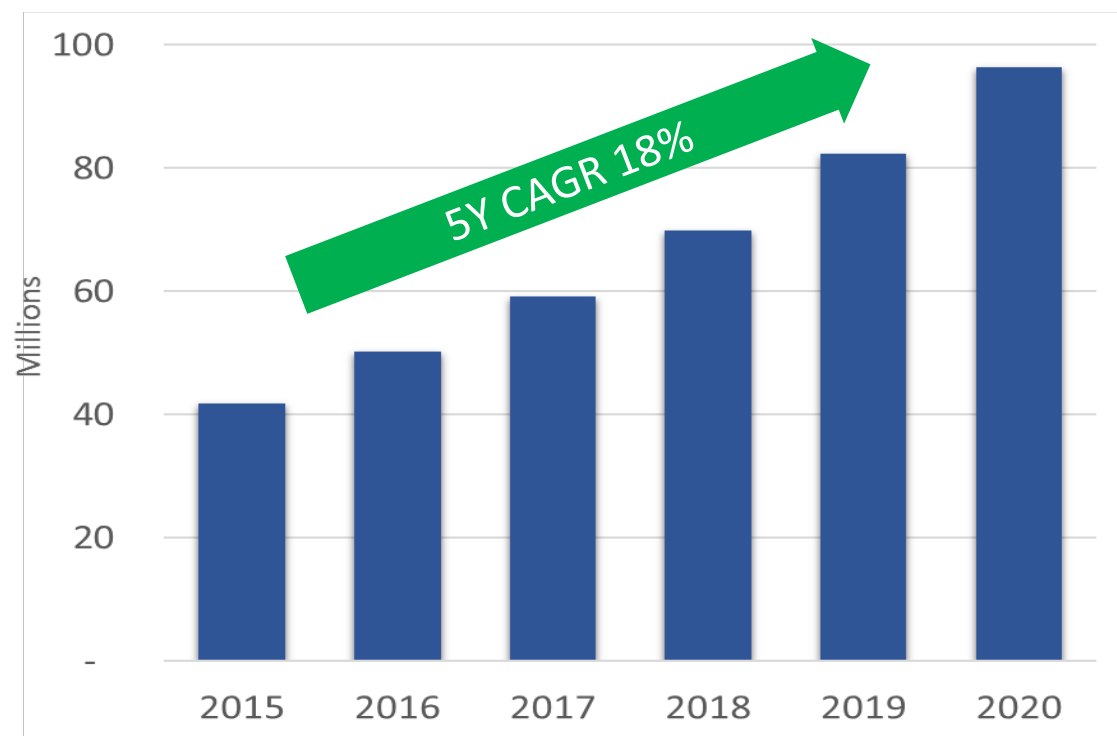




# **Enhanced Voice Quality Solutions for UCaaS Providers**

# The Rise of Cloud UC Services

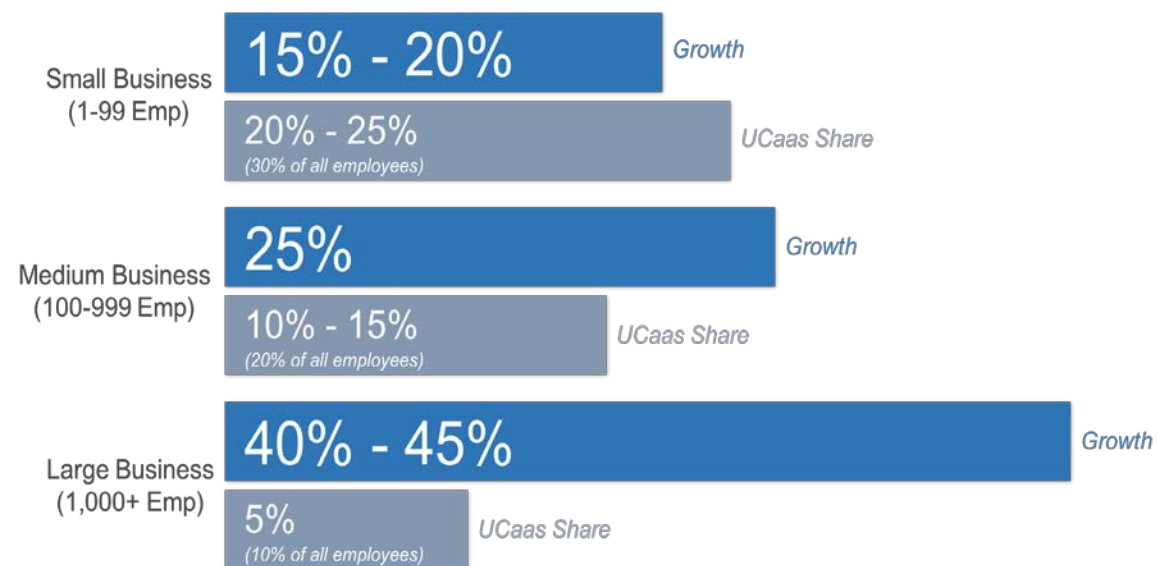
Cloud based telephony seats  
Out of total ~450m business seats



