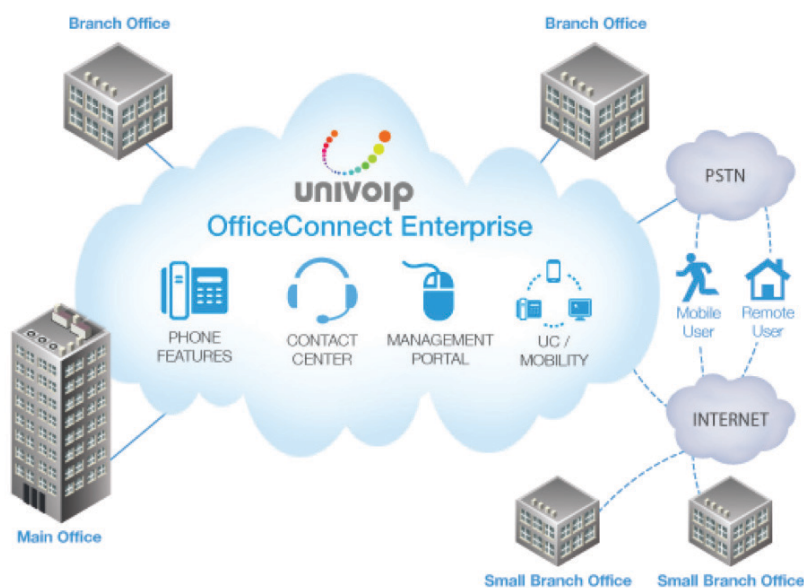


# UniVoIP Builds Best-of-Breed Network in the Cloud with Ribbon SBCs

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UniVoIP lives up to its name every day, providing small and medium businesses with a single, trusted source for cloud communications including IP telephony, contact center solutions and Unified Communications (UC) to provide better mobility, flexibility and efficiency to its customers. The advantages of a cloud-based communications platform (across private data or broadband) include improved scalability, faster deployment of new services, a consistent experience for mobile employees, and an attractive pay-as-you-grow cost model.

Beginning with a handful of business customers in 2006, UniVoIP has grown to become one of the nation's leading hosted communications providers, with clients ranging from small businesses with dozens of subscribers to multinational corporations with dozens of branch offices and thousands of subscribers. Large or small, UniVoIP's customers can always count on one thing: a carrier-grade communications experience featuring exceptional voice quality, reliability, simplicity and high-end features at a lower cost of ownership. Providing a secure, high-quality experience in the cloud presents its own challenges, however, and required that UniVoIP make the right infrastructure choices to cloud-enable their network.



### The Challenge:

- Provide a carrier-class cloud experience to small and medium businesses that supports mission-critical applications with five-nines of availability
- Protect enterprise customers from DoS and other malicious network attacks while supporting an open, flexible communications platform that embraces multiple devices

### The Solution:

- Redundant pairs of Ribbon SBCs deployed in data centers provide customers 99.999% availability with geo-redundancy for workload balance and business continuity. Ribbon SBCs block network attacks, enable UniVoIP to quickly connect, and "normalize" peer connections to rapidly expand their services into new regions/countries

## Taking Businesses to Cloud Five-Nines

Small and medium businesses traditionally struggle with maintaining and operating their own communications networks. The costs associated with on-premise PBXs and voice-trunking services plus the complexity of integrating applications such as audio/video conferencing, contact center applications and Unified Communications solutions can consume a significant amount of an IT department's time and budget. As a result, more IT managers and CIOs are interested in moving their communications platform out of their own network and into the cloud as a hosted service. But before they do that, they need to be confident that the cloud service will meet or exceed their current levels of quality and reliability, provide the same and newer features and, of course, cost less than what they're currently spending.

**Matt Ladewig, VP of Network Operations at UniVoIP**, sees the Ribbon SBC as a critical piece in their cloud architecture. "SBCs are the first and the last line of defense in a communications network," says Matt, "so it's not an understatement to say that our entire business depends on our Ribbon SBCs. We weighed the decision to choose Ribbon very carefully, because we knew our customers would be weighing their decision based largely on security and reliability."



"With UniVoIP, you can eliminate complex and expensive hardware, offload IT staff, and implement modern and reliable distributed Contact Center solutions for a predictable cost. That's a rare opportunity in the IT world!"

- Andrew Latimer,  
Digital Room Inc.



"Managing over 80 sites was very challenging. Now we have a single cloud based solution, with centralized call center and single productivity reports able to add and reduce agents based regional patient demand." says Ryan Dyer, VP of Operations at RadNet Management Inc. Another shortcoming of the distributed PBX architecture was the impracticality of deploying value-added voice applications such as distributed Contact Center, Extension to Extension across sites, hotdesking... "It just isn't economically feasible to install a separate set of application servers in each field sales office," says Ryan."



In order to provide an exceptional, enterprise-class cloud experience for their customers, UniVoIP built a carrier-grade network from the ground up including a complete suite of industry-leading communications applications from Mitel, voice and data connectivity from Level 3 Communications (now CenturyLink) and advanced real-time communications routing and security from Ribbon. With the cloud infrastructure it has today, UniVoIP is unique in the industry, offering a complete communications solution — IP telephony, Internet services, Unified Communications, contact center — from a single vendor as a cloud service.

### Ribbon SBCs Bring UniVoIP Cloud to New Heights of Security, Reliability

Reliability is a key metric for any mission-critical system; when networks go down, enterprises lose revenue and customer confidence. To meet their goal of five-nines (99.999%) availability, UniVoIP needed to protect their cloud-based network from the very real threat of denial-of-service (DoS) attacks and malicious IP packets that can originate from communications devices (such as smartphones and softphones). Beyond that, UniVoIP needed to protect its network from a single point of failure in the event of a natural disaster. The cloud-based communications provider found a solution to both problems with the selection of Ribbon's SBCs.

A session border controller (SBC) acts as a border device between communications networks and the outside world, which could be a single phone or a completely different network with hundreds of thousands of subscribers. SBCs examine incoming packets, blocking "bad" packets from entering the network while routing "good" packets to their end destination based on a variety of criteria such as cost, quality and speed (collectively known as routing policies). Ribbon SBCs are used by many of the world's leading carriers because of their strong security, robust policy support and exceptional performance under heavy workloads.

UniVoIP's decision to deploy a redundant high-availability pair of SBCs in their two data centers provided them with a geo-redundant solution that ensured their cloud-based communications platform would meet their customers' need for reliable real-time communications at any hour, day or night

### For UniVoIP's Cloud Solution, the Sky's the Limit

Since deploying SBCs in their network data centers, UniVoIP has seen benefits beyond better security. For example, the SBCs built-in media transcoding has enabled UniVoIP to offer wider multi-device support for its customers, which has become increasingly important as small and medium businesses look to embrace Bring Your Own Device (BYOD) strategies. Ribbon SBCs enable UniVoIP to open up the conversation to more devices and applications such as Microsoft Skype, which gives their customers the flexibility to save money without sacrificing quality or centralized management.

Ribbon SBCs have also helped UniVoIP expand their own conversation with more partners by using SIP normalization to smooth out the differences in network protocols that can create communications glitches between networks. Because Ribbon is deployed in so many networks, UniVoIP gained the confidence to partner with more networks including international carriers, which meant the UniVoIP cloud can follow customers wherever they travel.