

A background image of a call center with several agents wearing headsets. The image is overlaid with a semi-transparent blue and purple gradient. The 'liveCX' logo is positioned on the left side of the image.

liveCX

Service Description

ac audiocodes

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A background image of a call center with several agents wearing headsets. A large, light blue number '1' is overlaid on the image, positioned to the left of the main title.

1

AudioCodes Live CX – Service Description

1.1 Introduction

This document presents an in-depth overview of AudioCodes Live CX, a cloud-native voice service platform purpose-built for modern enterprise contact centers. Designed to streamline complex voice environments, Live CX enables seamless integration with CCaaS platforms, carrier networks and voice AI solutions – across cloud, on-premises or hybrid setups. The platform supports multi-tier deployments, enabling scalable management of customer environments with tiered access for visibility and control.

Live CX is built with enterprise-grade security and compliance, including certifications such as ISO 27001 and SOC 2 Type II, and supports regulations like GDPR, HIPAA, PCI DSS and MiFID II – details are provided in Section 5.2.

The following sections outline the platform’s architecture, deployment options, key features, and operational components. This document is intended for IT leaders, solution architects, contact center engineers, and channel partners seeking to simplify voice migration, enhance digital customer engagement, and maintain operational control in highly dynamic environments.

1.2 Executive Summary

AudioCodes Live CX is a scalable, cloud-native voice platform engineered to meet the evolving needs of contact centers. It addresses the full spectrum of modern telephony challenges – from **Bring Your Own Carrier (BYOC)** and seamless **voice migration** to **Click-to-Call** experiences powered by WebRTC and **Voice.AI** integration across both CCaaS and on-premises environments.

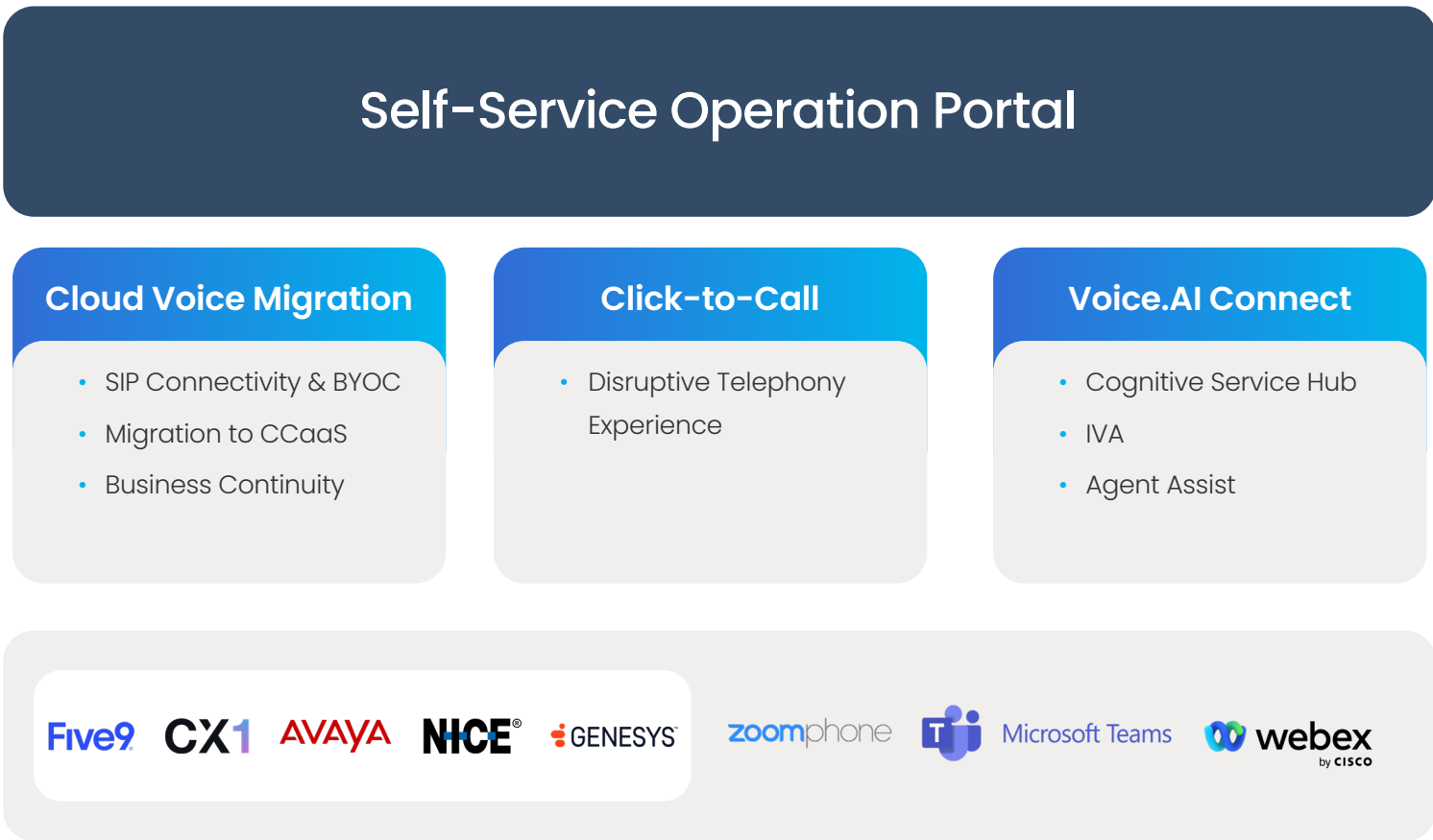


Figure 1: Live CX service highlights

Acting as a resilient and secure backbone for enterprise communications, Live CX connects CCaaS platforms, on-prem PBXs, SIP trunks, and AI-driven services in a unified architecture. The platform empowers organizations to operate flexible, high-availability voice services globally, while maintaining full control, visibility, and quality assurance.

1.3 Why Choose AudioCodes Live CX?

Live CX is more than a voice connectivity service, it's a **strategic control layer for your contact center voice infrastructure**. It allows you to retain ownership through BYOC and SBCs, gain full visibility into voice quality and operations, and maintain routing and compliance without depending on your CCaaS vendor. Live CX supports real-time diagnostics, proactive alerting and seamless integration with AI and analytics platforms through SIPREC and open APIs. Its hybrid and geo-redundant architecture ensure resilience during carrier or platform outages. Whether you're migrating, scaling, or modernizing, Live CX keeps your voice network agile, visible, and fully under your control.

1.4 Core Offering

AudioCodes Live CX delivers a comprehensive voice infrastructure suite designed for modern contact centers. Its core capabilities include SIP trunking with BYOC flexibility, Click-to-Call services, voice AI integration, and a secure self-service management portal. Live CX puts you in control of your routing, call flows, and service provisioning while maintaining high voice quality and compliance. The platform's hybrid and geo-redundant deployment options ensure operational resilience and business continuity. With real-time QoE analytics and proactive monitoring, organizations can confidently migrate to CCaaS, optimize digital engagement and future-proof their voice environment.