Source: Gartner

*“between 30% and 38% of SMB buyers intend to purchase UC solutions from a cloud service provider over the next 3 years”*

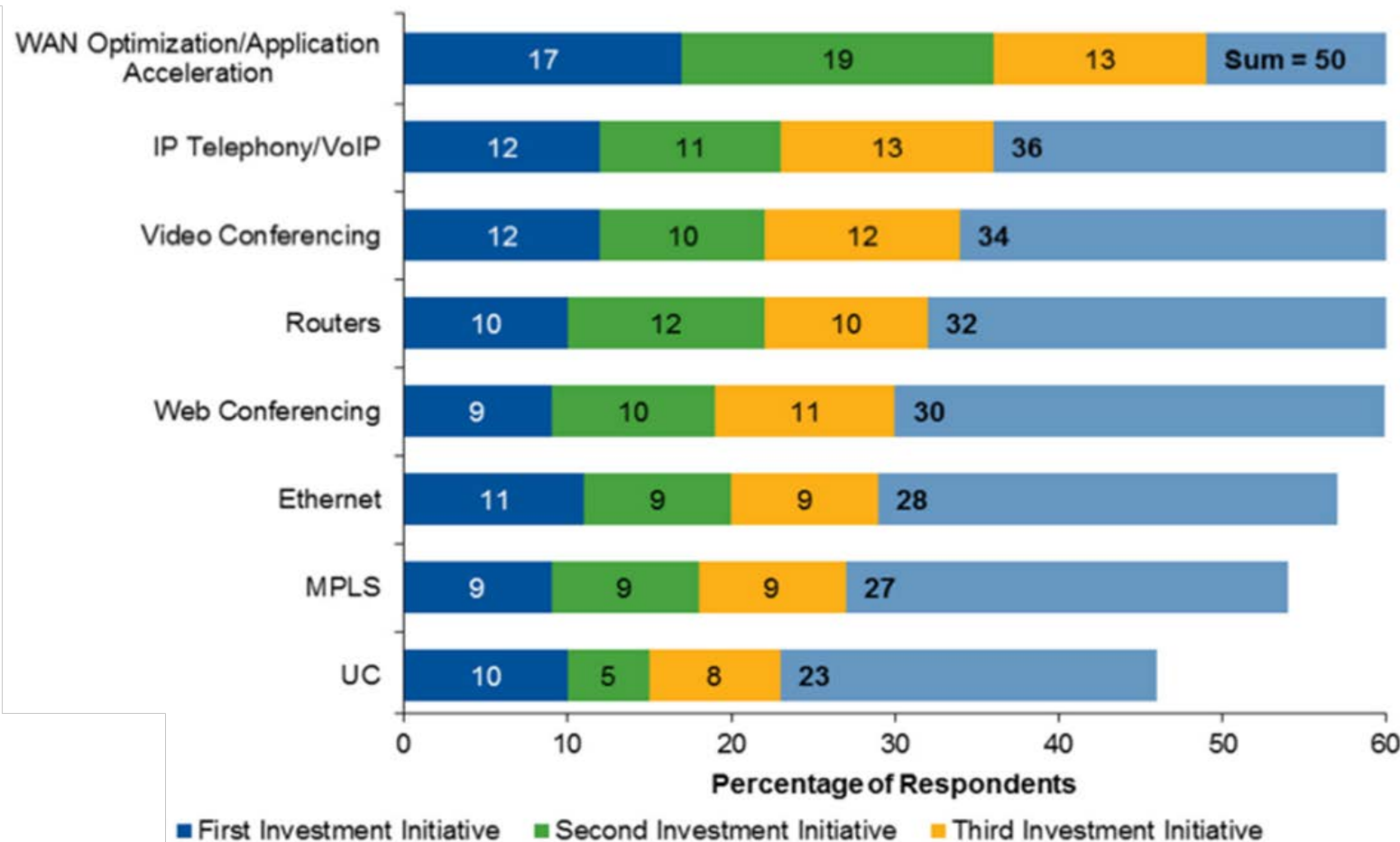
*Gartner Forecast Overview: Small-and-Midsize-Business IT Spending, Worldwide, 2015*



