

 **Salmat Case Study**

AudioCodes Gateways Enable Smooth Integration between Legacy TDM and IP Contact Center Platforms

Salmat selected AudioCodes' Mediant Media Gateways to connect its TDM and IP-based contact center operations to the PSTN. The Mediant platform's field-proven support for PSTN and SIP connectivity, along with its powerful routing capabilities and voice quality mechanisms, ensured that Salmat could efficiently consolidate its PSTN connections, resulting in simplified management and operational cost savings.

Background

Australia-based Salmat (www.salmat.com.au) is an international leader in the delivery of customer communication solutions, operating contact centers dedicated to integrated multi-channel customer engagement in three countries.

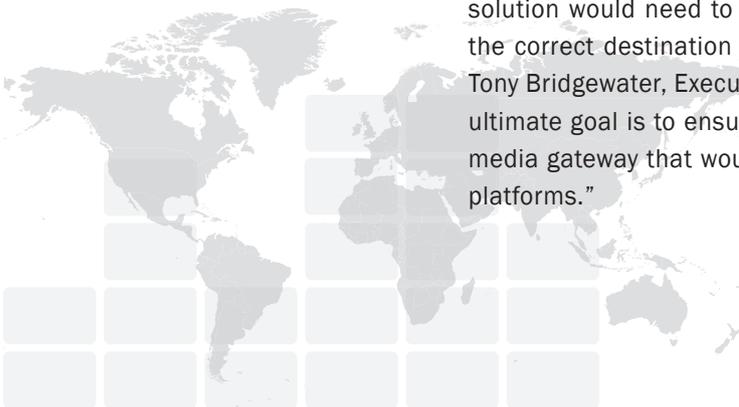
Salmat's New Zealand contact center operation employed two communication platforms - working in parallel - for handling of incoming telephony traffic:

- A TDM-based PBX from Alcatel-Lucent
- Avaya's Session Manager IP-PBX

For each platform, Salmat maintained a separate group of E1 links that were used to connect to the PSTN. In order to reduce operating costs and improve customer service, Salmat proposed to deploy a media gateway that would provide interworking capabilities between their legacy and new-generation PBXs, and would serve as a single point of contact with the PSTN.

Challenges

Salmat, which has already deployed AudioCodes solutions at its Australian site, needed to integrate the TDM and IP-based PBX systems at its New Zealand operation while ensuring seamless interoperability with the PSTN. By funneling all PSTN traffic via one device, Salmat could consolidate all its PSTN connections, thereby simplifying management and reducing costs. In order for this move to be successful, the new solution would need to offer flexible call routing to ensure all calls were diverted to the correct destination and handled in the most appropriate way. "In the end," said Tony Bridgewater, Executive General Manager - Technology & Products at Salmat, "our ultimate goal is to ensure our customers' satisfaction. To achieve this, we needed a media gateway that would provide efficient and reliable call routing between our two platforms."



Solution

Salmat chose AudioCodes' field-proven, state-of-the-art Mediant Media Gateways to interconnect its legacy and IP PBXs, serving as a single point of connection with the PSTN. As a result, Salmat was able to aggregate all of its E1 resources into a single pool, improving the efficiency of its PSTN interconnectivity and network manageability.

The Mediant platforms' intuitive web-based interface allows for easy provisioning of rule-based call routing. With its advanced dialed number analysis and manipulation capabilities, Mediant gateways ensure that each call is automatically directed to the correct contact center platforms, which ensure in turn that an appropriately qualified agent takes the call.

Tony Bridgewater added, "AudioCodes' media gateway provides us with excellent voice quality, while helping us to simplify network management and reduce our operating expenditure."

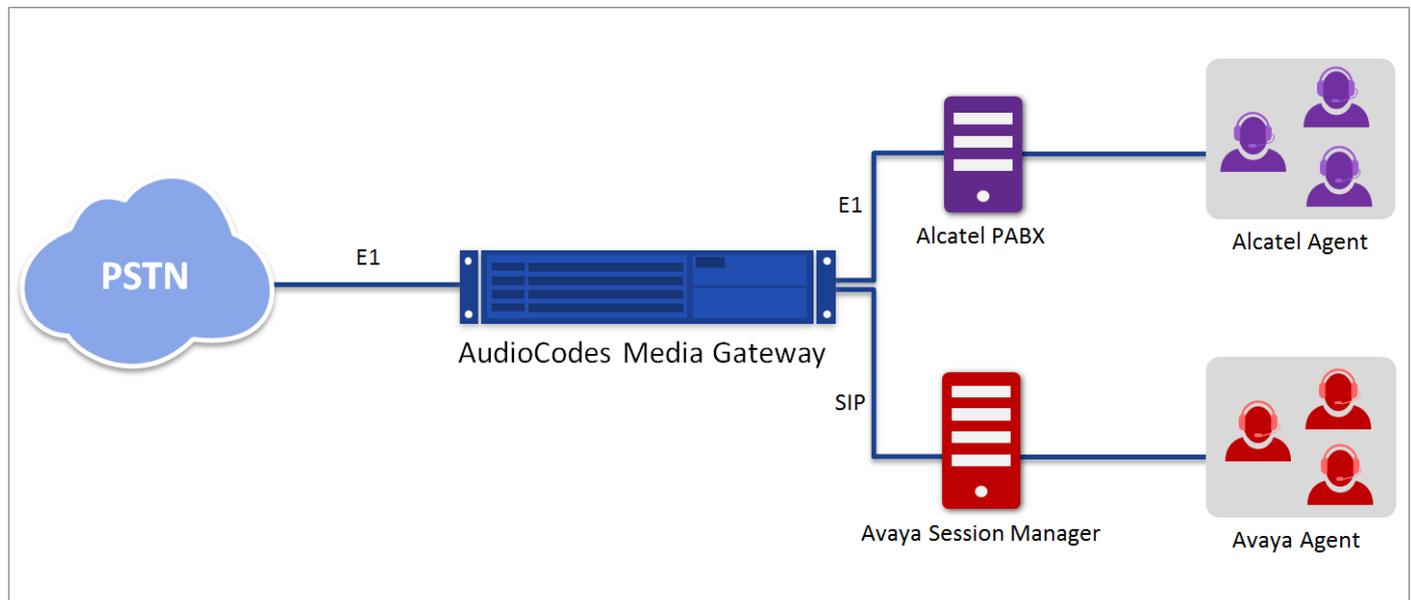
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Tony Bridgewater

Executive General Manager - Technology & Products at Salmat

AudioCodes' Mediant family is an ideal media gateway solution for contact centers, providing field-proven interoperability with a wide selection of contact center platforms. The Mediant platforms scale easily to accommodate increased volume requirements, while in-built resiliency features, such as dual redundant power supplies, enhance system reliability.

Tony Bridgewater continued, "Salmat fully utilizes both the TDM and SIP capabilities of the Mediant media gateway. We have been able to consolidate PSTN interconnectivity while improving the service we provide to customers."



Results

Today, Salmat maintains Mediant media gateways at its two New Zealand sites, each supporting 16 E1 links. Salmat's expanding deployment of AudioCodes' media gateways is a testament to the benefits of AudioCodes' solution for contact center operators, including:

- Broad interoperability with both SIP-based and traditional telephony systems - ensuring smooth deployments
- Increased reliability and high voice quality - improving customer satisfaction
- Centralized management solution - simplifying network operations and reducing costs

AudioCodes Mediant platforms' proven flexibility eases the migration to IP networking while reducing CAPEX and enhancing customer ROI.

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, VoIPerfect 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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