

Reality Check

APPLICATION SOLUTIONS FOR YOUR WORLD

Powered by Patton SmartNode, ZEOP Launches Business-Class VoIP Service for Réunion Island

On the island of La Réunion, businesses are making the transition to IP telephony. ZEOP, a local Internet Service Provider, wanted to offer VoIP trunk services to such enterprises—expanding on its established offerings for residential subscribers.

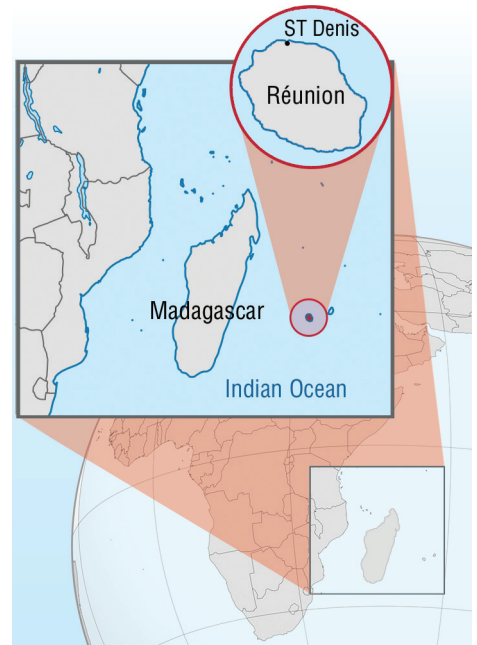
Most businesses are eager to realize the cost savings that come with switching from a traditional PSTN to a VoIP telephony service. Yet many enterprises are not so eager to give up their traditional private branch exchange solution. Typically such POTS (analog) or ISDN (digital) PBX systems are long-since paid for and working just fine. Swapping in a new IP-PBX cuts short the promise of continuing returns on such capital investment. Furthermore, re-training office personnel on the new user interface can be an

“Patton’s technical support team always had the right answer at the right time. Olivier Gaudet, the support engineer for our project, is a networking magician. We have ‘no issue’ thanks to his perfect product knowledge.”



Guillaume Desjardins
Director, Business Division
ZEOP

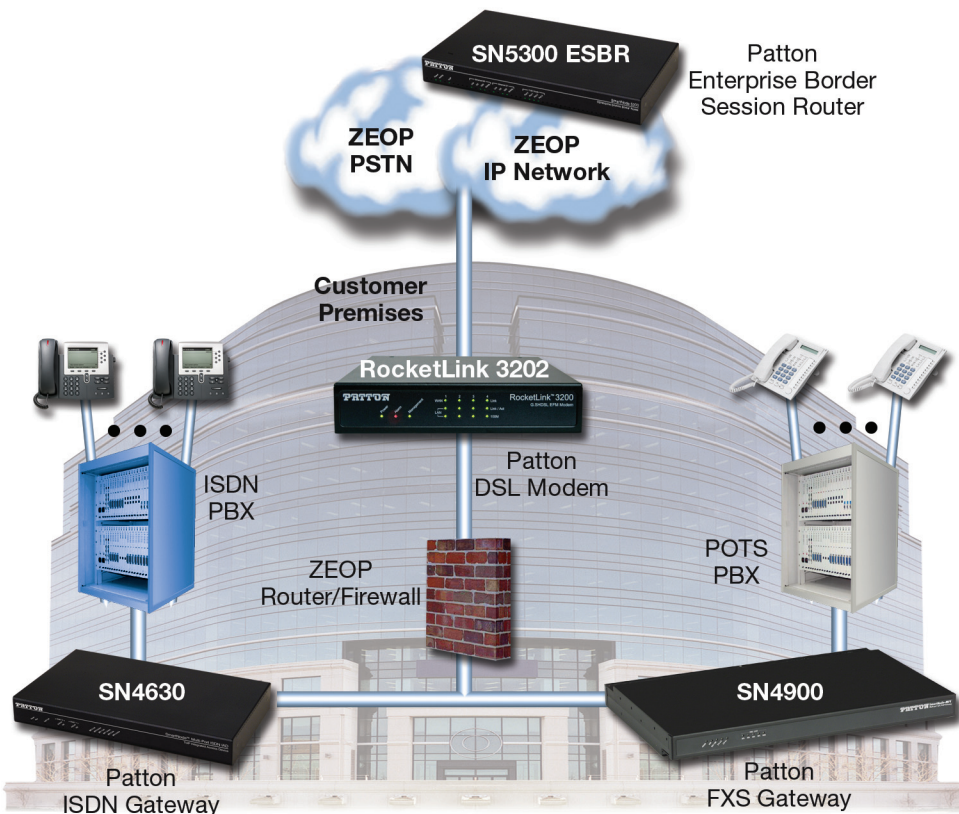
Where in the World is La Réunion?



unwelcome and costly disruption to operations and profitability.

