

## ADP dealer services

case study

### Customer background

ADP Dealer Services is a subsidiary of Automatic Data Processing, Inc. (NASDAQ: ADP), with nearly \$9 billion in revenues and about 550,000 clients, is one of the world's largest providers of business outsourcing solutions. ADP Dealer Services is also a leading provider of integrated computing solutions to auto, truck, motorcycle, marine, recreational, heavy vehicle, and agricultural vehicle dealers throughout the world.



**Founded:** 1949

**Headquarters:** Roseland, New Jersey

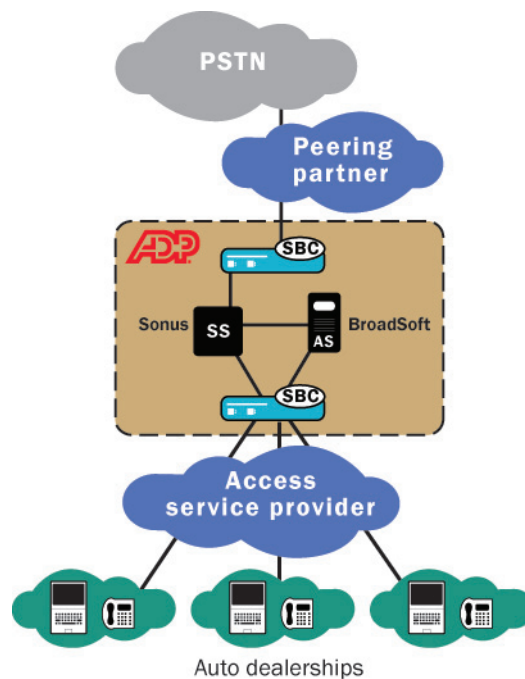
**Worldwide:** all 50 states in the USA

**URL:** [www.ADPDealerServices.com](http://www.ADPDealerServices.com)

### Network & services

ADP Dealer Services offers Network Phone ASP, a fully hosted VoIP service delivered from a fault-tolerant data center in Chicago that is monitored 24x7. Network Phone ASP is a SIP-based service sold to auto dealerships throughout the United States and is integrated with other services such as ADP CRM. Network Phone ASP is a comprehensive, self-sufficient phone system that includes the phone lines, phones and calls to anywhere in the U.S. and Canada.

ADP Dealer Services uses Acme Packet Net-Net® session border controllers and BroadSoft BroadWorks® application servers for hosted class 5 functionality delivered to Polycom phones. A Sonus PSX softswitch handles call routing. ADP Dealer Services relies on other service providers for PSTN origination and termination.



### Business challenge

ADP Dealer Services wanted to add telecommunications services to its integrated computing services such as CRM and dealer management systems sold to auto dealerships. ADP Dealer Services needed to build a VoIP network from scratch in a cost effective manner. In order to save operational and capital expenditures, ADP wanted to leverage existing service provider's infrastructure as opposed to building a network of media gateways for calls bound for the PSTN.

## Technical challenge

Communications is the lifeblood of auto dealers and ADP Dealer Services was faced with the challenge of offering a high quality and reliable communication service over IP broadband networks. The availability and integrity of its new service made security the foremost concern. Designed to block inbound traffic, firewalls and NAT devices at dealer sites would disrupt communications so ADP Dealer Services needed to solve that problem. ADP Dealer Services also needed to ensure that its services would comply with CALEA lawful intercept regulations as mandated by the FCC.

## Acme Packet session border controller solution

ADP Dealer Services uses two pairs of Acme Packet Net-Net session border controllers (SBCs) in high availability clusters to help assure maximum service availability. One SBC pair faces end-user customers and the other pair facilitates native IP interconnects with ADP Dealer Services' service provider peering partner for PSTN termination and origination. With a single SBC vendor, ADP Dealer Services was able to solve its technical challenges on the access and interconnect borders. Acme Packet SBCs provide critical features to satisfy ADP's security, service reach, SLA assurance and regulatory compliance requirements.

Challenge	Acme Packet Net-Net SBC feature	Benefit/problem solved
Security	<ul style="list-style-type: none"><li>SBC DoS/DDoS protection and service infrastructure DoS/DDoS prevention</li></ul>	<ul style="list-style-type: none"><li>Non-stop service availability</li></ul>
	<ul style="list-style-type: none"><li>Topology hiding</li></ul>	<ul style="list-style-type: none"><li>Confidentiality and attack prevention</li></ul>
Service reach maximization	<ul style="list-style-type: none"><li>Adaptive hosted NAT traversal</li></ul>	<ul style="list-style-type: none"><li>Deliver VoIP services to endpoints behind NATs without requiring changes at customer site</li></ul>
	<ul style="list-style-type: none"><li>Number normalization and manipulation</li></ul>	<ul style="list-style-type: none"><li>Network optimization and control</li></ul>
SLA assurance	<ul style="list-style-type: none"><li>Call admission control policies: signaling and bandwidth</li></ul>	<ul style="list-style-type: none"><li>Ensure high call quality and network availability</li></ul>
Regulatory compliance	<ul style="list-style-type: none"><li>Call signaling and content replication</li></ul>	<ul style="list-style-type: none"><li>Compliance with US law for VoIP lawful intercept</li></ul>

Using Acme Packet for overcoming challenges to both its access and IP interconnect applications, ADP Dealer Services realized capital and operational efficiencies by operationalizing and training on a single SBC platform.

*"Our customers are dependent on their phone service for the success of their businesses. Our new ADP Network Phone offering needed to be a reliable and trustworthy enhancement of traditional TDM offerings. With Acme Packet's SBCs in our network, we now have the security, scalability and service assurance capabilities that are required to deliver a trusted managed VoIP service."*

**Martin Sorensen,**  
Manager, Network Engineering

## Future growth and applications

With its Network Phone ASP service launched in the spring of 2007, ADP Dealer Services is currently acquiring customers and growing its subscriber base. ADP Dealer Services is also considering new products and product extensions that should increase the use Acme Packet's Net-Net SBCs over the next two years.



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05/31/11