Source: Gartner

# Top SMB IT Priorities: WAN Optimization and VoIP

Figure 2. "What Are the Top Three Investment Initiatives for Your Organization in the Area of Networking and Communications in the Next 12 Months?"



Source:  
Gartner Forecast Overview:  
Small-and-Midsize-  
Business IT Spending,  
Worldwide, 2015

# Cloud UC Providers Key Challenges



Meet Customers Service Demand  
(Quality, Availability, Security)



Simplify Operation  
(Installation, Management, Support)

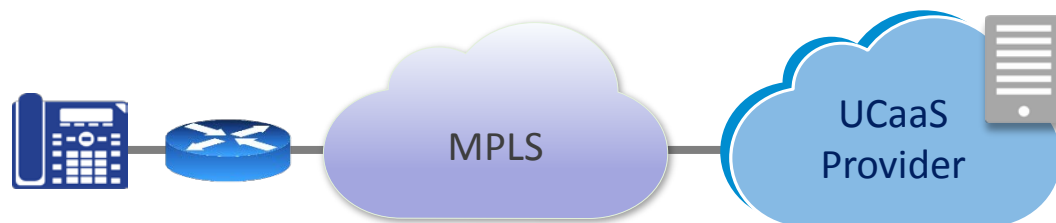


Reach Broader Customer Base  
(Any size, Any location)



