise dialing plans, routing rules, and telecom logic. Depending on enterprise size and complexity, configuring these can take months. Enterprises that own this logic independently can switch carriers or cloud solution providers more easily, increasing negotiation power during contract renewals and enabling faster transitions when needed.

2. Enhanced Troubleshooting and Monitoring Capabilities

When PSTN connectivity is outsourced, enterprises often have little to no visibility into network performance. In cases of poor call quality, dropped calls, or service outages, resolution timelines depend entirely on the provider. AudioCodes provides real-time AI analytics and troubleshooting tools, giving enterprises full visibility and control as an independent intermediary between carriers and cloud solution providers.

3. Comprehensive Global Coverage

Many cloud solution providers and carrier offerings lack full global reach. AudioCodes' centrally managed SBCs and digital/analog gateways have delivered best-in-class global coverage for years—now available from the cloud.

4. Optimized Internal Calls

When enterprises use separate dialing plans across CCaaS, UCaaS, and carriers, internal calls may traverse the PSTN, converting free on-net calls into chargeable off-net calls. AudioCodes cloud SBCs keep internal traffic on-net, ensuring optimal voice quality, fewer hops, and reduced costs. They also enable seamless back-office and front-office integration, allowing subject-matter experts to join CCaaS calls instantly.

5. Robust Business Continuity

Service outages can originate from carriers, WANs, public clouds, or cloud solution providers. If the SBC is embedded within a carrier or cloud solution, it fails alongside them. AudioCodes' independent cloud SBCs enable proactive alerts, self-diagnostics, and rapid switching to alternative services—without third-party dependencies.

6. Control Over Call Routing Rules and Dialing Plans

Outsourced SBCs often require support tickets for moves, adds, changes, or deletions (MACDs), resulting in slow response times. AudioCodes provides expert engineering support and a unique self-service portal, empowering enterprises to respond quickly to business and technical changes.

7. Seamless Third-Party Application Integration

Rapid innovation, especially in conversational AI, requires access to audio media streams. CCaaS media servers often impose cost, technical, or interoperability limitations. AudioCodes cloud SBCs provide unrestricted, cost-effective SIPREC access with split-stream and multi-interface capabilities designed to reduce Speech-to-Text (STT) costs and enable advanced use cases:

- Stream traffic to STT only for specific departments based on extension numbers
- Pause streaming during silence using voice activity detection
- Mix media from three parties, enabling real-time translation or AI-assisted services

Key Takeaway

Adopting the right Telecom-as-a-Service strategy is essential for maintaining competitive advantage in an evolving digital marketplace. With AudioCodes' flexible, cloud-ready solutions, enterprises can optimize costs, retain control, and stay at the forefront of innovation.

Transform Your Telecom Strategy

Contact our experts for a tailored consultation:

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Embrace independence. Optimize performance. Transform your telecom strategy with AudioCodes.

About AudioCodes

AudioCodes (NASDAQ: AUDC), founded in 1993, is a global leader in advanced voice networking and media processing solutions. We empower enterprises and service providers to build and operate all-IP voice networks for unified communications, contact centers, and hosted business services—helping you control your telecom destiny for lasting competitive advantage.

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