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For wholesale communications carriers, success depends on making the right connections, for their service provider customers and the subscribers they serve. And while those connections usually appear seamless to their customers, they can be anything but simple, often involving a complex series of tasks, both at the network peering interface level and in the carrier's own back office, where millions of sub-second decisions on pricing, billing, service quality monitoring and more take place. For years, Global Convergence Solutions (GCS) has helped the world's leading wholesale carriers automate and simplify these back-office processes though its next-generation operational support systems (OSS) and business support systems (BSS) solutions.

Increasingly, wholesale carriers are looking to the Cloud as way to further simplify their network operations, reduce their costs and expand their market reach. According to a Gartner report, Infrastructure as a Service (IaaS) is the fastest-growing segment of the Cloud services market (source: "Forecast Overview: Public Cloud Services, Worldwide, 2013 Update"). These trends, coupled with the emergence of new technology such as SIP trunking and Unified Communications, presented an opportunity for GCS to expand its own offerings by providing a complete carrier solution in the Cloud, dubbed the Dynamic Carrier-in-a-Box (dCBOX) solution.

dCBOX Opens New Opportunities, Markets for Wholesale Carriers

Moving network software and hardware into the Cloud can reduce costs and address the need for dynamic scalability, but it can also be a heavy lift for many carriers, especially those with finite IT resources and limited experience with Cloud platforms. In developing its dCBOX solution, GCS sought to make it easier for carriers to expand their market reach via the Cloud without sacrificing quality or adding network complexity. Fortunately for GCS, they already had a robust set of software-based applications that could be delivered via a Cloud environment, including their routing software, rating/pricing tools, number portability solutions, quality-of-service monitoring and more. What they lacked was the voice traffic platform itself, the session border controller (SBC), to underpin and complete their offering.

An SBC provides the secure network interface between carriers and their peers, a crucial element in today's Session Initiation Protocol (SIP) communications such as Voice over IP (VoIP), video and Web Real-time Communications (WebRTC). In addition, the SBC provides important network services such as load balancing, media transcoding and signal interworking that enable different networks (and different devices from those networks) to communicate seamlessly with each other. In evaluating SBC platforms for their dCBOX solution, GCS weighed several key criteria—including reliability, scalability and real-world performance—a process that soon led them to choose the industry-leading Sonus SBC5100 session border controller. As GCS' president and chief technology officer, Jay Meranchik, recalls, "When we made the strategic decision to include a hosted SBC in our dCBOX solution, we selected Sonus without reservation. Based on our experience with Sonus as a company and with their products, we were confident that their SBC would perform extremely well and require minimal support on an ongoing basis."

Cloud-Based Solution Offers Clearly Better Business Model for Carrier Expansion

By moving carrier-class voice traffic interconnect into the Cloud and combining it with an automated OSS and BSS management solution, dCBOX enables carriers of any size to expand into new geographies in as little as 15 days. Because the SBC5100 supports multi-tenancy, carriers can lease as few as 10 SIP sessions or as many as 10,000 SIP sessions (or more) through the dCBOX solution, adopting the pay-as-you-grow model that has made the Cloud so cost-effective for many businesses. GCS has also increased the simplicity of a hosted SBC solution by integrating its own software user interface with the Sonus provisioning system. This integration eliminates the "swivel chair" management of multiple systems, enabling carriers and over-the-top (OTT) service providers to remotely control their solution with a high level of precision without requiring a high degree of SBC training.

For GCS and their new Cloud-based solution, the sky is the limit. "The Sonus SBC5100 has exceeded our performance expectations in every meaningful category," says Jay Meranchik. "Now we're looking at expanding our Sonus SBC footprint, both here in the U.S. and in other markets. Our goal is to take the dCBOX solution to every market in the world, and we believe the Sonus SBC platform will get us there faster."

About Sonus Networks

Sonus is a leader in IP networking with proven expertise in delivering secure, reliable and scalable next-generation infrastructure and subscriber solutions. With customers in over 50 countries across the globe and over a decade of experience in transforming networks to IP, Sonus has enabled service providers and enterprises to capture and retain users and generate significant ROI. Sonus products include session border controllers, policy/routing servers and media and signaling gateways. Sonus products are supported by a global services team with experience in design, deployment and maintenance of some of the world's largest IP networks. For more information, call 1-855-GO-SONUS

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