1.5 Business Model

Live CX supports multiple commercial models designed to accommodate different usage patterns and budgeting strategies, including the following licensing models:

- **Session-Based (monthly)** – The session-based model is the most common approach for enterprise voice services due to its simplicity and predictability. It offers a fixed monthly fee based on the number of concurrent sessions, making it ideal for stable, high-volume environments. This model ensures consistent budgeting and is easy to manage operationally. However, it may lead to overpayment if peak capacity is rarely utilized and lacks flexibility during seasonal traffic drops or surges without session bursting add-ons. The platform provides the customer with online and periodical review of their actual session usage to allow service planning and adjustment per actual needs.
 - **Burst Mode** – Allows customers to handle traffic peaks by using additional sessions as needed, without committing to a higher session count in advance. Charges apply only for the extra sessions consumed during the billing period.
- **Minute-Based (especially for Click-to-Call)** – Offers flexibility for organizations with fluctuating or unpredictable voice traffic. It allows businesses to align costs with actual usage, avoiding overprovisioning and enabling efficient budget management. However, it may lack predictability for long-term planning, and unexpected usage spikes can lead to higher costs. Choosing this model allows fast scaling and simplifies service trials or seasonal expansions. For many, it serves as a bridge between cost control and service agility. Each model allows predictable, scalable cost management for various usage profiles.

1.6 AudioCodes Live CX Deployment Options and When to Use Them

AudioCodes Live CX supports multiple deployment options to cater for various architectural and regulatory requirements. A summary of the different options is provided in the following table:

Deployment Mode	Description	Best For	Benefits	Example Use Cases
Hosted (AudioCodes Cloud)	SBCs and infrastructure hosted in AudioCodes ' Azure environment	Organizations seeking a fully managed service	Fast deployment, global reach, high availability, no infrastructure burden	Multinational BPOs, standard compliance enterprises
Customer Cloud	SBCs deployed in customer's Azure/AWS/ Google subscription	Enterprises needing cloud control without hardware	Data residency compliance, tight integration, private network peering	FinTech's, SaaS companies with regulated environments
On-Premises	SBCs physically installed in customer's private data center	Highly regulated industries, air-gapped deployments	Maximum control, internal data flow enforcement, local security policies	Banks, hospitals, defense contractors
Hybrid	Mix of hosted, and/or on-prem deployment	Distributed enterprises needing redundancy or local access	Flexibility, failover support, PSTN survivability, custom routing scenarios	Retail chains, global contact centers with satellite locations
Geo-Redundant *can be added to all deployment options above	Active-active or standby SBCs in multiple regions	Businesses with SLA-critical voice operations	Business continuity, disaster recovery, global failover support	24/7 emergency services, insurance hotlines



2

AudioCodes Live CX Service Offering

Includes SIP trunk setup, advanced call routing, number management, QoE analytics, alarm monitoring and voice AI enablement.

Click-to-Call and VoiceAI Connect extend capabilities into digital and cognitive domains. The service is delivered using AudioCodes Live Platform.

2.1 AudioCodes Live Platform

The AudioCodes Live Platform is a cloud-native service delivery platform that is used to deliver AudioCodes Live CX and other enterprise voice solutions. Built on Microsoft Azure, it provides the infrastructure for scalable, secure and resilient voice service operations. The platform supports multi-tenant management, centralized provisioning, real-time monitoring and integration with third-party systems via APIs.



Figure 2: Live Platform concept

Live Platform ensures consistent service quality across hybrid and global deployments while enabling partners and enterprises to deliver voice solutions with full operational control. The platform architecture consists of the following modules and is described in more details in the following figure.

1

Contact Center & Voice Platform Layer

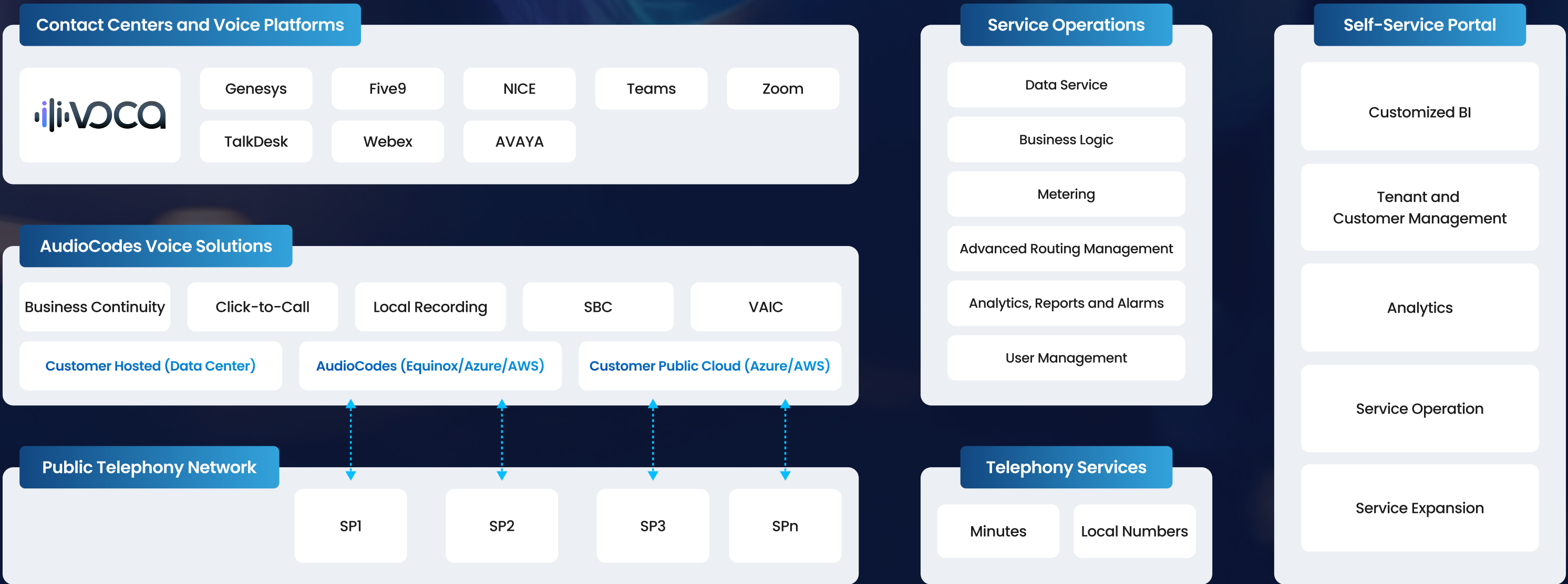
Integrates with leading platforms like Genesys, NICE, Five9, Teams, Zoom, Webex, Dynamics 365 and Avaya – supporting both CCaaS and UCaaS environments.

2

AudioCodes Voice Solutions Layer

Core voice applications including business continuity, click-to-call, local recording, SBC and connectivity to AI services ([VoiceAI Connect](#))

Deployable in:





3

Public Telephony Network Layer

Interconnect with multiple service providers via SIP for inbound/outbound telephony, including local and toll-free numbers.

Telephony Calling Services

Offers carrier-grade calling minutes and global DID/local number provisioning.

4

Service Operations Layer

Includes core orchestration and logic functions:

- Data services and metering
- Advanced routing management
- Real-time analytics, alerts and user management

5

Self-Service Portal Layer

Web-based, multi-tenant portal for:

- Tenant and customer provisioning
- Custom BI and analytics
- Service operation and expansion management

For further information about Live Platform, please refer to the documentation.

2.2 BYOC and Cloud Migration Services

AudioCodes Live CX simplifies cloud contact center adoption with robust BYOC and migration services. The BYOC model allows enterprises to retain their preferred telecom carriers while integrating seamlessly with CCaaS platforms like Genesys, NICE, Dynamics 365 or Five9. This flexibility ensures number continuity, cost optimization and regulatory compliance.

During migration, AudioCodes provides end-to-end support – from discovery and planning to SIP trunk onboarding, routing design and testing. SBCs are deployed to ensure secure and resilient voice interconnects, regardless of cloud or on-prem environments.

By allowing hybrid models, Live CX enables a phased migration from existing on-premises SBCs to a new cloud environment without service disruption.