Installing VoIP gateways on the customer premise allows companies to keep their existing PBX while migrating to IP telephony at their own pace. In order to successfully roll out a business-class VoIP service, selecting a reliable VoIP CPE that interoperates with the vast variety of installed PBX vendors is critical.

Guillaume Desjardins, the director of ZEOP’s new business services division, knew someone who could help with that selection. Bertrand Bouthillier, an acquaintance from a prior business deal (see *Back Story*), was Sales Director for France with Patton-Inalp Networks. Patton provides reliable, high-quality VoIP gateway solutions for analog telephony environments—and specializes in solutions for technically demanding ISDN phone systems.



Done deal. After the obligatory testing, ZEOP chose Patton VoIP CPE over AudioCodes and OneAccess. Responding to the question, “did Patton help you save money?” Guillaume answered, “The reliability of Patton products saved us many site visits. Three or four trips were necessary with OneAccess.”

Key Solution Elements

- **Session Border Router**—Designed to carrier specifications, the SmartNode 5300 Enterprise Session Border Router provides SIP-to-SIP normalization for up to 250 VoIP calls.
- **G.SHDSL Modem**—Delivering broadband access over installed copper cable, the RocketLink 3202 Ethernet First-Mile modem bonds up to 8 wires for symmetrical rates up to 2.3 Mbps.
- **ISDN Gateway**—With DownStreamQoS for maximum voice quality the SmartNode 4630 BRI So Router supports 4 or 8 VoIP/fax calls.
- **POTS VoIP Gateway**—The SmartNode 4900 IpChannelBank FXS/FXO Router supports 12 to 32 concurrent calls with support for SIP, H.323, T.38 fax—and more...

Back Story. Guillaume first became acquainted with Bertrand some six years ago. Having had founded Libertek (which later merged with ZEOP), Guillaume was working on a project that interconnected 27 branch offices for Bank de la Réunion.

“Bertrand is very professional. It is very nice to work with a sales person you can truly trust. We have a great business relationship.”

Guillaume Desjardins

Because of an interop problem between the SIP-based Cisco call manager and the H.323-based Avaya IP telephony equipment, the network was frozen.

Problem solved. SmartNode VoIP gateways can simultaneously support SIP and H.323 while providing translation between the two protocols. When Libertek deployed SmartNode equipment in the trouble spot...everything worked.

About ZEOP

One of seven telecom operators on the island of Réunion, ZEOP does not rely on the network infrastructure owned and operated by France Telecom. Unlike competing service providers, ZEOP is independent from the Incumbent having invested in building its own fiber-optic network.

Serving 15,000 residential customers, ZEOP recently launched its enterprise services division.

Employing 90-plus people, ZEOP uses FTTC (fiber-to-the-curb)/FTTH (fiber-to-the-home) technology to offer bundled or unbundled broadband internet, IP telephony, and IPTV services over last-mile coaxial cable.

About Patton

Patton is all about connections. It is our joy and mission to connect real-world customer challenges with high-quality, right-priced solutions—complemented by unrivaled customer service and technical support. Incorporated 1984, Patton has built everything from micro-sized widgets that connect “this-with-that,” to carrier-grade Telecom gear that connects subscribers to service-providers. Patton’s specialty is interconnecting legacy TDM and serial systems with new-generation IP-based voice, data, and multi-media technologies. Patton...Let’s Connect!

Key Benefits of SmartNode™ VoIP CPE for Internet Telephony Service Providers

- ✓ **Interoperability.** Patton did your homework for you! Patton’s interop program delivers certified interoperability with every major-brand PBX and softswitch.
- ✓ **Reliability.** No management headaches or debugging nightmares. Just set it and forget it...SmartNode keeps working.
- ✓ **American-Made Quality.** SmartNode™ VoIP equipment is designed by Swiss engineers and US-manufactured in Gaithersburg, Maryland for high-quality products with reliability you can trust.
- ✓ **Low Operating Costs.** SmartNode legendary set-it-forget-it reliability and stability eliminates costly truck rolls for CPE trouble-shooting, repair or replacement.
- ✓ **Patton’s Gold Standard Tech Support...FREE!** No required support contracts or per-hour charges. Patton drives down your total cost of ownership with free gold-standard customer support—and free software updates!
- ✓ **Trusted, Flexible Supplier.** Doing business since 1984, Patton will connect with your team to specify—even customize—solutions that address your true requirements.



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