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Before: Challenges

- Increased market pressure to match SIP-based service offerings from larger competitors
- Inability to scale network effectively to support new customers and new services
- Potentially disruptive migration path from legacy PBX systems to new SIP-based applications

Now: Sonus SBCs deliver network simplicity and cost savings

- Quickly deployed a seamless, "invisible" transition from legacy PBX platform to new SIP-based network
- Offers enterprise customers a host of new SIP-based voice features
- Cost-effectively add new features and capacity through simple license activations on scalable Sonus SBC5100 platform

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Ask the customers of Asian Pacific Telecommunications (APTel), and they'll tell you that **better** beats **bigger** every time. Better service, better quality and better price are the reasons why the Melbourne-based VoIP and Cloud service provider has carved out a larger piece of Australia's enterprise subscriber base every year—in the face of fierce competition from its bigger competitors.

For more than 20 years, APTel has built its reputation and its customer base through leading-edge technology, so when new SIP-based network solutions presented an opportunity for them to deliver even better services at a lower cost to their customers, APTel began to look at migrating their existing voice services platform to SIP. Naturally, APTel looked to the industry leaders first for the technology to get the job done. BroadSoft's BroadWorks Application Server (AS) was the clear choice for their new VoIP services platform, as it provided a carrier-class solution that included a host of new SIP-based voice features, enabling APTel to offer new services to its enterprise customers. Selecting a session border controller (SBC) to secure their new VoIP and SIP trunking services, however, was a more difficult decision, given the number of SBC vendors in the market and the potential for cost and complexity to escalate.

APTel Chooses the Sonus SBC5100 for Simplicity and Savings

APTel's customers range from large enterprises to small business owners, yet they all share one thing in common: they count on APTel's network to connect them to their customers and their colleagues, 24 hours a day, 7 days a week. Any SBC platform that APTel selected, therefore, had to deliver the same high levels of reliability and availability both during and after the migration. In addition, the SBC needed



to scale simply to accommodate APTel's year-to-year growth trajectory, without penalizing the regional service provider for its success by requiring more infrastructure and substantially higher costs. The higher the solution cost, logic went, the higher the final price would be to customers, and APTel wasn't about to give up its price advantage.

Among the SBCs considered, only one met all of APTel's demands for reliability, scalability, simplicity and cost: the Sonus SBC5100 session border controller. The Sonus SBC5100's zero-fail redundant architecture and cost-efficient disaster recovery options provided the assurance that APTel and its customers required for its mission-critical services. The ability to scale sessions (both encrypted and non-encrypted) incrementally from a low starting point also worked in the Sonus

“Beyond their technology, Sonus offered us a greater level of engagement and opportunity to partner in the future. We felt like we were their most important customer from Day One, and the post-sales support we’ve received has been nothing short of outstanding.”

– Jim Risby, Operations Manager,
Asian Pacific Telecommunications

SBC5100’s favor, as it allowed APTel to adopt a “pay-as-you-grow” strategy with its customers. But most importantly, the Sonus SBC5100 allowed APTel to serve both its existing PBX platform and the new BroadWorks platform in a single device, substantially reducing cost and supporting a phased, seamless migration between platforms that would prevent any disruption in service to their customers.

Moving Forward Without Leaving a Single Subscriber Behind

Migrating voice services from a PBX-based platform to a SIP-based server can be a complex process, even for technology experts like APTel. It was important, therefore, that the proposed solution be tested thoroughly and introduced incrementally to the live network. As Jim Risby, Operations Manager at APTel recalls, “Being able to test everything in a lab environment saved us some serious headaches down the road and made the whole migration more manageable. The Sonus professional services team also helped us tremendously, with everything from the planning and design to the actual cut-over of live SIP trunks.” As part of its phased migration plan, APTel needed to move subscribers from its existing Cisco platform to the new BroadWorks AS solution. The Sonus SBC5100’s ability to support trunks to both the Cisco and BroadSoft platforms at the same time and

route the calls to the correct platform in undetectable microseconds played a major role in enabling APTel to make the leap to a SIP-based architecture without leaving a single subscriber behind. “Because we can run both platforms in parallel with the Sonus SBC,” Risby explains, “we were able to avoid a Big Bang-type project and all the risks and costs associated with it.”

The addition of the Sonus SBC5100 session border controller actually reduces the amount of hardware in the network. In the past for APTel, adding more trunks also meant adding more Cisco routers to the network. Now, with the Sonus SBC5100, APTel can add more trunks simply by activating more session licenses on the device. The built-in transcoding capabilities of the Sonus SBC5100 have also eliminated the need for separate transcoding resources in the network to connect with their carrier partners and support multi-device communications between videophones, smartphones, tablets and other devices. As a result of these capabilities, the Sonus SBC5100 has significantly reduced APTel’s CapEx costs going forward and delivered a faster return on investment (ROI).

While APTel’s new network may be driven by the technology of BroadSoft and Sonus, little else about the carrier has changed. Quality, customer service and cost competitiveness are still at the heart of everything they do—and it’s that kind of connection that their customers value most.

About Sonus Networks

Sonus is a leader in IP networking with proven expertise in delivering secure, reliable and scalable next-generation infrastructure and subscriber solutions. With customers in over 50 countries across the globe and over a decade of experience in transforming networks to IP, Sonus has enabled service providers and enterprises to capture and retain users and generate significant ROI. Sonus products include session border controllers, policy/routing servers and media and signaling gateways. Sonus products are supported by a global services team with experience in design, deployment and maintenance of some of the world’s largest IP networks. For more information, call 1-855-GO-SONUS

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