Live CX customers get real-time quality monitoring, analytics and proactive alarms to help maintain service health throughout the transition. By choosing Live CX, customers benefit from reduced risk, faster rollout and minimal downtime.

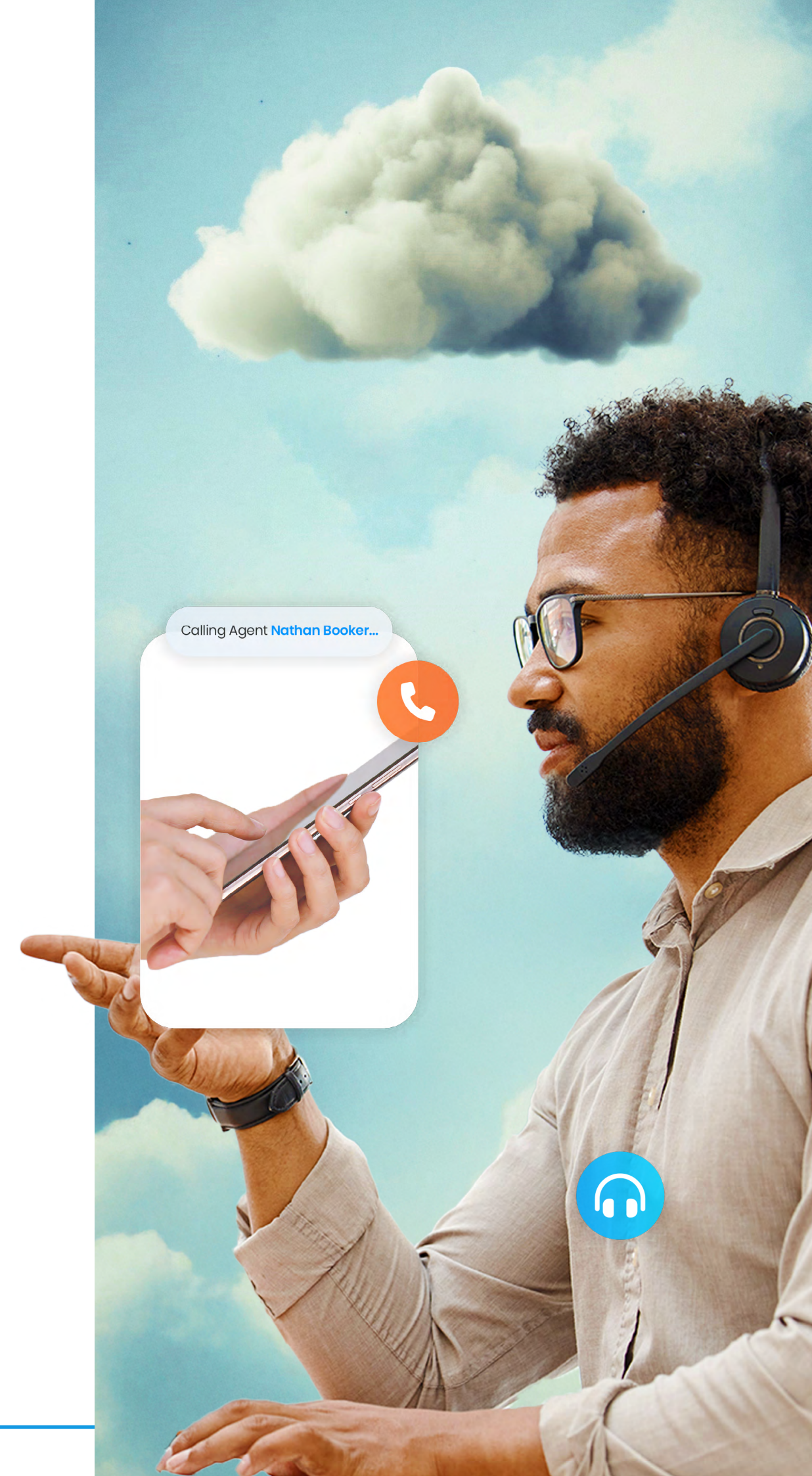
This approach enables organizations to move to the cloud at their own pace – without compromising on quality or control.

2.3 AudioCodes Digital Click-to-Call

AudioCodes Digital Click-to-Call is a digital-first voice channel that transforms how customers initiate contact with enterprise support or sales teams. By embedding voice calling directly into web or mobile applications using WebRTC, it removes the dependency on traditional toll-free networks – offering global reach with internet-only connectivity.

This service ensures a seamless customer experience, allowing users to call with one click, without needing to dial a number or incur charges. Click-to-Call integrates natively with the Live CX platform, providing secure SIP termination, intelligent call routing and real-time QoE monitoring. Enterprises can benefit from reduced telephony costs, improved engagement from digital journeys and better visibility into the voice channel.

It is ideal for high-value interactions such as loan consultations, healthcare updates, or insurance onboarding. With Tier 1-grade media quality, elastic scaling and local emergency calling support, Click-to-Call becomes a cost-efficient, modern alternative to toll-free services. Management is fully self-service via the Live portal, and usage is billed per minute – enabling easy cost comparison and budgeting.



2.4 AudioCodes VoiceAI Connect

[VoiceAI Connect](#) is a AudioCodes bridge between enterprise-grade voice infrastructure and AI-powered applications. It enables organizations to integrate voicebots, IVAs and real-time Agent Assist services into their existing contact center environments without re-architecting their telephony stack. Whether deployed for front-end automation or live agent augmentation, VoiceAI Connect handles secure SIP-to-AI mediation, DTMF handling, transcription routing and audio quality management. It supports leading AI providers (e.g., Google, Microsoft, AWS, Cognigy and more) and allows mix-and-match architectures that align with enterprise policies on privacy, compliance and performance. The solution includes tools for high-accuracy speech streaming, intent detection and dual-channel call recording – all while preserving the original call path and metadata. VoiceAI Connect is built to scale globally, with high availability and self-healing architecture. As part of Live CX, it extends voice services into the AI layer, making AI projects faster to deploy, easier to manage and more resilient in production.

2.5 Calling Plans and Local Phone Numbers

AudioCodes Live CX includes global PSTN access through Tier 1 carriers, supporting elastic trunking, local and toll-free numbers and E911 compliance in over 40 countries.

As part of AudioCodes Live Platform, our Calling Plan Service delivers unlimited, non-blocking Tier-1 grade PSTN calling. Combined with AudioCodes' industry-leading SBCs and our global Calling Plan providers, it ensures secure connectivity, broad coverage and excellent call quality. The Calling Plan Service also supports local emergency calling, such as E911.

The environment is completely elastic with dynamic trunking to provide economy of scale and resources.



3

Self-Service Operation

AudioCodes Live CX empowers organizations with a rich self-service operational layer, designed to reduce dependency on external support and accelerate responsiveness.

3.1 Service Monitoring

Service management in Live CX is handled through a centralized, role-based Live Portal that empowers providers, partners, and enterprise IT teams to manage voice operations efficiently. Users can onboard new customers, configure SIP trunks, manage number routing and assign user roles – all through an intuitive web interface. The system supports a multi-tier role-based mechanism, ensuring each stakeholder has access to the appropriate level of control.

