

Enterprise session border controllers

brochure

Realize the value of IP communications

Advances in technology are revolutionizing business communications, ushering in a new era of HD voice and video, rich multimedia interactions, and unparalleled mobility. Next generation unified communications platforms, interactive video solutions, and multimodal mobile devices are enabling a new virtual workplace where one-on-one phone calls give way to rich multimedia, multiparty experiences, and mobile professionals efficiently conduct business anywhere, anytime.

Legacy voice network services based on costly and inflexible TDM technology are giving way to unified IP networks that converge voice, video and data, enabling enterprises to reduce equipment and operations expenses and improve collaboration, worker productivity and business agility. End-to-end IP networks let enterprises weave interactive communications into software applications and business processes, and exploit Internet reach and economies of scale to extend enterprise communications to home workers, small offices and mobile professionals.

To enable this new era of productivity, enterprises must take steps to ensure their communications are secure, networks interoperate with wide-area IP services, and users experience reliable end-to-end services. These attributes are often taken for granted with legacy TDM networks, but are not assured when migrating to an end-to-end IP network. Forward-looking businesses are turning to a new class of network element known as an Enterprise Session Border Controller (E-SBC) to meet these needs. E-SBCs are typically deployed in data centers, main offices or large regional offices to protect and control connections between IP network islands.

Acme Packet is the leading provider of E-SBCs with a complete portfolio of solutions that enable end-to-end interactive communications across IP network borders. Acme Packet solutions are specifically designed to deliver:

- **Strong security** by safeguarding user confidentiality and privacy
- **Easy interoperability** by mitigating multi-vendor, multi-protocol interoperability issues
- **Assured reliability** by enforcing service quality and enabling high availability services

Acme Packet E-SBCs help enterprises realize the value of IP telephony, interactive video and unified communications that increases organizational collaboration, improves business productivity and speeds business agility. They support a wide variety of applications and businesses – from SMBs to large enterprises – in any industry or market segment.

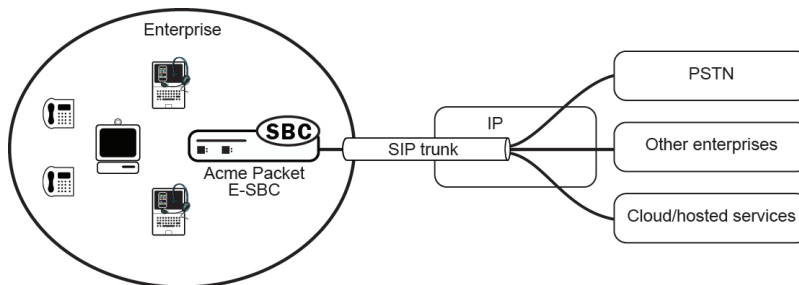
Benefits in the enterprise

- Reduce CAPEX and OPEX
 - Centralize and consolidate equipment and trunking facilities
 - Eliminate toll charges for inter-office calls
 - Simplify operations, administration and maintenance
 - Retire legacy PSTN media gateways
 - Reduce PSTN origination/termination fees
- Eliminate inefficiencies
 - Converge voice, video, and data onto a common IP infrastructure
 - Eliminate needless IP-TDM conversions
 - Make more efficient use of WAN bandwidth
- Improve collaboration and productivity
 - Enable presence-based voice, video and multimedia communications
 - Reach small offices, home workers, and mobile users
 - Integrate communications with business processes
 - Implement unified dial plans and user-centric policies
 - Cut travel-related productivity loss
- Increase business agility
 - Scale trunking capacity quickly and easily
 - Rapidly leverage hosted communications services

SIP trunking

Businesses can reduce voice transport costs by as much as 70% by replacing conventional TDM PRI/BRI lines with more flexible and cost-effective SIP trunks. Acme Packet E-SBCs protect and control SIP trunking borders allowing enterprises to enjoy all the benefits of SIP trunking without sacrificing security or reliability.

While focused primarily on voice services today, SIP trunking services will ultimately enable a vista of IP-enabled voice, video and multimedia applications. A smaller business might install a single SIP trunk to interface with a cloud-based service like Skype plus access a hosted audio conferencing service. A larger enterprise might deploy several SIP trunks - one for PSTN termination/origination, one to connect to an HD video conference service, and one to peer with a large business partner.

