The Airline Increases Call Center Efficiency with Sonus SIP Trunking Solution

Sonus helped “The Airline,” a Global 2000 company, improve their business productivity and call center efficiency with a SIP trunking solution featuring centralized call routing, session border control and media gateway technology.

Customer Description
The Airline is a Global 2000 company with more than 50,000 worldwide employees. The Airline offers scheduled passenger jet services and air freight service to hundreds of cities throughout the Americas, Europe and Asia. Its operations include a large, globally distributed call center for customers and a voice network that supports a broad array of non-call center employees and phones.

Challenge
In the highly competitive airline industry, companies must reduce costs even as they seek to increase customer satisfaction. So, when The Airline’s voice network became costly to manage and maintain, they decided to reduce their telecom costs by shifting their communications networks to a single, all-IP network. The Airline identified four goals for its voice network migration and consolidation: to maximize the useful life of their legacy equipment through a gradual migration to IP; to improve customer service and call quality; to increase employee productivity with unified communications; and to reduce telecom costs.

In order to reach these goals, The Airline needed to overcome a variety of technical challenges. Specifically, The Airline needed a voice solution that could: ensure interoperability between TDM, H.323 and SIP networks; help them manage network security risk; centralize their call routing and dial plan management; provide disaster recovery and geo-redundancy; and enable employees to connect to the private VoIP network via the Internet.

Solution
The Airline chose a Sonus solution comprised of the GSX9000™ High-Density Media Gateway, GSX4000™ Medium-Density Media Gateway, PSX™ Call Routing and Policy Server, SBC 9000™ Session Border Controller and Element Management System (EMS). The GSX9000 gateways are used to connect carrier SIP trunks to The Airline’s two data center locations. The GSX4000 gateways are used to connect carrier PRIs and SIP trunks to The Airline’s international contact centers. The PSX server provides network intelligence, session management, call control, service selection, routing and intelligent disaster recovery for the entire voice network. The SBC 9000 provides secure interconnect with private IP and public internet networks peered with The Airline’s internal IP network, while adding border control, security, session control and media control services. The EMS is used to centrally manage the Sonus solution including element configuration, provisioning and alarm reporting.

The Airline selected the Sonus GSX gateways in order to reduce The Airline’s operating expenses, reduce their provisioning costs and improve employee productivity. As part of the solution, Sonus is helping The Airline manage the migration of different voice infrastructures to a new IP-based architecture, using Sonus’ PRI and SIP trunking support, H.323-to-SIP signaling interworking and session replication for call recording. The Airline hopes to improve customer service and call quality through Sonus’ highly redundant media gateway platform, flexible call admission control and sophisticated call routing. In addition, The Airline hopes to mitigate IT security risks such as Distributed Denial of Service (DDoS) attacks with the SBC 9000.

Results
The Sonus solution helped The Airline to reduce costs by optimizing call routing, enabling The Airline to route international calls across its own internal network and routing long-distance calls based on least-cost scenarios. The new Sonus solution also provides a lower opex/capex model for The Airline, while reducing the cost of call recording in the contact center. In addition, the Sonus solution helped The Airline to improve customer service by strengthening the quality and reliability of call center communications. Lastly, The Airline has reduced their VoIP security risk by using secure Sonus SBCs to protect their network against external IP-based threats.

With the Sonus solution, The Airline was able to manage its migration from a mix of different PBXs, signaling protocols and telecom services to an all-SIP network with external SIP trunking services. The redundant hardware architecture of the Sonus gateways and the robust call admission controls of the PSX server and SBC 9000 have strengthened The Airline’s communications presence. Today, The Airline’s voice network can recover quickly from equipment failures and overload conditions, resulting in higher uptime and better call quality for its call centers.
### Products

**The Sonus products used in this solution include:**
- GSX9000 High-Density Media Gateway
- GSX4000 Medium-Density Media Gateway
- PSX Call Routing and Policy Server
- SBC 9000 Session Border Controller
- Element Management System

### Highlights
- The Airline wanted to migrate to a SIP-based voice network in order to improve customer service and call quality, increase employee productivity and reduce telecom costs.
- The Airline selected a Sonus SIP trunking solution that included the GSX9000 High-Density Media Gateway, GSX4000 Medium-Density Media Gateway, PSX Call Routing and Policy Server, SBC 9000 Session Border Controller and Element Management System.
- The Sonus solution helped The Airline reduce costs, protect their voice network from IP-based security threats, and provide high service ability even in the wake of equipment failures or overload conditions.

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### About Sonus

Sonus Networks, Inc., providing network transformation through IP communications technology, is leading the evolution of communications networks to support the multi-device demands of today’s digital lifestyle. Sonus solutions and services enable carriers and enterprises to gain network awareness and new multimedia capabilities essential to retaining and expanding their subscriber base. Through standards-based interoperable solutions and services, Sonus extends the investments made in traditional networks by enabling operators and large enterprises to seamlessly migrate to next generation technology and deliver the secure, reliable, scalable and cost-effective network needed to grow their business.

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