In the following figures we provide some snapshots of relevant management and operational screens from the Live Portal:

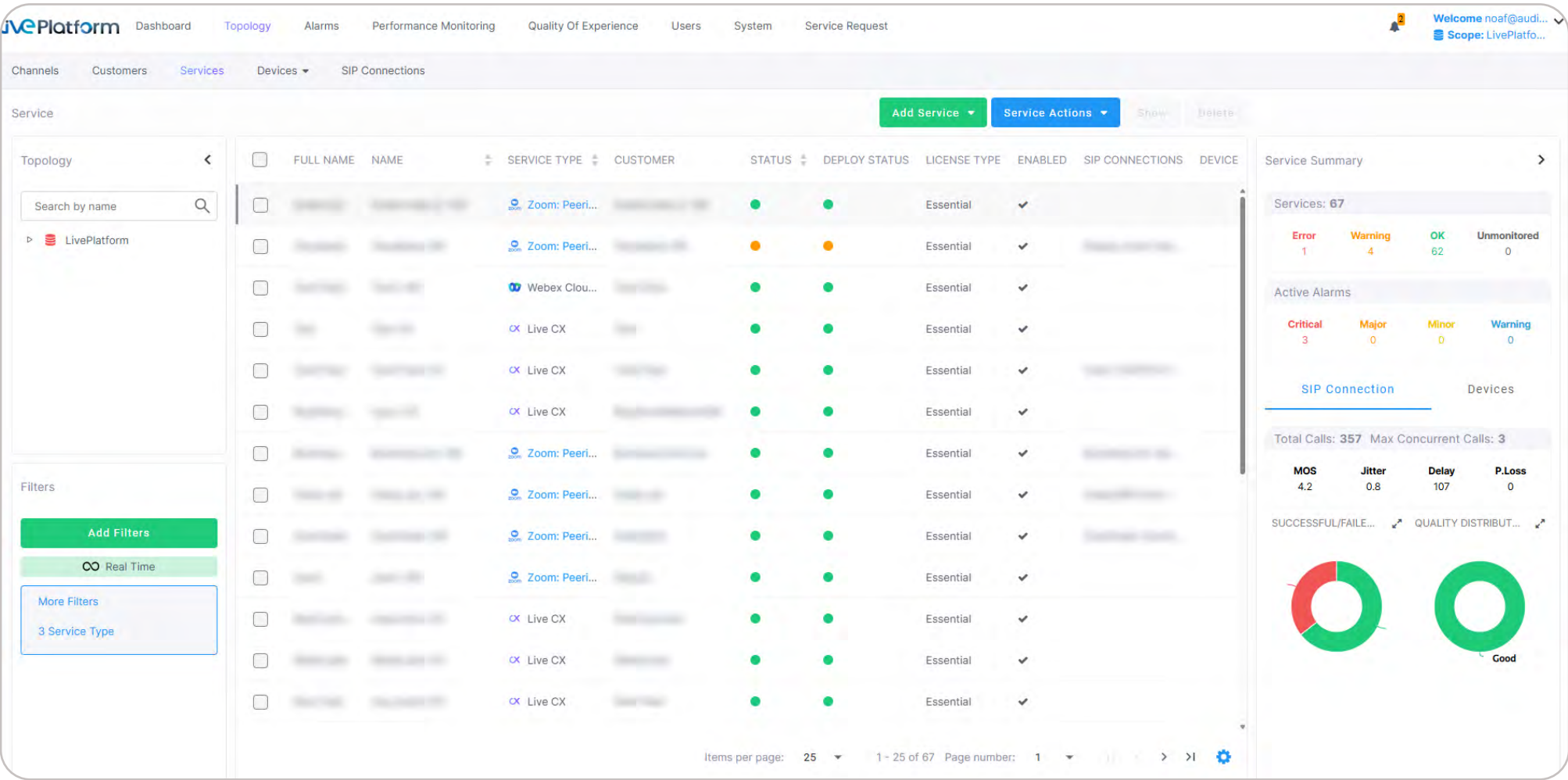


Figure 3: Service management in the Live Portal

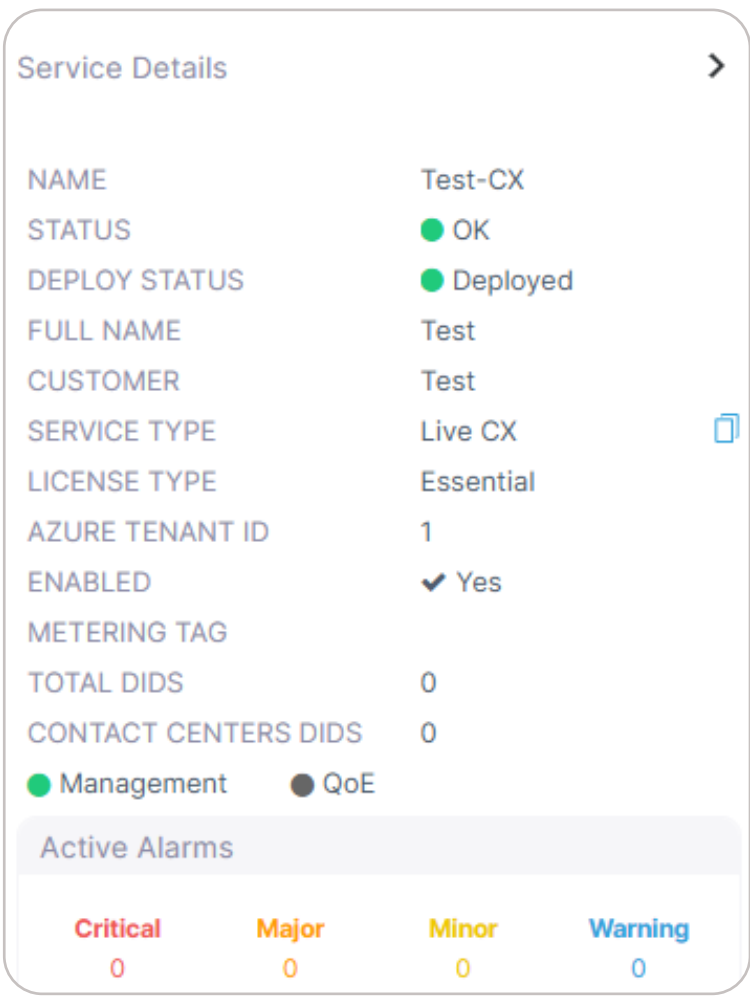


Figure 4: Live CX service details

3.1.1 Centralized routing & number management

Live CX includes advanced capabilities for centralized routing and number management, allowing users to easily configure and control call flows across their voice networks. The platform supports dynamic, policy-based routing based on number patterns, time-of-day rules, failover conditions, and cost optimization strategies. Number management features include caller ID configuration, call forwarding setup, and number assignment across SIP connections.

3.1.2 Call flow, ladder & syslog

AudioCodes Live CX supports effective troubleshooting through access to call flow, call ladder and syslog views. These tools provide detailed visibility into signaling events and system logs, helping identify and resolve call-related issues efficiently.

3.1.3 Performance monitoring using the Live Portal

AudioCodes Live CX provides continuous performance monitoring through the Operation Center in the Live Portal. It captures real-time metrics such as MOS, jitter, packet loss, call duration and concurrent sessions.