# Cloud UC Connectivity Options

## Managed – 3<sup>rd</sup> party MPLS / Local Loop Unbundling



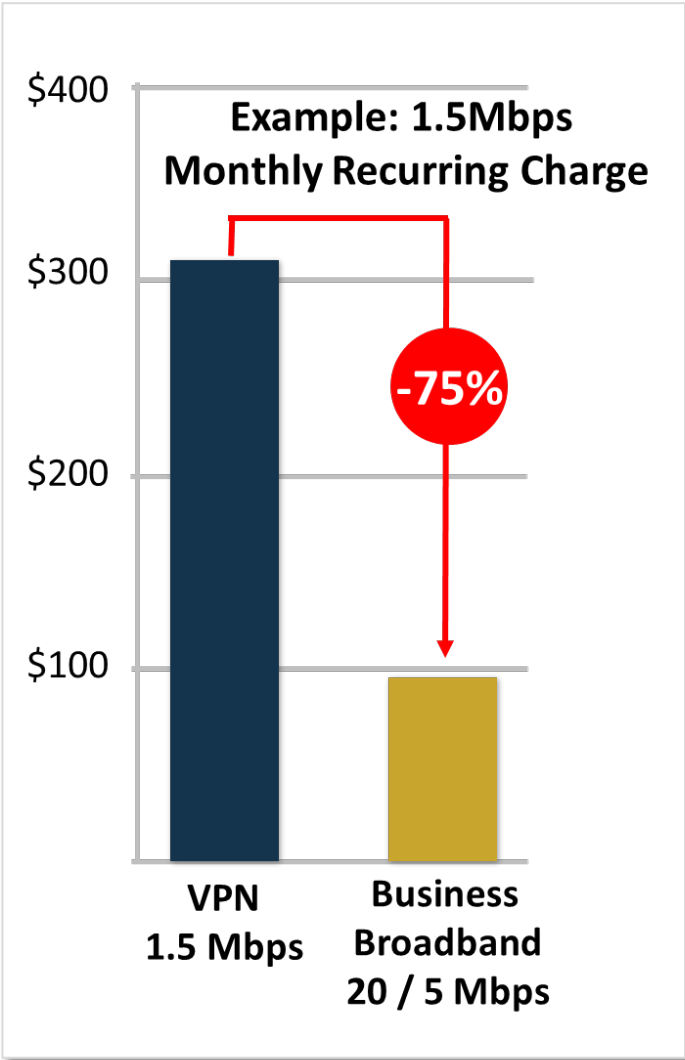
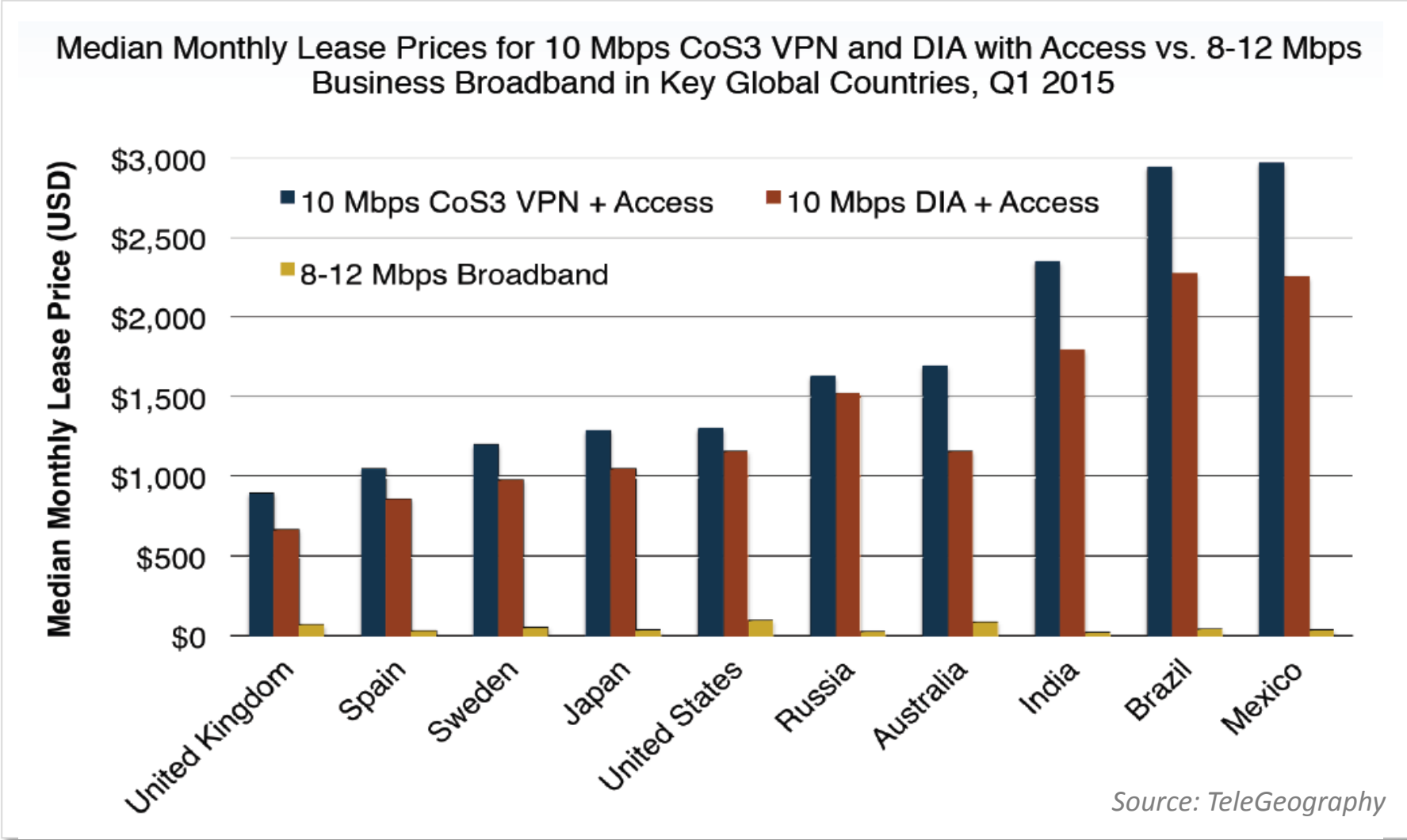
- High cost
- Managed by 3<sup>rd</sup> party
- Long setup time
- End to end QoS
- Highly secured

