

# Contact Center Solutions

## Empowering Your Contact Center to Deliver an Exceptional Customer Service Experience and Improve Company Margins

Understandably, contact centers are generally risk-averse and shy to adopt new technologies due to concerns over delivering high quality and consistent customer experiences. Sonus can help contact centers make the transition to Session Initiation Protocol (SIP) at a pace they are comfortable with, eliminating security and performance concerns while consolidating costs, increasing network capacity and flexibility, enabling Unified Communications (UC) services, and improving both customer satisfaction and your company's bottom line.



Migrating from a Time Division Multiplexing (TDM) to a SIP-based architecture enables contact centers to consolidate their network into a single IP-based network that can handle voice, video, and data traffic over the same connection.

### Advantages of Using SIP Trunks:

- Improve network capacity and flexibility
- Consolidate your network
- Enable Unified Communications
- Reduce equipment costs and long distance service and transfer fees
- Increase network reliability and resiliency
- Virtualize your contact center with at home and mobile agents
- Scale quickly, meeting demand needs during service spikes
- Improve communication quality
- Better speech recognition, improving the accuracy of IVR systems

Sonus' Contact Center Solution sets your network apart by empowering your contact center to:

### Enable IP Communications

- Voice
- Video
- Instant messaging (IM)
- Presence information
- Data sharing

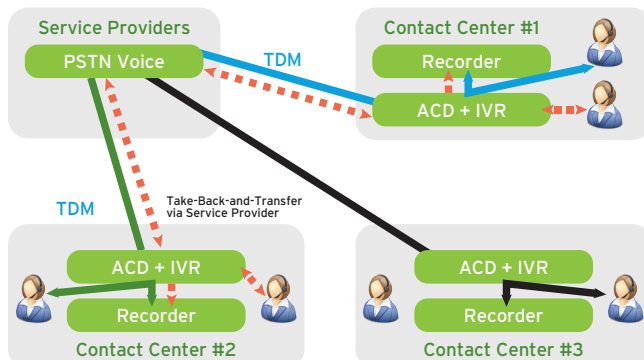
### Provide an Exceptional Customer Experience

- Security
- Reliability
- Interoperability
- Scale and performance

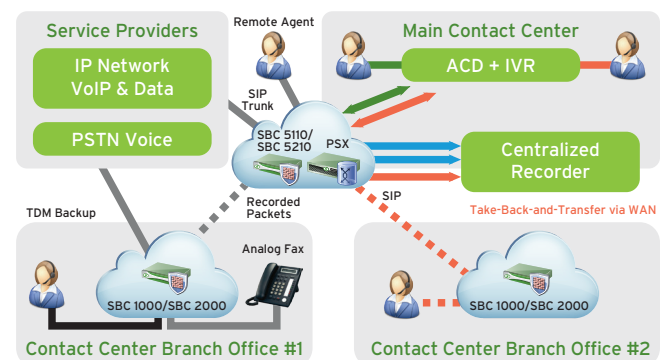
### Reduce OpEx Costs and Improve Margins

- Consolidate your network
- Improve network intelligence
- Secure and enable remote agents

### Contact Center Network Architecture - Before Sonus



### On-Premises Contact Center Network Architecture - with Sonus SBCs



# Sonus' Contact Center Solution Components

## SIP Trunking & Omni-Channel Support



Sonus SBC 5110



Sonus SBC 5210



Sonus SBC 7000



Sonus SWe

### SBC 5110, SBC 5210, SBC 7000, SBC SWe

- SIP centralization and termination
- Multi-media support over SIP
  - Voice, video, IM, data sharing



Sonus SBC 1000



Sonus SBC 2000

### SBC 1000, SBC 2000

- SIP and TDM termination
- SIP/TDM interworking
- Multi-media support over SIP
  - Voice, video, IM, data sharing

## Resiliency



### High availability (HA)

- Across one or multiple data centers
- Reliable network and service monitoring
- Reduced downtime during system upgrades
- Minimal data loss due to a fully redundant data store

## Centralized Routing



### PSX

- Least cost routing (LCR)
- Disaster recovery
- Take back and transfer

## Performance Monitoring



### EMS

- Rapid identification and resolution of service outages
- Real time fault management
- Network analytics

## About Sonus Networks

Sonus enables and secures real-time communications so the world's leading service providers and enterprises can embrace the next generation of SIP and 4G/LTE solutions including VoIP, video, instant messaging and online collaboration. With customers in more than 50 countries and nearly two decades of experience, Sonus offers a complete portfolio of hardware-based and virtualized Session Border Controllers (SBCs), Diameter Signaling Controllers (DSCs), policy/routing servers and media and signaling gateways. For more information, visit [www.sonus.net](http://www.sonus.net) or call 1-855-GO-SONUS. Sonus is a registered trademark of Sonus Networks, Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

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