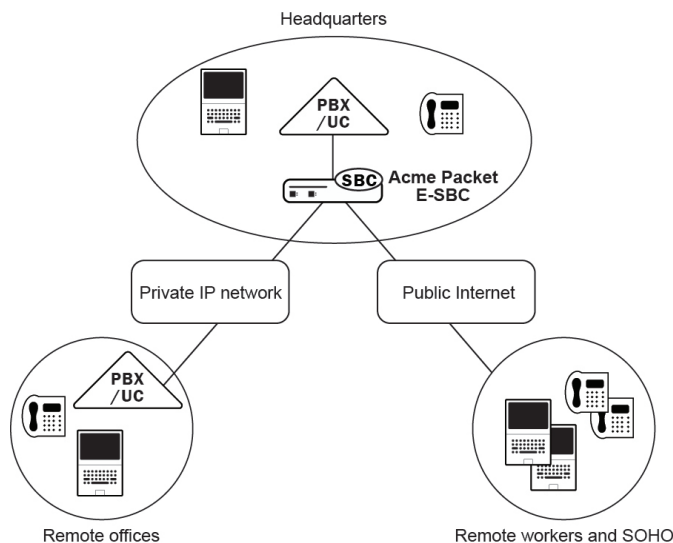


E-SBC manages access to IP communications services, providing strong security, easy interoperability and reliable communications

Enterprise-wide IP communications

Enterprises are replacing legacy TDM telephony networks with more efficient and cost-effective end-to-end IP networks to improve collaboration, worker productivity and business agility and reduce equipment and operations expenses. By converging voice, video and data onto a common IP network, businesses can consolidate and centralize infrastructure, retire legacy PSTN media gateways, leverage standards-based equipment and endpoints, and streamline operations, administration and maintenance.

Acme Packet E-SBCs provide the security, interoperability and reliability required when delivering IP telephony, interactive video and unified communications across IP networks. The solutions let companies connect autonomous IP telephony islands, protect and extend previous investments and overcome multi-vendor, multi-protocol interoperability issues brought on by decentralized purchasing decisions or mergers and acquisitions.

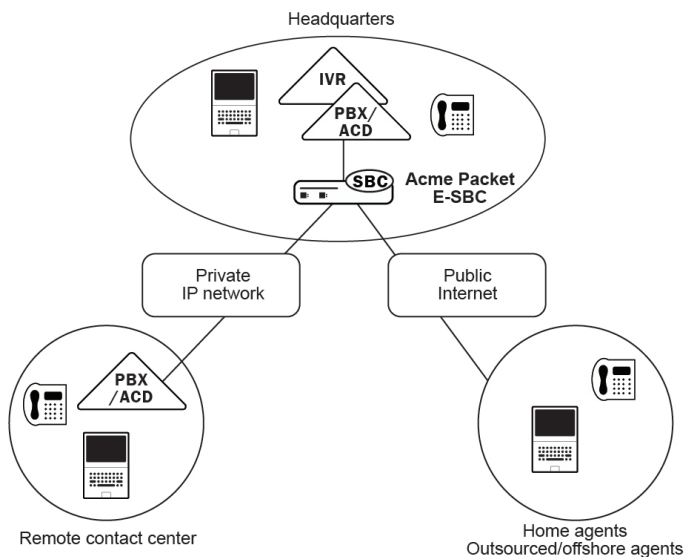


E-SBC improves productivity and efficiency by delivering interactive communications applications across public and private IP networks

IP-enabled contact center

Businesses are implementing end-to-end IP contact center networks to increase the quality of customer interaction, respond more rapidly to changes in customer demand and reduce cost. By converging interactive communications and data onto a common IP infrastructure, enterprises can reduce equipment and operations expenses, eliminate expensive “take back and transfer” fees, enhance customer care, boost agent productivity and leverage home, offshore and outsourced agents.

Leading contact center infrastructure vendors including Avaya, Cisco, and Genesys recommend E-SBCs to mitigate multi-vendor, multi-protocol interoperability issues, safeguard caller confidentiality and privacy, and ensure service quality and integrity in IP contact centers. Acme Packet E-SBCs offer rich solutions specifically designed for delivering highly scalable IP telephony, interactive video and unified communications in contact centers.