## Unmanaged – Rely on the Public Internet



- No LAN/WAN visibility
- Close to zero QoS control
- Less secured
- Low cost
- Simpler operational and shorter setup time

# Huge Price Different between MPLS and Broadband





# The Broadband Internet still has Performance Issues

## Network Performance of Major Tier-1 US Internet Backbones

Connectivity between ISPs shows high packet loss figures

		Destination - Packet Loss (%) - Last 1 Hour								
! abc		AT&T	CenturyLink	Cogent	Level3	Savvis	SBC	Sprint	Verizon	XO
AT&T	0	0	2.56	0	0	0	0	0	0	0
CenturyLink	0	0	0	0	0	0	0	0	0	0
Cogent	0	0	0	0	0	0	0	0	0	0
Level3	0	0	0		0	0	0	0	0	0
Savvis	0	0	0	0	0	0	0	0	0	0
SBC	0	0	0	0	0	0	0	0	0	0
Sprint	0	0	0	14.29	0	0	0	0	0	0
Verizon	0	0	0	11.11	0	0	0	0	0	0
XO	0	0	0	0	9.09	0	0	0	0	0

Healthy < 90ms Latency. Warning < 180ms Latency. Critical > 180ms Latency.

Almost all ISPs experience packet loss when monitoring for a 24 hours duration

		Destination - Packet Loss (%) - Last 24 Hours								
! abc		AT&T	CenturyLink	Cogent	Level3	Savvis	SBC	Sprint	Verizon	XO
AT&T	0	0	0.10	0.53	0.53	0	0	0	0	0
CenturyLink	0	0	0.11	1.05	0.52	0	0	0.18	0	0
Cogent	0	0	0.13	0.63	1.55	0	0.11	0.43	0.05	0
Level3	0	0	0.64		0	0	0	0.70	0	0
Savvis	0	0	0	1.05	0	0	0.53	0	0	0
SBC	0	0	0.22	0	2.11	0	0	0	0	0
Sprint	0	0	0.63	0.53	0	0	0	0.36	0	0
Verizon	0	0	0.14	1.47	0.36	0	0	0.36	0.09	0
XO	0	0	0.21	0.70	1.06	0	0	0.12	0	0

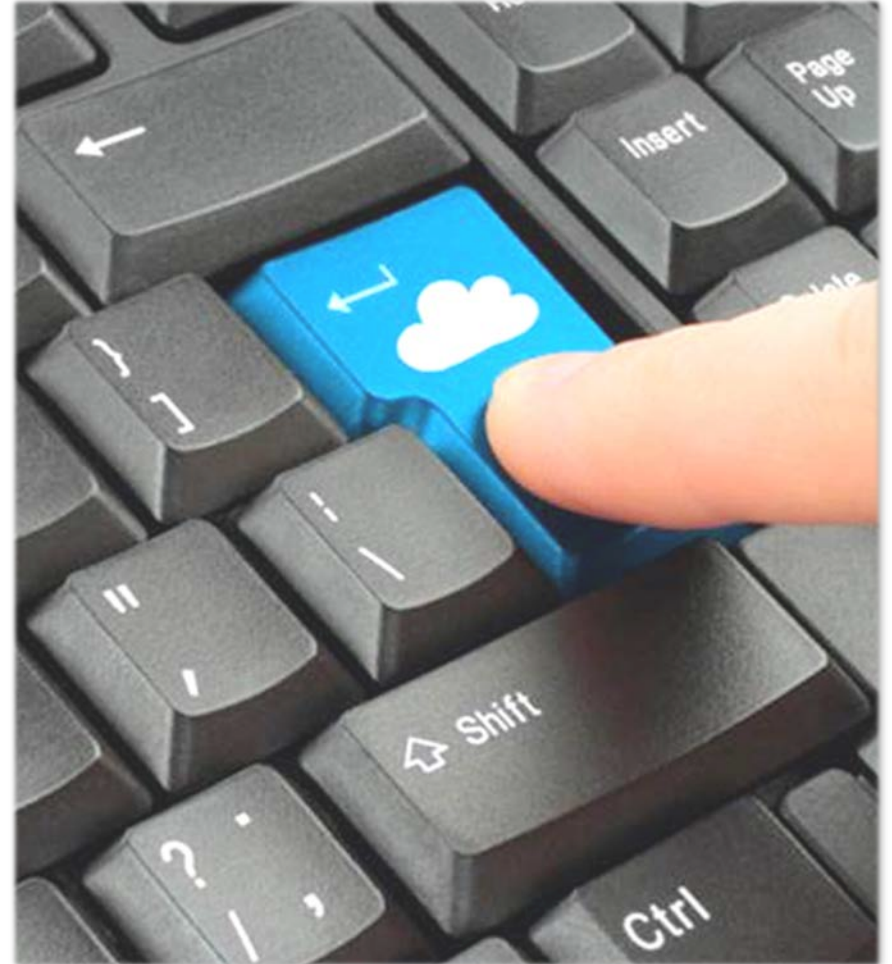
Healthy < 90ms Latency. Warning < 180ms Latency. Critical > 180ms Latency.

