AudioCodes Case Study

POCOS

Customer: Pocos
Website: www.pocos.nl
Location: The Netherlands
Industry: Telecommunications

Customer Profile:

Pocos is an independent wholesale internet service provider and telecom operator providing innovative solutions for business connectivity, hosted telephony environments, SIP trunking, data center services and mobile solutions.

Challenges:
- Limited resources for inhouse development
- No MSFT Teams certification
- Improving uptime

AudioCodes Solutions:
- Mediant VE virtualized SBCs in high-availability setup, with Microsoft Teams Direct Routing and SIPREC support
- One Voice Operations Center management tool
- Floating licences

Benefits:
- Secure and reliable SIP trunk integration with Microsoft Teams customers
- Integration with fixed and mobile networks
- Improved operational efficiency with centralized voice network management
- Rapid identification and resolution of voice network and quality issues

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POCOS

Scalable, reliable SBCs with Microsoft Teams Direct Routing support for a hosted voice service

By choosing AudioCodes' virtualized SBC, Pocos expanded its portfolio by offering SIP trunks certified for use with Microsoft Teams Direct Routing. In conjunction with AudioCodes One Voice Operation Center, Pocos's customers benefit from a certified, mature and stable solution. Pocos found in AudioCodes a trusted partner to further support its future growth.

Background

Based in Eindhoven in the Netherlands, Pocos has stood for "Connectivity that beats" since 1997, offering a wide range of innovative solutions in the field of connectivity, telephony and cloud services. The Pocos platform is accessible via almost all copper and fiber infrastructures in the Benelux region.

As a wholesale service provider, Pocos sells solely through its partner channel. The core of its network is built in-house and based on open-source platforms, enabling its channel partners to deliver the most distinctive and complete products and service portfolio with minimal upfront investment.

Challenges

For several years, Pocos had been very successful in offering a hosted VoIP solution using its own infrastructure, based on open-source components such as Kamailio and RTP-Engine. Together with a strong focus on end-user voice applications, this led to impressive growth in its partner network and customer base. However, due to the company's limited in-house development and support capacity, this home-grown solution became a constricting factor in terms of scaling, functionality and stability. This was further emphasized by Pocos's inability to offer Microsoft Teams certified SIP trunks. As a result, Pocos decided to look for a partner that could offer a mature and stable solution to drive its future growth.

The existing Pocos platform was expanded using AudioCodes Mediant VE virtualized SBCs deployed in Pocos's private cloud infrastructure.

By deploying AudioCodes SBCs, Pocos could meet the market demand and keep catering to the wishes of its customers.

"We are confident that selecting AudioCodes to provide Microsoft Teams Direct Routing connectivity was the correct strategic decision for Pocos. Throughout our research, AudioCodes has been able to either meet or exceed our requirements for a carrier-grade platform for our organisation. The support provided by the local AudioCodes team and distributor Actis helped create the confidence to launch this collaboration."

Simon Poels, *Owner at Pocos.*

Solution

Pocos chose to work with AudioCodes mainly due to the deep commitment AudioCodes displayed during the planning of the deployment. Together with distributor Actis there were multiple on-site visits, design sessions, support for a proof-of-concept (POC) trial and technical training. This gave the Pocos engineers an excellent opportunity to get hands-on experience with the AudioCodes solution. Together with the engineers from AudioCodes and Actis, a design was created where the existing Pocos platform was expanded using AudioCodes Mediant VE virtualized SBCs deployed in Pocos's private cloud infrastructure. The AudioCodes SBCs function both in an access role interfacing with customers' voice platforms and in a peering role to connect with various carriers. Adding the AudioCodes SBCs gave Pocos the option to expand its connectivity portfolio by offering SIP trunks certified for use with Microsoft Teams Direct Routing. AudioCodes' One Voice Operations Center (OVOC) was deployed as a centralized voice network management solution and to offer detailed voice quality monitoring and troubleshooting capabilities.

Results

The ability to offer SIP trunks certified for Teams Direct Routing coincided perfectly with the introduction of Microsoft 365 Business Voice and the increased demand for comprehensive voice services and connectivity within Teams environments. At the same time (early 2020), global events drove a huge increase in the number of Teams users with more and more people switching to working from home. By deploying AudioCodes SBCs, Pocos could meet this market demand and keep catering to the wishes of its customers.

Another aspect of the solution that delivered tangible benefits for Pocos was the robust security offered by AudioCodes SBCs, in particular, their ability to shield customers' internal voice infrastructure. In addition to creating an extra layer of security and offering extensive interoperability with various endpoints, Pocos's operational staff reported a big increase in manageability.

OVOC enables Pocos to continually monitor the voice network, offering detailed call quality information from each individual call as well as offering always-available SIP traces in case of failed calls. This information is constantly aggregated and trends are plotted, allowing Pocos, for example, to mitigate peering-carrier issues before customers even notice any degradation in the service. By preventing issues rather than reacting to them, customer satisfaction is improved and service desk calls are reduced. This proactive approach to a high level of service perfectly matches the Pocos mission statement.

"We are confident that selecting AudioCodes to provide Microsoft Teams Direct Routing connectivity was the correct strategic decision for Pocos," said Simon Poels, Pocos owner. "Throughout the course of our research, AudioCodes has been able to either meet or exceed our requirements for a carrier-grade platform for our organisation. The support provided by the local AudioCodes team and distributor Actis helped create the confidence to launch this collaboration."