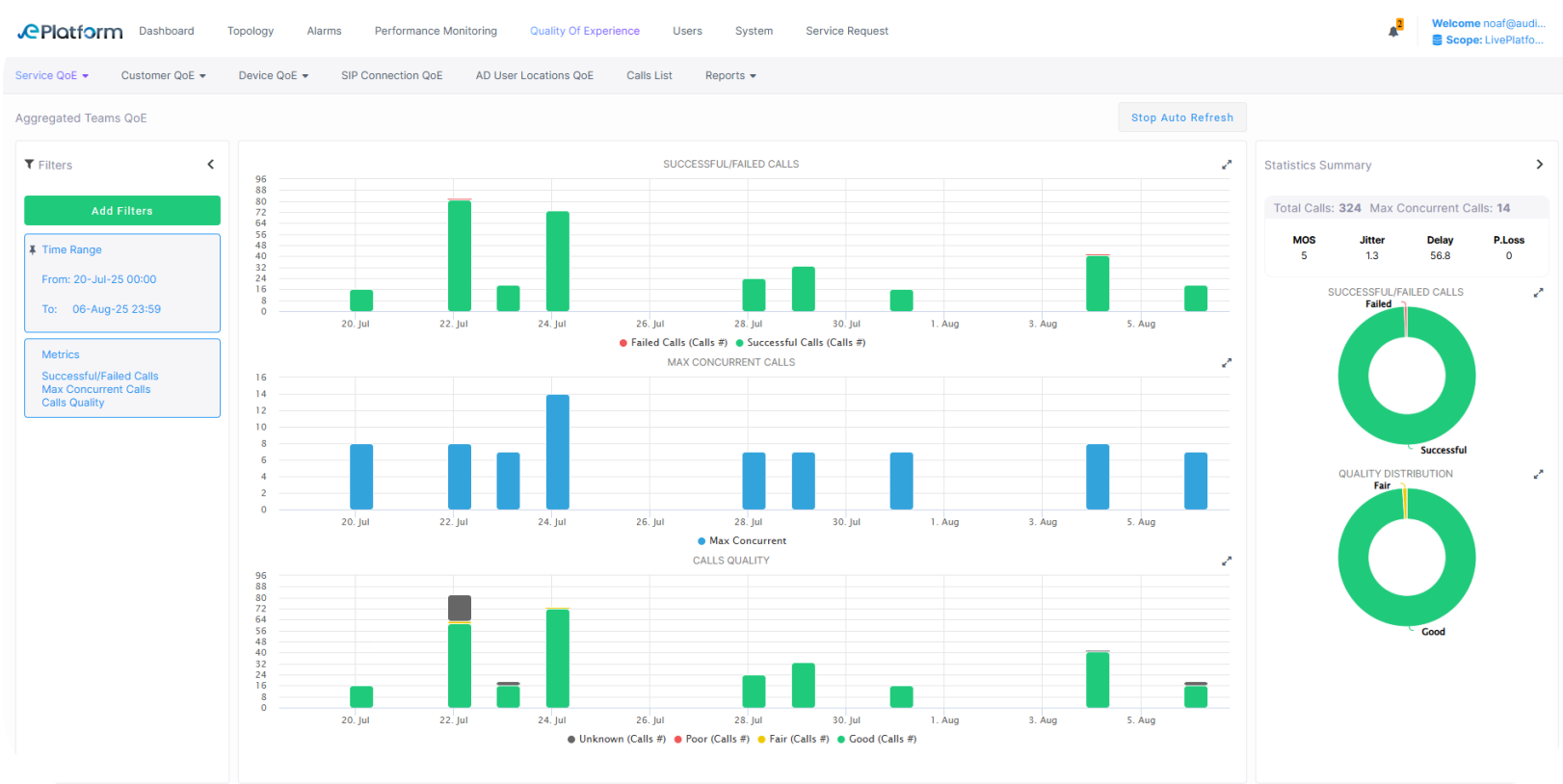
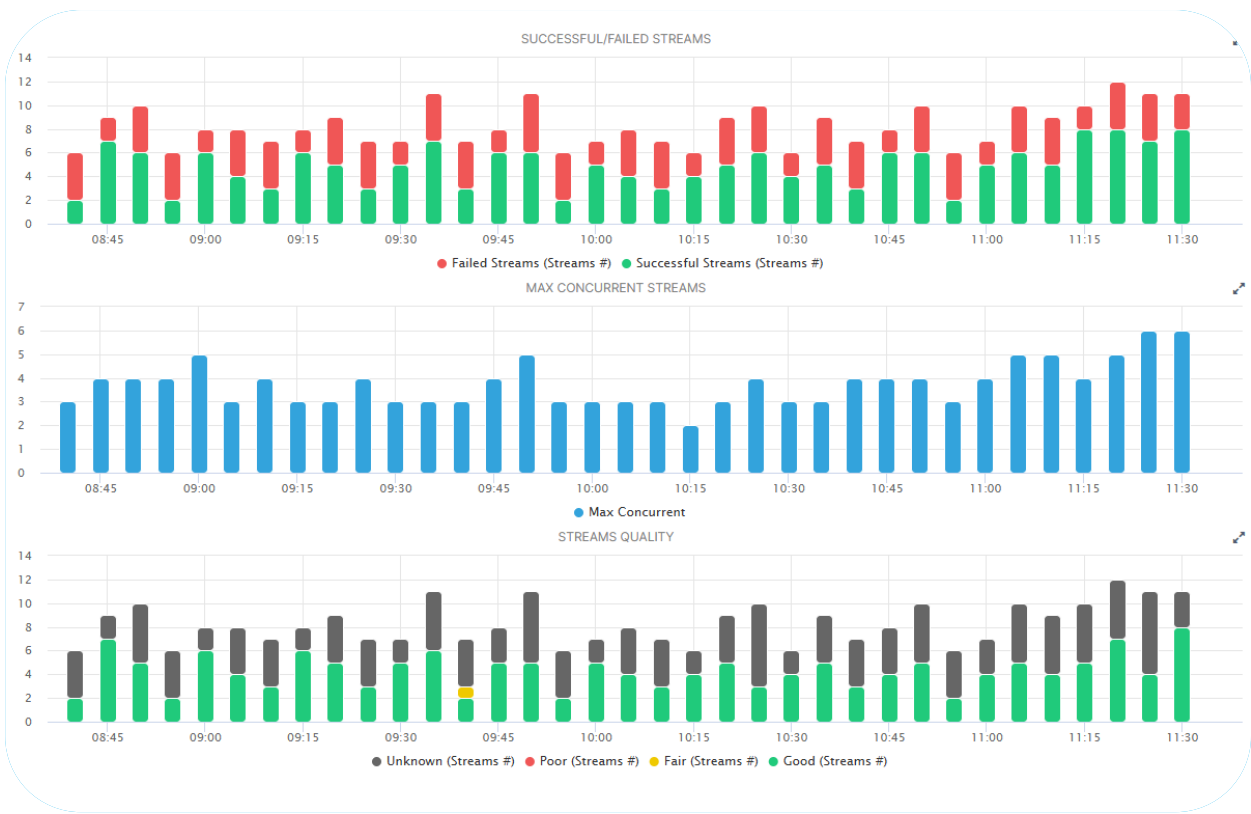
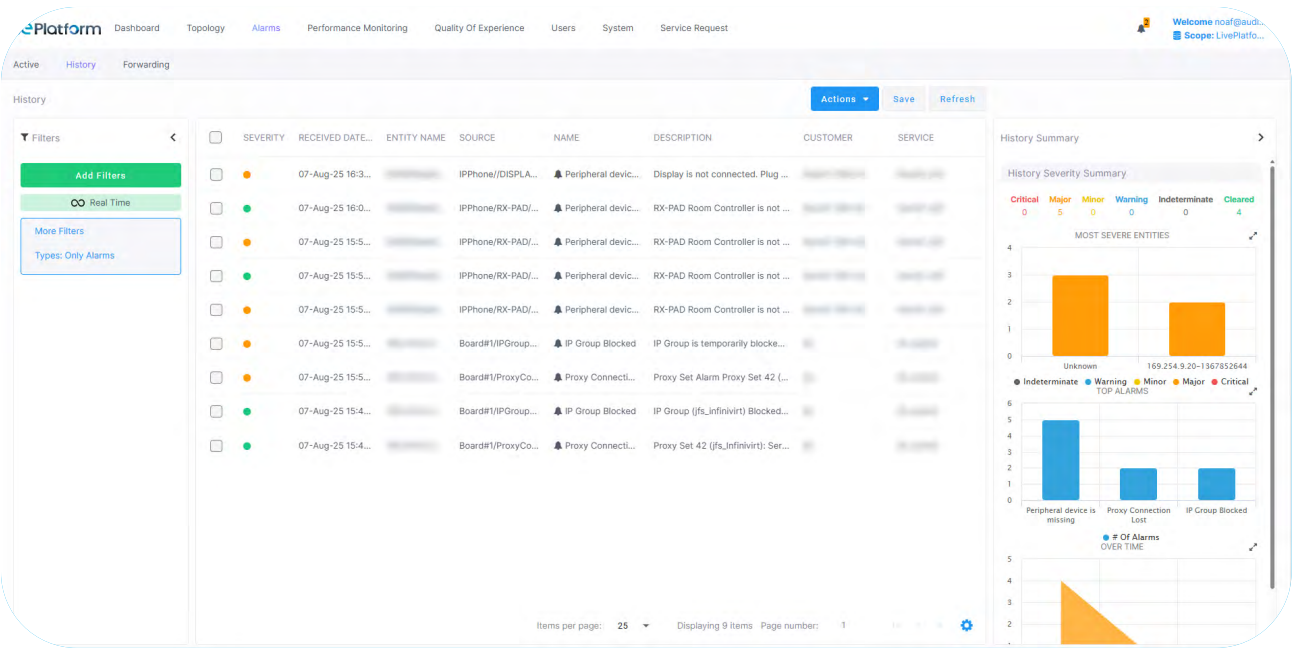