Source: InternetHealthReport.com

# Can Broadband be Leveraged for High Quality Hosted Services?

## Create premium SLA offering for SMEs

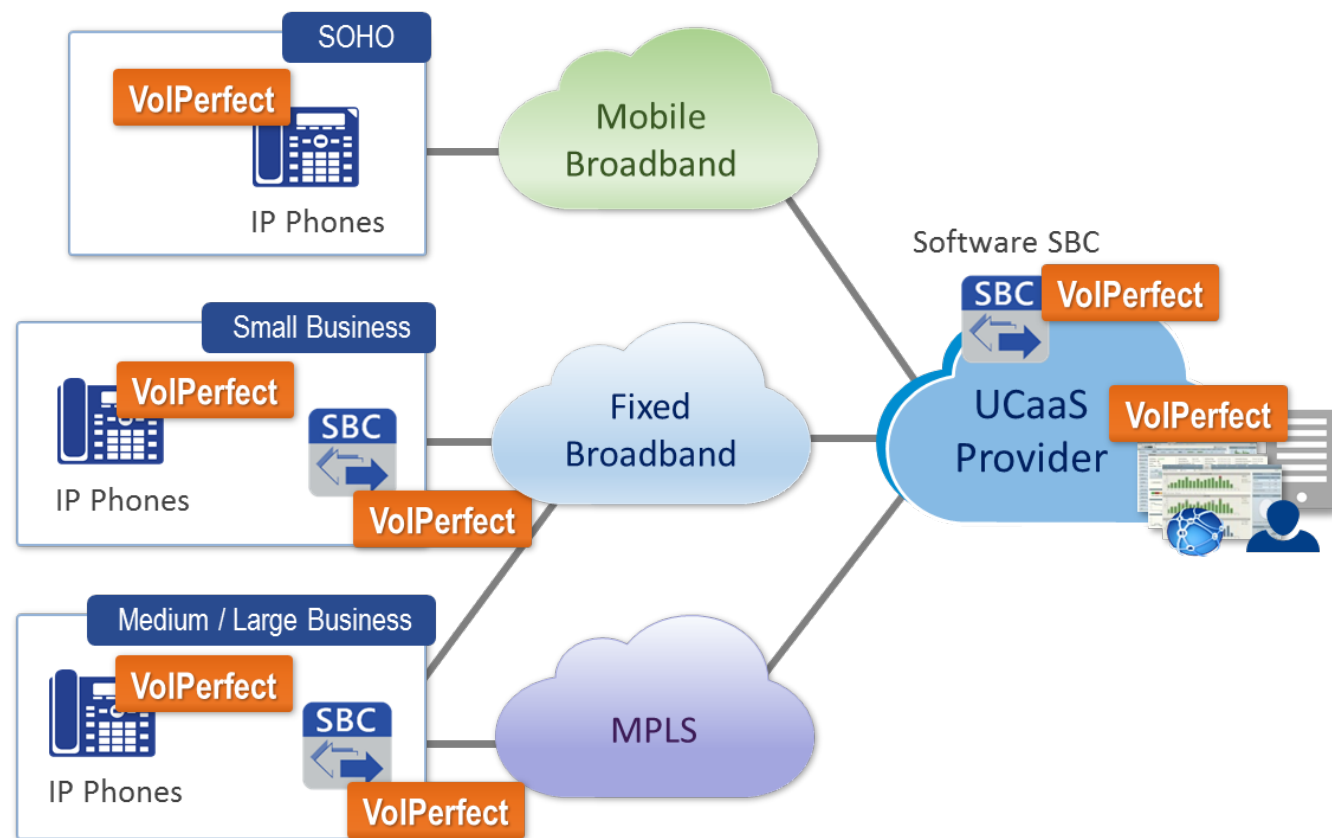
- Cost-effective connectivity
- Uniformly, Globally available
- Quick time to service activation
- Consistent High Quality of Service
- Secured services
- Business availability