E-SBC increases agility and reduces costs in contact centers by leveraging public and private IP networks for agent connectivity

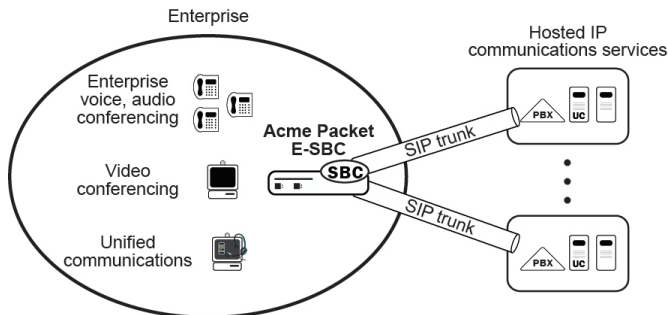
Benefits in the contact center

- Eliminate expensive carrier “take back and transfer” fees
- Utilize offshore or outsourced resources to reduce labor costs or handle overflow
- Use temporary agents to meet seasonal demands or last-minute campaigns
- Engage customers through multiple channels – voice, live chat, video
- Route calls intelligently based on presence and business rules
- Leverage home agents, remote office agents, and field professionals

Hosted IP communications services

Interactive IP communications services hosted in the cloud deliver the features and scalability of an enterprise-class communications solution in a convenient and affordable remote service. Businesses are turning to cloud-based services for a wide range of applications including audio and video conferencing, enterprise telephony, and unified communications. Hosted services help enterprises improve business agility, reduce CAPEX and OPEX, mitigate technology obsolescence risk, and focus on business innovation.

Acme Packet E-SBCs safeguard and control IP communications service provider borders allowing businesses to enjoy all the benefits of a cloud-based service without sacrificing security or reliability.



E-SBC delivers scalable enterprise communication to cloud/hosted IP services by enabling secure, reliable access

Acme Packet E-SBC features and functions

Acme Packet E-SBCs are specifically designed to address the unique security, interoperability and reliability challenges businesses often encounter when extending interactive voice, video and unified communications across IP networks.

- **Security** – Acme Packet E-SBCs protect and control IP telephony and unified communications infrastructure, services and applications, ensuring confidentiality, integrity and availability. They provide granular dynamic access control functions to prevent fraud and service theft and mitigate nuisances such as IP telephony spam; Layer 3-5 topology hiding and signaling overload controls to prevent reconnaissance scans and DoS/DDoS attacks against edge access and data center elements; IP address and SIP concealment measures to safeguard privacy and confidentiality; stateful deep packet inspection to remove malicious viruses and worms from SIP messages; and signaling and media encryption to prevent eavesdropping, hijacking and spoof attacks.
- **Interoperability** – Acme Packet E-SBCs resolve multi-vendor interoperability and multi-protocol interworking issues which often prevent enterprises from tying together disparate IP communications solutions. The SBCs normalize SIP messages to mitigate vendor implementation variances, provide codec translation and renegotiation features and NAT and firewall traversal capabilities as well as comprehensive interworking support for signaling (SIP, H.323), transport (TCP, UDP, SCTP) and encryption (TLS, MTLS, SRTP and IPsec) to interconnect independent IP telephony islands and create enterprise-wide end-to-end IP communications networks.
- **Reliability** – Acme Packet E-SBCs ensure PSTN-like availability and service quality for IP communications. They support stateful signaling and media failover capabilities to ensure high availability; and QoS marking, VLAN mapping and granular admission control policies to enforce service quality. The products are designed to inhibit registration storms and enforce call rate limits to protect against network and system overloads. In addition the products can balance loads across trunks and reroute sessions around trunk failures to optimize network performance, circumvent equipment and facility problems, and ensure business continuity

Acme Packet E-SBCs also help enterprises contain voice transport costs plus overcome the unique regulatory compliance challenges associated with IP telephony.

- **Cost management** – Acme Packet E-SBCs support rich session control features to route calls across trunks and service providers (least cost routing) as well as codec renegotiation capabilities to optimize WAN bandwidth.
- **Regulatory compliance** – Acme Packet E-SBCs help organizations overcome challenges associated with recording and securing IP telephony calls for compliance purposes. The products support media forking so enterprises can centralize call recording functions, consolidate recording solutions and minimize the impact of call recording on the network, provide extensive security features to ensure caller privacy and confidentiality, and prioritize and insert location information into emergency calls for E911 compliance.



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