

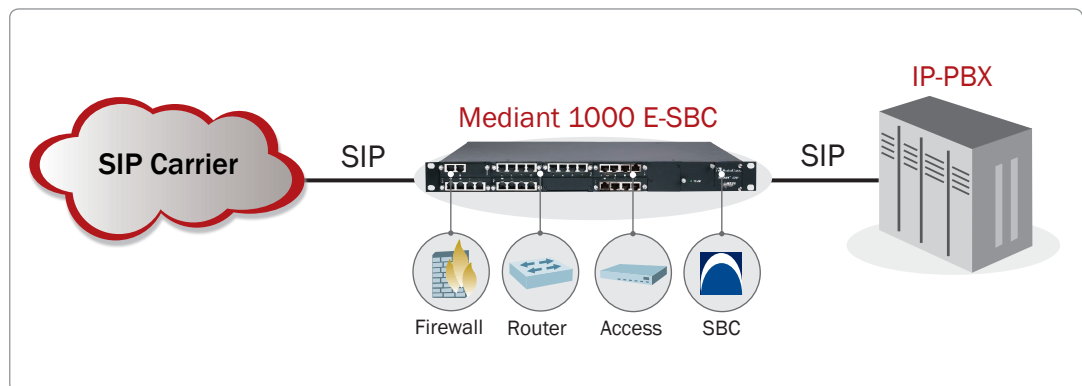
SIP Trunking Top 10 Reasons to Choose AudioCodes

SIP Trunking has drawn a lot of attention as an exciting new service offering that can reduce operating expenses for telephone services across a wide range of businesses. SIP Trunking promises to eliminate the cost of the expensive dedicated TDM trunking circuits that connect businesses to the public telephone network and dramatically reduce the cost of local and long distance charges. Using Voice over IP technology, SIP Trunking transitions voice traffic from businesses to the service provider over a broadband IP or dedicated data circuit, sharing the circuit with regular internet or data traffic.

For a business to leverage SIP Trunking and the associated cost savings, it must be able to terminate a SIP trunk into its existing telecommunications infrastructure.

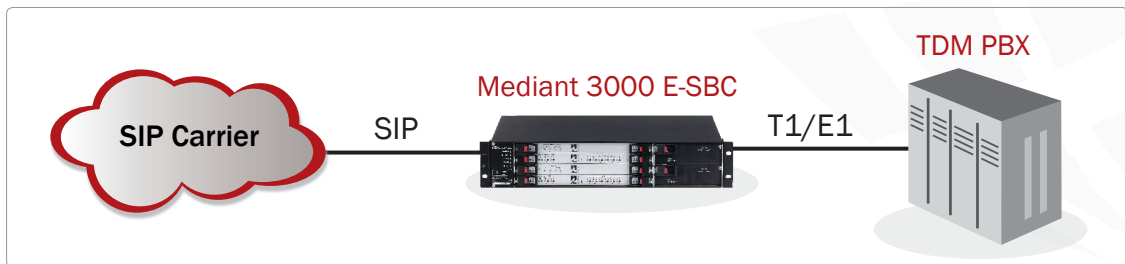
In some cases, a business may have a new IP-PBX that supports SIP Trunking. For security reasons, SIP Trunks are rarely connected directly to an IP-PBX. Most businesses worry about protecting the IP-PBX from attacks that originate from the WAN. In this case, AudioCodes' Enterprise Session Border Controller (E-SBC) is an ideal solution for this application, as it combines the the Perimeter Defense as a way of protecting companies from malicious VoIP attacks; mediation for allowing the connection of any PBX and/or IP-PBX to any Service Provider; and Service Assurance providing service quality and manageability.

SIP Trunking for IP-PBX



In other cases, businesses may have legacy TDM PBXs that are incompatible with SIP trunks unless they have expensive upgrades or complete replacement. In these situations, AudioCodes E-SBC product line are used to terminate SIP Trunks and interface to the existing TDM PBX without expensive upgrades or a disruptive and costly replacement. This strategy has many benefits, but most importantly it allows the business to start saving money immediately, with future proof gateways that have SBC capabilities.