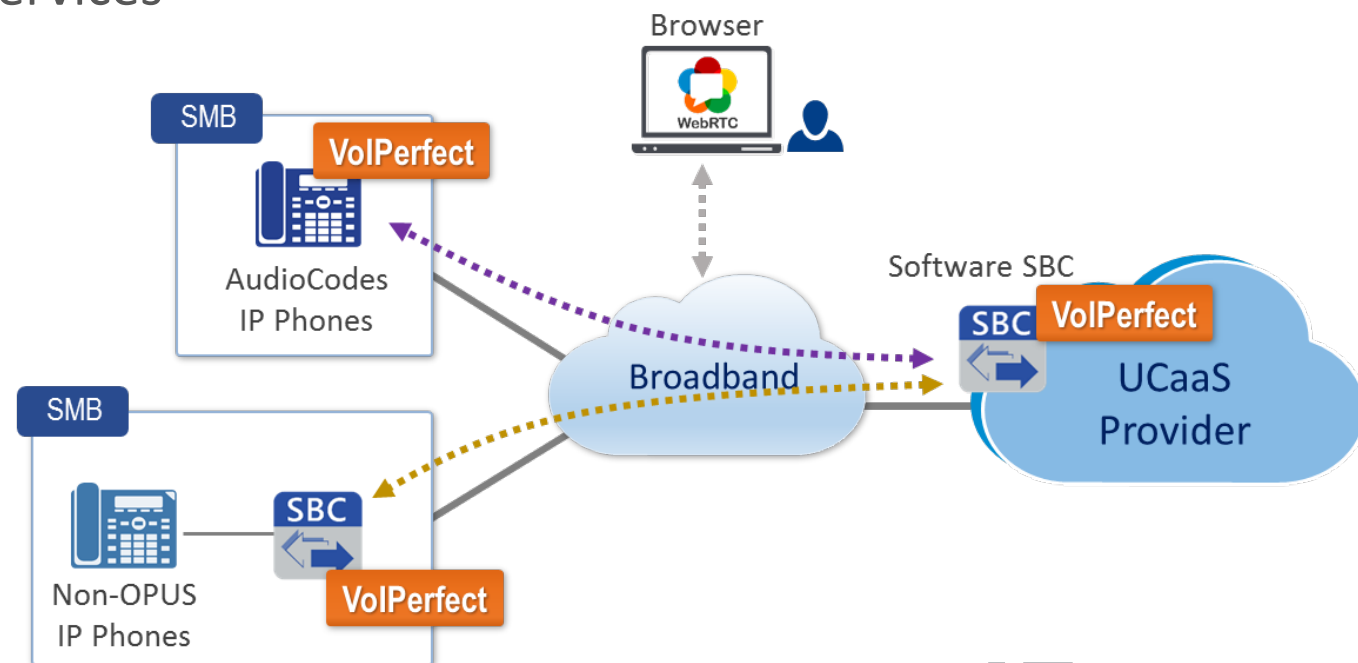
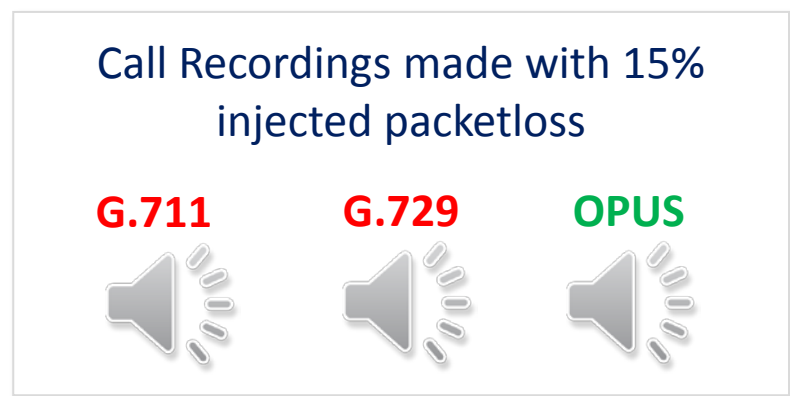
# Introducing VolPerfect™