Figure 5: Call analysis dashboard with QoE



3.1.4 Alarm management

The system’s integrated alarm management allows for proactive issue detection and resolution and provides visibility into the system’s health status.



Alarms can be configured by threshold, type or trunk, and forwarded to external systems for NOC integration via API, Mail, SNMP etc. AudioCodes Live CX empowers, enterprises and partners to gain full control of their voice environment while AudioCodes ensures infrastructure reliability behind the scenes. This ensures SLA alignment and gives operational teams full visibility into voice service health across tenants and geographies.

3.2 Reporting and Power BI Integration

AudioCodes Live CX offers comprehensive reporting capabilities through its built-in dashboards and advanced integration with Microsoft Power BI. Users can generate historical reports covering call activity, concurrent sessions and statistics.

Reports can be filtered by customers, channels, SIP trunk or device for targeted analysis. For deeper insights and custom visualizations, the platform provides pre-integrated Power BI dashboards that consolidate voice data into interactive, shareable views – ideal for executive reviews, SLA tracking and historical trends. Reports can also be exported or scheduled for automated delivery to operational teams.

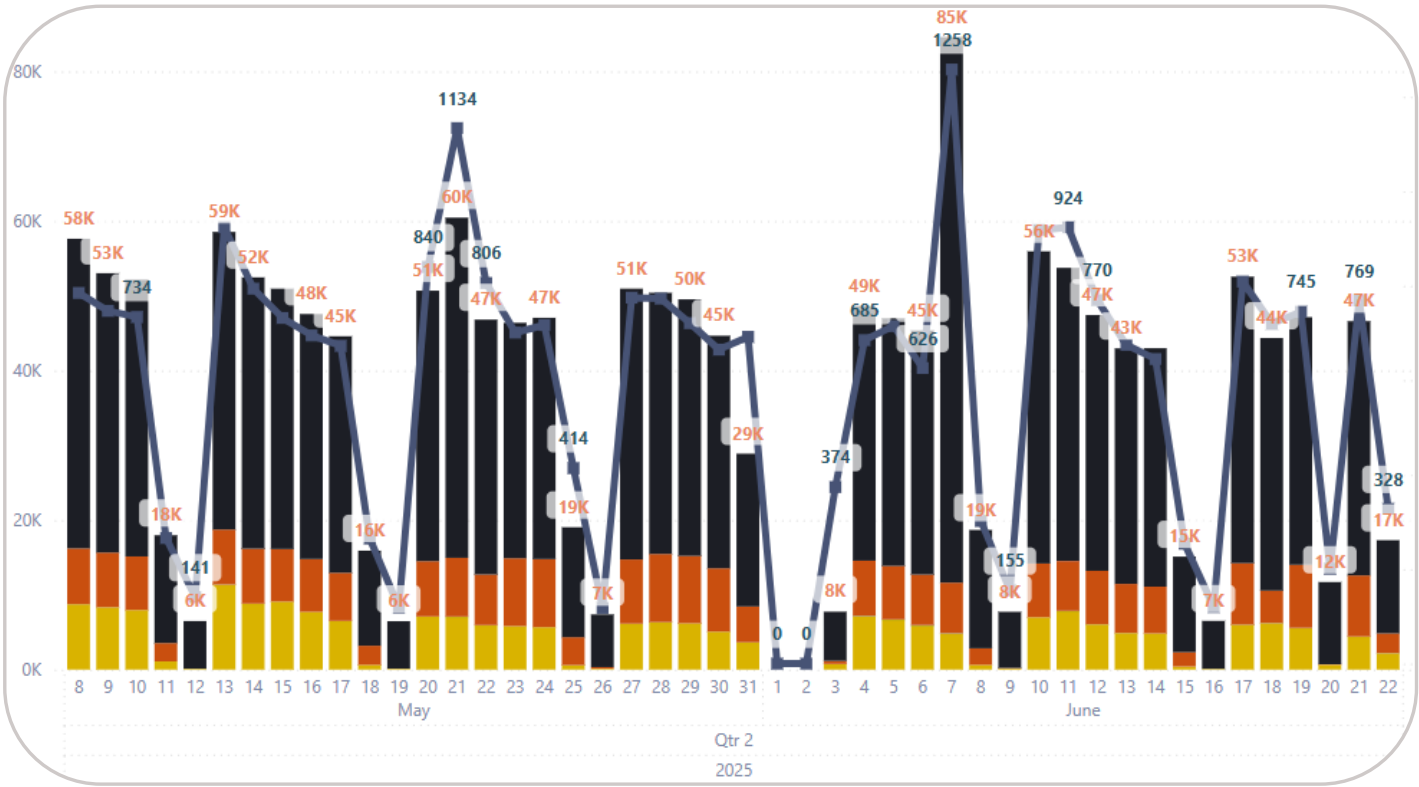


Figure 6: Historical session utilization of Live CX multi trunk deployment

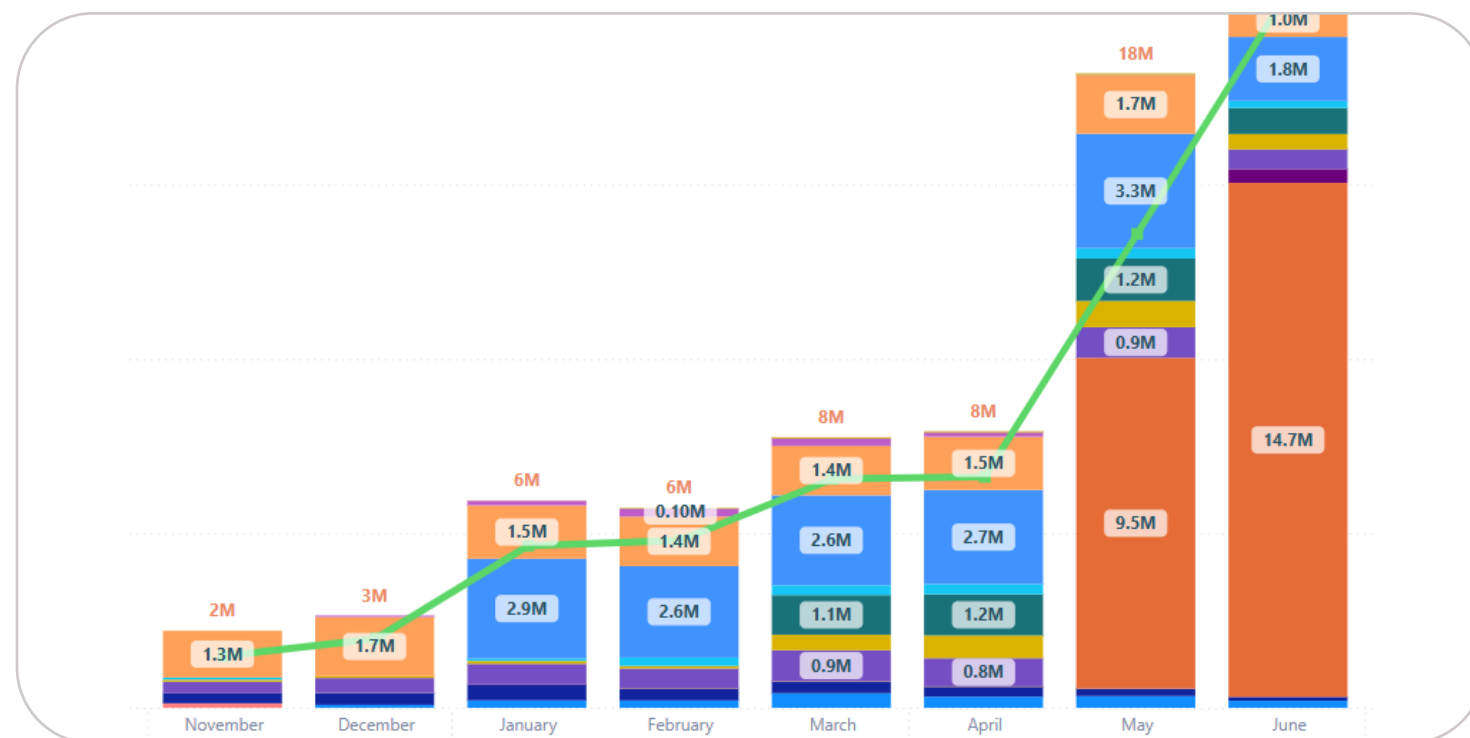


Figure 7: Aggregated service provider monthly session consumption

3.3 Advanced Analytics

AudioCodes Live CX provides a powerful analytics framework to support data-driven voice service management, **powered by Azure Data Explorer (ADX)**. The Live Portal aggregates real-time and historical data across all tenants, allowing users to analyze call quality, usage trends, and operational performance.

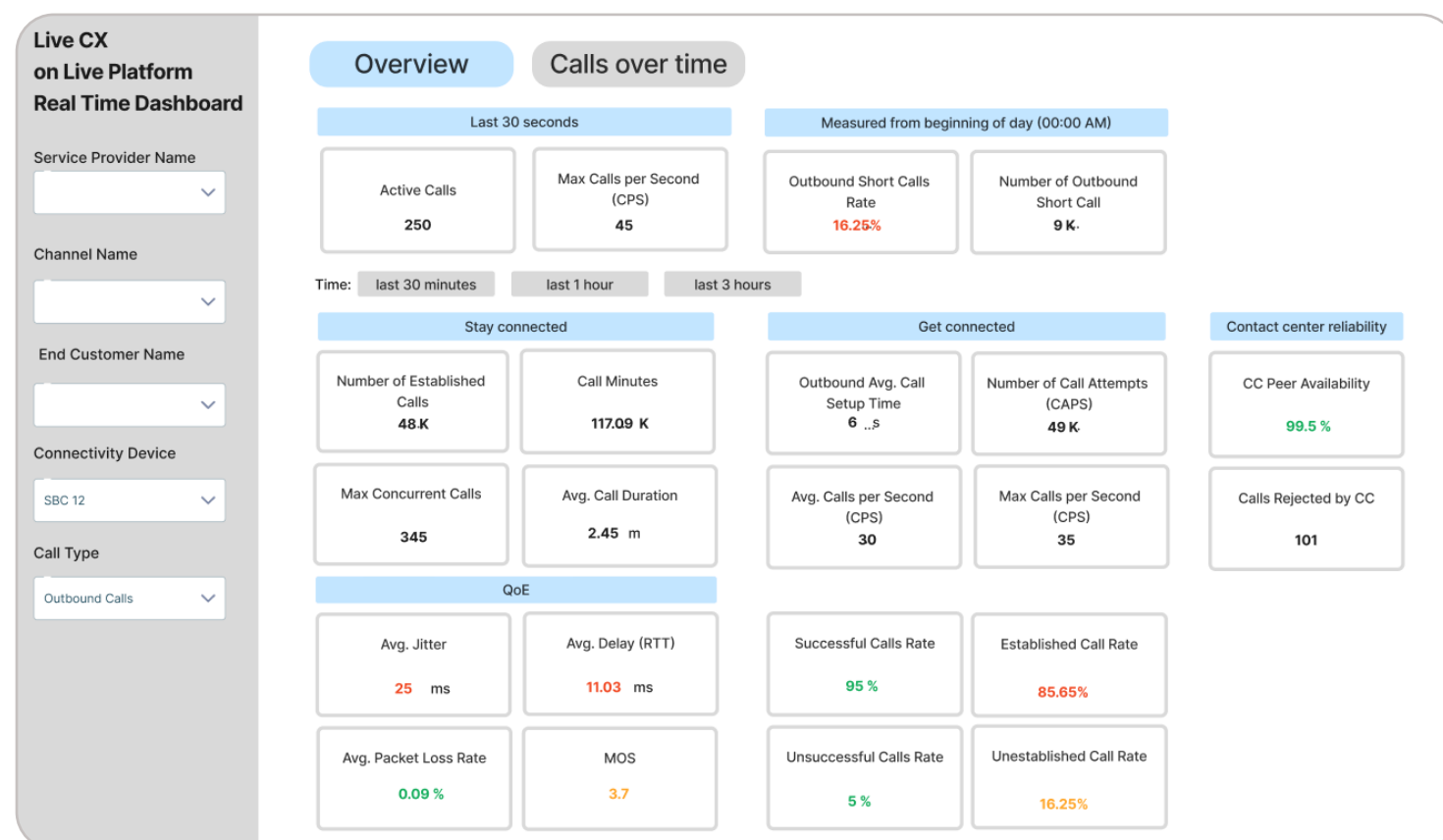


Figure 8: Live CX service Analytics dashboard [Roadmap Q325]

