



Epicenter Case Study

Reliable VoIP Connectivity for IP Contact Center Platforms

Executive Summary

Epicenter selected AudioCodes' Mediant media gateways to seamlessly connect its domestic contact center operations to the PSTN. The reliable, scalable Mediant product line is an ideal solution for call-center migration to IP telephony, offering powerful SIP trunking and session border controller functionalities

Background

Epicenter (www.epicentertechnology.com) is one of India's leading contact center operators, providing voice and non-voice business task outsourcing services – specializing in collections, sales and customer service.

According to regulations established by India's Department of Telecommunications (DOT), international and domestic contact centers may not share the same communications infrastructure. In order to comply with the DOT regulations, Epicenter chose to select a new platform to link its domestic operations to the PSTN, while continuing to use its existing system for international use.

Epicenter decided to continue with its currently deployed solution based on Avaya and Aspect equipment in support of international services, while seeking a robust, state-of-the-art gateway for its domestic branch that would ease the transition to IP telephony, allowing them to benefit from improved bandwidth efficiency and reduced operating costs.

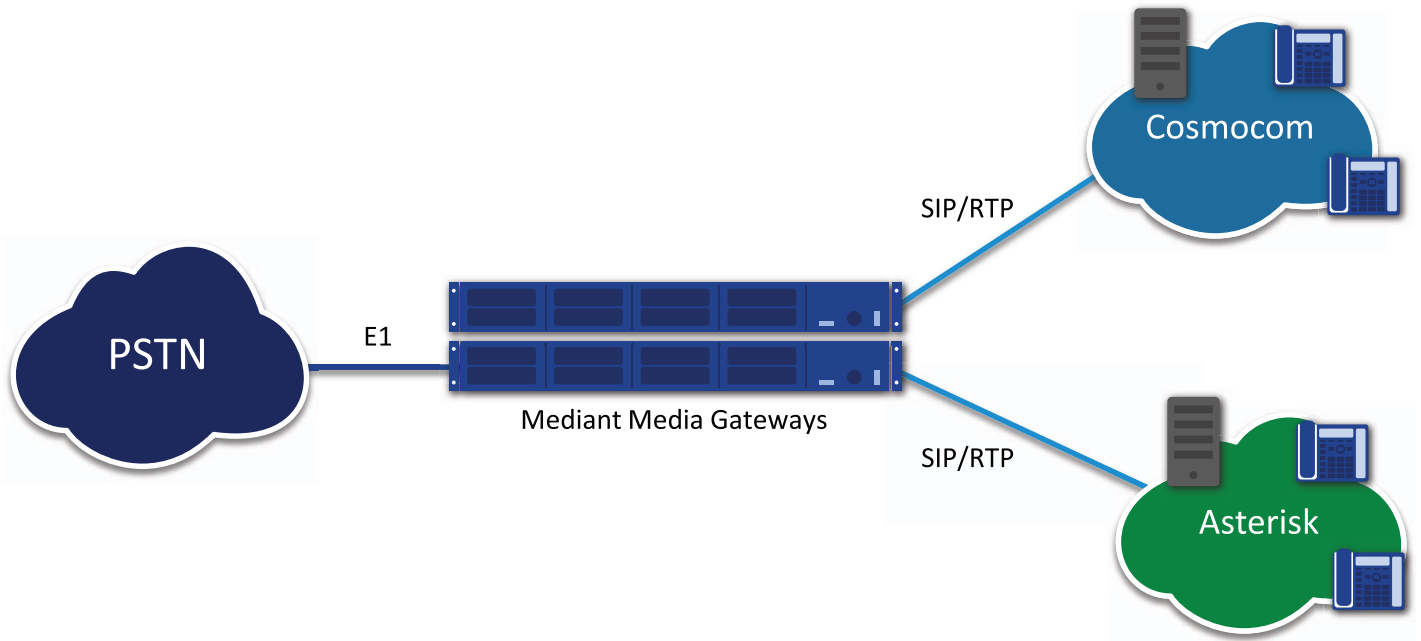
Challenges

The newly selected system would have to prove compatibility with Epicenter's currently-deployed call center systems:

- The Asterisk Open-Source PBX, used to support smaller customers with lower call traffic volumes.
- The CosmoCom Automatic Call Distribution (ACD) platform, which supports high-volume call traffic for large customers

In addition, the solution required seamless PSTN connectivity, high reliability, and easy scalability that would accommodate increased capacity demands.





Solution

Epicenter chose AudioCodes and its Indian partner, Telebyte Technologies – a leading system integrator of IP-based telecommunication solutions, to connect its domestic contact centers to the PSTN. Abhijit Sane, Epicenter’s IT Manager, explained: “We were inclined to use a competitor’s product, but we found that AudioCodes’ Mediant Media Gateways best suited our requirements, and were more stable and user-friendly than the systems offered by the competition.”

AudioCodes’ Mediant is an ideal platform for contact centers, providing field-proven compatibility with an array of contact center platforms. As telephony systems are migrated to handle VoIP-based traffic, the Mediant is easily upgraded to serve as an Enterprise Session Border Controller (E-SBC), providing secured SIP trunking while preserving CAPEX investment.

Dnyaneshwar Nevkar, Manager - Telecom at Epicenter, added, “We are extremely satisfied with AudioCodes’ stability and interoperability. Moreover, device management is easy with Mediant’s effective and user-friendly web interface. In addition, the prompt support we receive from AudioCodes and Telebyte is highly appreciated.”

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Dnyaneshwar Nevkar
Manager - Telecom at Epicenter

Results

Currently, the Epicenter domestic contact center employs four Mediant media gateways, with plans to further increase capacity in 2014.

Mr. Munish Bhashin, AudioCodes Country Manager in India, stated: “We see our successful deployment at Epicenter as proof of the viability of the AudioCodes Mediant platform. Mediant is a perfect fit for contact centers, thanks to its attractive pricing, excellent scalability, and easy upgradability.”

“As call centers migrate from TDM-based networks to IP telephony, the Mediant platform will continue to provide unparalleled performance and return-on-investment.”

About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice over IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader focused on converged VoIP & data communications and its products are deployed globally in Broadband, Mobile, Enterprise networks and Cable. The company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Routers, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers and Value Added Applications. AudioCodes' underlying technology, VolPerfect HDTM, relies on AudioCodes' leadership in DSP, voice coding and voice processing technologies. AudioCodes High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication experience in Voice communications.

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