- Deliver Reliable, High-quality and Secured voice services in unmanaged Broadband networks
- Based on unique technology that is integrated in AudioCodes connectivity platforms and terminals
- Simple and centralized installation, management and monitoring of all the VoIP devices



# Create New Business Opportunities with VoIPerfect™

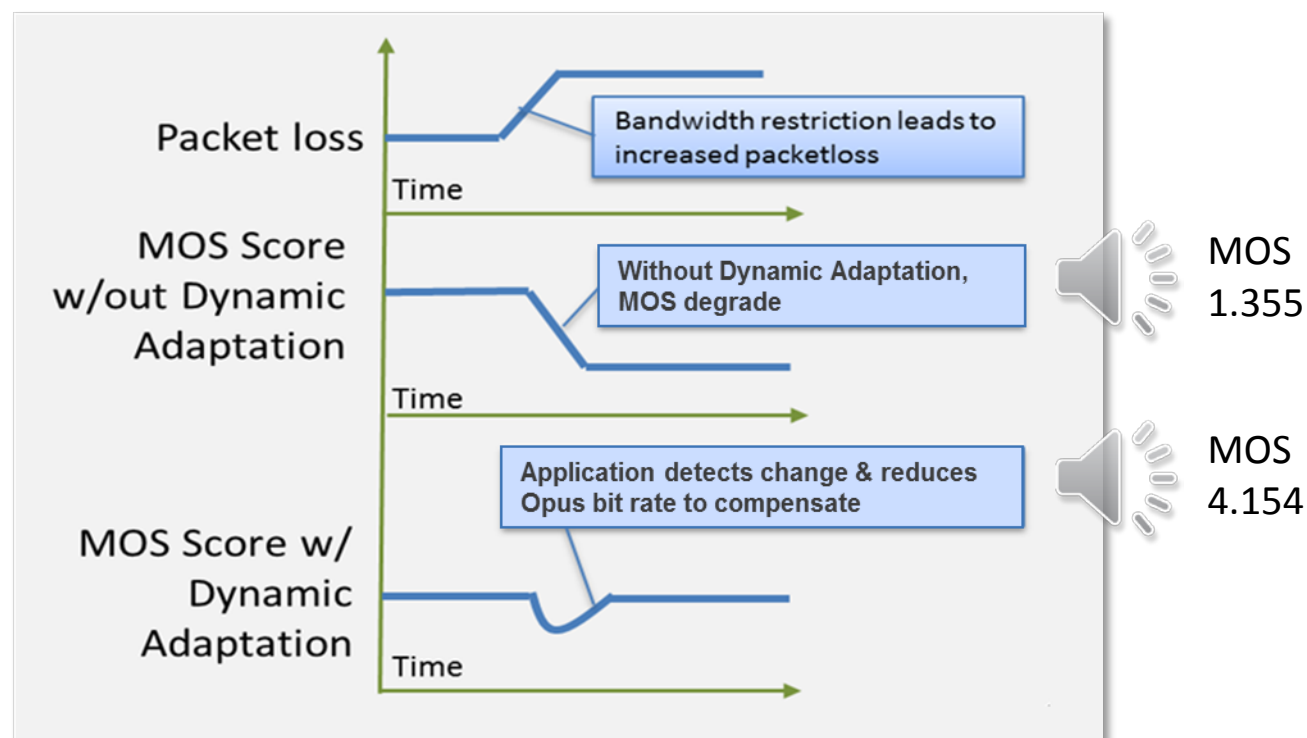
- Designed to handle high packetloss & jitter inherent in unmanaged Internet
- Based on OPUS support in AudioCodes IPPs, session border controllers and routers
- Demarcation facilitates integration of non-OPUS platforms (IPPes, PBXs etc.)
- Multi-link resiliency in SIP Trunk environments
- Enables direct connection with WebRTC services



# Enhance the OPUS Voice Quality

## Dynamic Voice Quality Adaptation

- Monitor the network conditions and characteristics
- Dynamically changes OPUS coder configuration (bit rate, FEC, ...) to optimize Voice Quality





# AudioCodes

Our Quality. Your Success.

Thank you