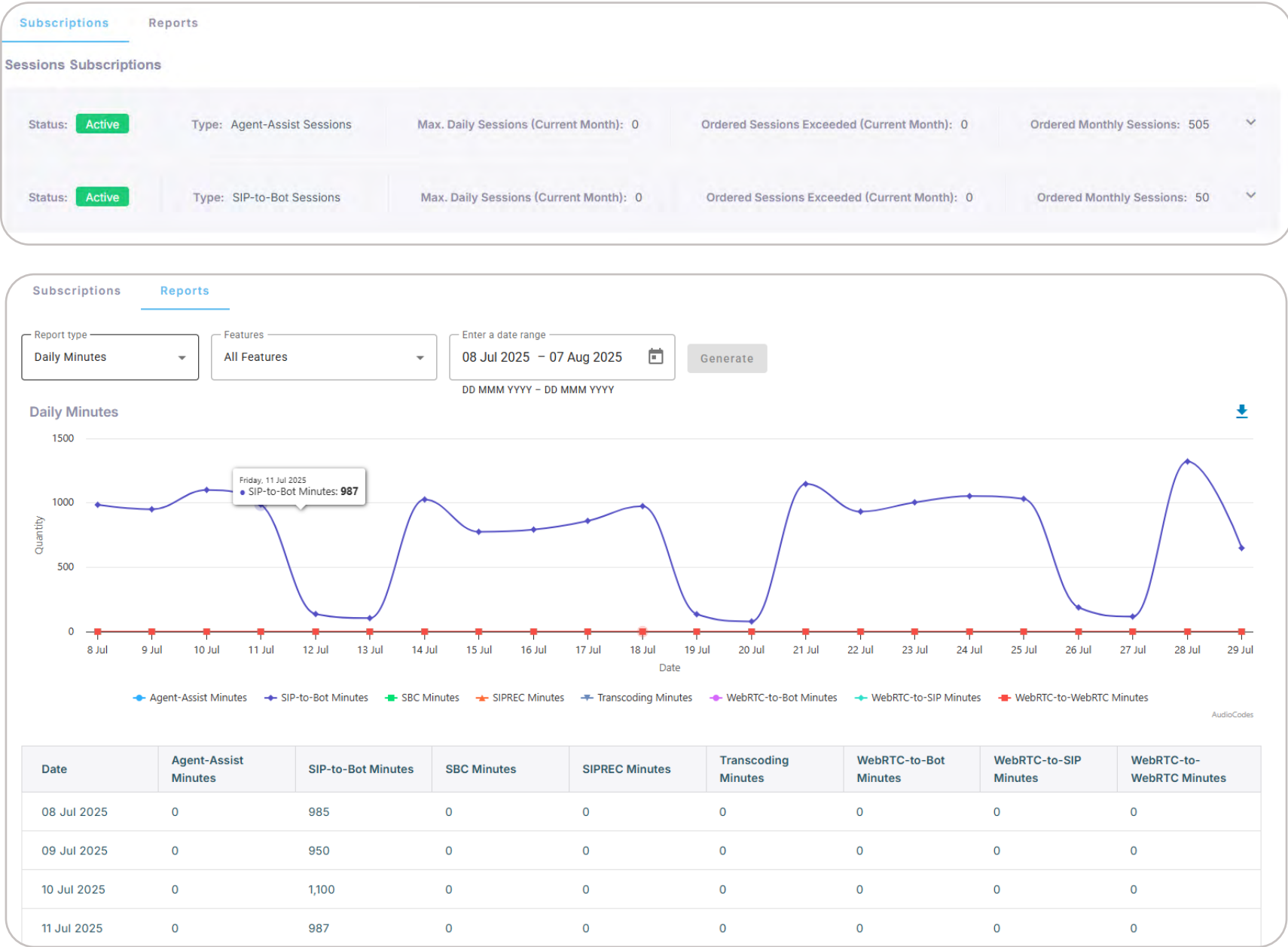
Visual dashboards offer insights into call patterns, network behavior, and SIP session quality, helping teams identify anomalies or optimization opportunities. Role-based access ensures that each stakeholder sees analytics relevant to their scope. For deeper exploration and correlation across datasets, Live CX integrates with Power BI, enabling advanced modeling, customized views and actionable reporting tailored to business KPIs.

3.4 Integration with Existing Customer System

AudioCodes Live CX is built to integrate seamlessly with your customers’ existing operational and monitoring systems, enabling centralized visibility and control without duplicating workflows. Supported integration options include access to Call Detail Records (CDRs), using REST API or Secure FTP. The service also supports automatic forwarding of alarms and critical alerts – such as QoE issues or SIP connectivity failures—to external monitoring tools via SNMP, REST API, email notifications, syslog, and more.

3.5 Metering Portal

The Billing & Metering Portal gives users clear visibility into their subscription status and usage data. Users can track their ordered quantities (e.g., SIP sessions) and monitor daily usage trends across features such as WebRTC, SBC, Transcoding, Agent-Assist and more. The portal includes interactive charts and reports by date range and feature, with export options for analysis and billing reconciliation.



4

Platform SLA

AudioCodes provides ongoing management, monitoring and support of the entire voice services ecosystem delivered through the Platform. This includes infrastructure health, service availability, software updates, alarm handling and performance optimization. While AudioCodes is responsible for the underlying platform – ensuring high availability, compliance and proactive maintenance. Customers and partners manage their own services through a secure, self-service Live Portal.

4.1 Service Level Definitions

The Platform is operated and monitored 24 hours 365 days a year from AudioCodes NOC in the EU. The service operation KPIs are defined in the following tables:

Priority Level	Response Time*	Resolution Time**
Urgent	≤ 30 min. (24x365)	≤ 6 hours (24x7)
High	≤ 1 hour (24x365)	≤ 12 hours (24x7)
Medium	≤ 2 Business Days (9x5)	≤ 30 days
Low	≤ 2 Business Days (9x5)	Best effort

The following table outlines key categories of service priorities and their corresponding impact:

Priority Level	Service Impact
Urgent	• Service is down, or service is unavailable, or severely degraded. • No workaround exists.
High	• Service has been partially degraded and/or affects multiple users (e.g., up to 20% of users). • Ability to administer the service is lost. • No work around exists.
Medium	• Ability to administer the service is affected and work around exists.
Low	• Not affecting service or performance. • General questions or requests for information.

4.2 Platform Security & Compliance

AudioCodes Live Platform is built on a secure, cloud-native architecture hosted on Microsoft Azure, leveraging its robust security and compliance infrastructure. The platform is certified for **ISO 27001** and **SOC 2 Type II**, ensuring strong controls around data security, availability and privacy.

It supports compliance with global regulations such as **GDPR**, **HIPAA**, **PCI DSS** and **MiFID II**, making it suitable for regulated industries. Voice traffic is secured using **SIP over TLS** and **SRTP**, and access to the management portal is controlled through **Azure AD (Entra ID)** with role-based permissions.

Data storage and retention policies are clearly defined, with optional call recording features handled in compliance with customer policies. Alarm and event logs can be integrated into external SIEM or SOC systems. These capabilities allow enterprises to maintain control, transparency and trust while operating in cloud or hybrid environments.

5

Optional Professional Services

AudioCodes offers a range of professional services to support complex deployments and tailored customer needs. These include enhanced **project management**, dedicated **Customer Success Management (CSM)** and **custom analytics design** to align reporting with business KPIs. Organizations undergoing transformation can also benefit from **cloud migration consultancy**, ensuring a smooth, compliant transition. These services are delivered by experienced experts and are available as optional add-ons to the standard AudioCodes Live CX offering.

6

Annex: Operational Functionalities per Tier

AudioCodes Live Platform supports three tier service operations. The table below outlines key platform functions per tier:

User & Service Management	Service Provider	Channel (Reseller)	End Customer
Add/edit/remove channel	V	-	-
Add/edit/remove end customer	V	V	
Add/edit Live CX service to customer	V	V	-
Remove Live CX service to customer	V	-	-
Add/edit/remove SIP connections	V	V	-
Upload numbers	V	V	-
Configure number settings (Caller ID, call forwarding, SIP connect route)	V	V	V



Analytics and Reports	Service Provider	Channel (Reseller)	End Customer
QoE analytics + full call flow & ladder	V	V	V
Call syslog	V	-	-
Run reports	V	V	V
Create reports , import reports	V	-	-

Alarms	Service Provider	Channel (Reseller)	End Customer
View alarms, export to CSV	V	V	V
Alarm forwarding	V	V	-
Delete alarms	V	-	-