SIP Trunking for TDM PBX



- 1. Single Device** – Instead of stacking a number of different devices from different manufacturers, the AudioCodes E-SBC products integrate many required functions into one easy to manage and compact package. AudioCodes E-SBC product line allows for a mix-and-match selection of media gateway functionalities, while the Mediant 800 E-SBC and Mediant 1000 E-SBC additionally integrates a WAN interface, router, and LAN switch. By combining these functions into one device, the costs of purchasing, training, support and management are all dramatically reduced.
- 2. PBX and IP-PBX Compatibility** – With an extensive list of successful interoperability tests with major PBX vendors, AudioCodes products are able to interface with the trunking ports on a wide range of TDM PBXs without expensive upgrades or other modifications to the PBX. Similarly, AudioCodes has done extensive testing with a number of IP-PBX systems, allowing direct SIP connectivity between systems.
- 3. SIP Trunking Interoperability** - Extensive testing with a range of service providers and SIP Connect technical validation, has demonstrated that AudioCodes E-SBC product line can interoperate with a wide range of SIP Trunking service providers. This enables a business to choose from one or more SIP Trunking providers that best fit their needs and allow for maximum flexibility in the future.
- 4. Scalability** – AudioCodes' products can be utilized in a broad spectrum of deployments, from the smallest two-port analog application up to very large enterprise applications with multiple DS3s. The highly scalable product line leverages a common firmware core across the entire line, making training, testing, deployment and support much easier.
- 5. Voice Quality** – Migrating to SIP Trunking does not sacrifice on quality; but maintains or improves quality for important telephone calls with customers. AudioCodes products deliver superior voice quality through a combination of in-house developed voice compression, echo cancelation and packet loss concealment algorithms. These algorithms have proven quality from extensive field deployments and from independent third party testing, including the rigorous ETSI Speech Quality Test Event.

- 6. Ease of Use** – AudioCodes products are managed through an easy to use graphical user interface that is accessed via a web browser. This simplified interface saves time and reduces errors when configuring new devices. Larger or more complex installations can also leverage SNMP or CLI interfaces, fitting into existing network management systems.
- 7. Range of TDM Interfaces** – By offering a range of analog, digital, BRI and PRI physical interfaces for the AudioCodes E-SBC product line, the majority of legacy installations can be upgraded to utilize SIP Trunking without replacing or upgrading the PBX. This avoids spending money on soon-to-be obsolete or hard-to-find expansion cards or other PBX-specific accessories. The optional analog FXO interfaces also enable on-site survivability and emergency 911 calling. Optional FXS interfaces enable fax machines, credit card authorization machines, alarm panels and other legacy devices.
- 8. Reliability** – Migrating to SIP Trunking services does not compromise on service reliability and is available 24x7. AudioCodes' products maintain network reliability with excellent MTBF figures and where a failure does occur, there is a quick Mean Time to Repair. In select high-density AudioCodes gateways, optional N+1 redundancy is available with spare cards and automatic switch-over to backup resources.
- 9. Security** – IP security encompasses a number of sensitive areas including: protection against eavesdropping, services theft, identity theft, denial-of-service attacks and many other means of breaking, hacking or cracking into businesses and service providers. Moving voice communications onto IP networks creates a host of new targets, requiring a number of new security capabilities and techniques. AudioCodes' E-SBC product line include sophisticated security features, such as SIP/TLS, SRTP, IPSEC, and VLANs that secure the signaling and media. A fully featured Enterprise-class Session Border Controller provides a secured voice network deployment, based on the embedded Back-to-Back User Agent (B2BUA).
- 10. Smooth Migration from TDM to SIP** – for many businesses, SIP Trunking is an excellent “first step” in a long range vision of a pure SIP network both inside and outside of the business. However, reaching that target cannot be accomplished at one time - businesses need to refrain from legacy TDM equipment and applications during the conversion process. AudioCodes E-SBC product line is ideal in making this transition as smooth as possible, allowing for a mix of TDM equipment and SIP devices to interoperate. As the conversion continues, the E-SBC platform can be repurposed from a SIP-to-TDM gateway to a role of SIP-to-SIP mediation, routing and security resource.

Based on these ten points, it should be clear that AudioCodes should be your **#1** choice for SIP Trunking interoperability, security and quality. For more information on AudioCodes' SIP Trunking products, visit: <http://www.audiocodes.com/sip-trunking>.



Mediant™ 800 E-SBC



Mediant™ 1000 E-SBC



Mediant™ 3000 E-SBC

About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice over IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader focused on converged VoIP & data communications and its products are deployed globally in Broadband, Mobile, Cable, and Enterprise networks. The company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Gateways, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers and Value Added Applications. AudioCodes' underlying technology, VoIPerfectHD™, relies on AudioCodes' leadership in DSP, voice coding and voice processing technologies. AudioCodes High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication experience in Voice communications.

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Ref. # LTRM-09049 08/10 V.3

