Patton Deploys Broadvox SIP Trunks Resulting in Partnership and VoIPReady™ Solution

VOIPReady™

powered by Broadvox & SmartNode

PATTON

Executive Summary

Small to medium-sized companies are interested in the cost savings of VoIP communi-cations but are tied to their investment in traditional telephony equipment or they don't have the money to invest in replacing existing infrastructure with IP telephony. To address this need, Patton, Broadvox and ABP Technology are partnering to launch VoIPReady™, packaging Broadvox GO! SIP Trunks with Patton's SmartNode gateways. The VoIPReady™ package comes configured, tested and supported by a dedicated ABP Technology Technical team to offer the market the first ever plug-and-play VoIP service with ability to use existing legacy phone equipment.

Patton's Story

Patton Electronics is a multinational company that engineers and manufactures VoIP, network access, connectivity and video surveillance equipment. Like many companies, Patton saw the cost-savings and functionality benefits of moving their offices to IP com-munications; however, they already had major investment in legacy phone equipment. With multiple functional PBXs, over 200 analog phones, and over a dozen fax machines across their eight global offices, they found themselves financially tied to their equip-ment. It would take years to break-even if they were to replace their entire infrastruc-ture with IP telephony.
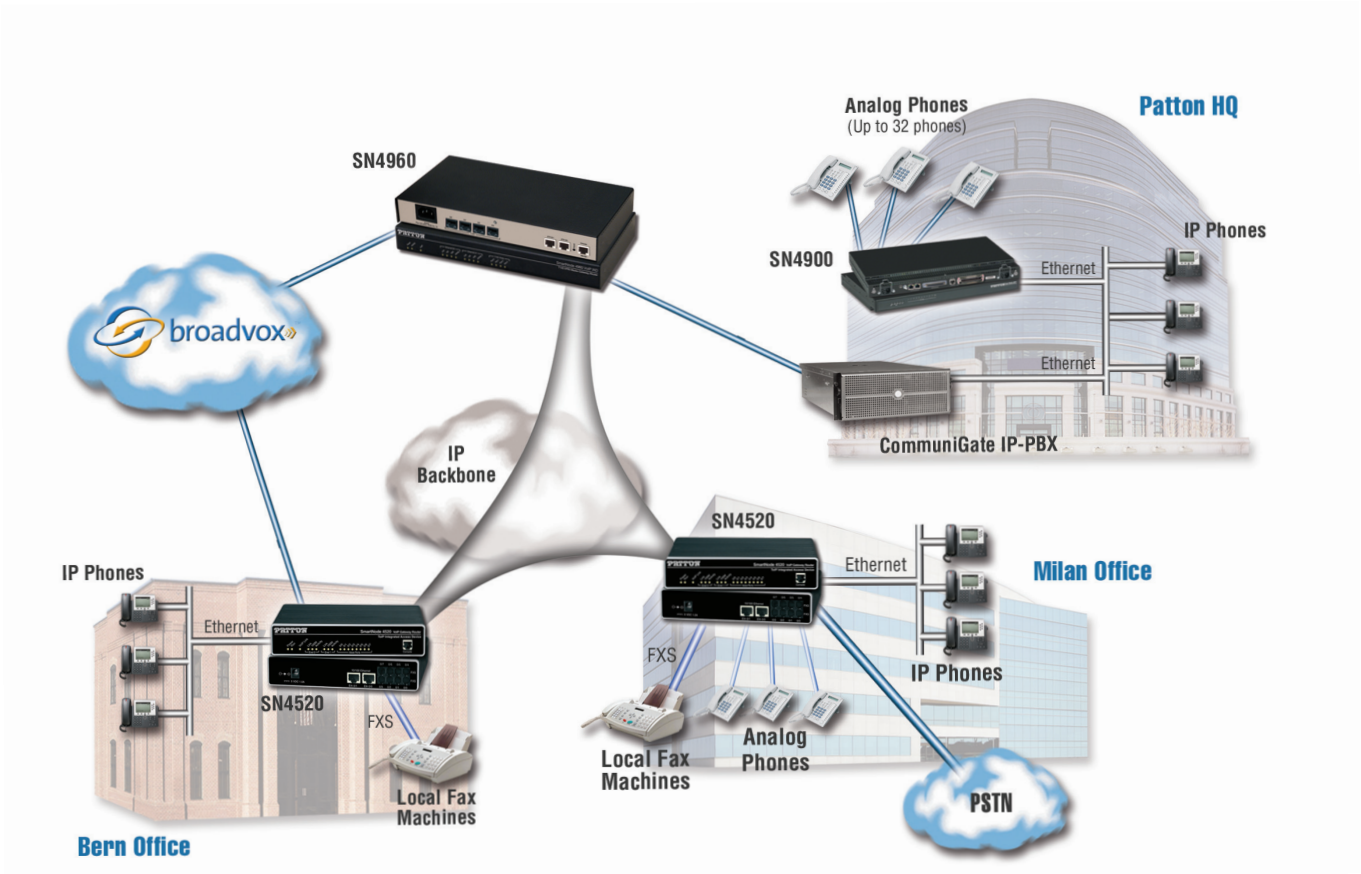
Patton first began to evaluate SIP Trunking service providers because of existing sup-port issues they were having with their current provider as well the added benefit of reduced reoccurring telephony fees. Their in-depth search led them to Broadvox. Broadvox had a reputation for quality, ease of setup, great support, better performance, and the added benefit to certify interoperability with the Patton SmartNode platform. It was an easy decision for Patton and they selected Broadvox for their SIP trunks and bonded T1's for voice traffic.

Instead of replacing their entire telephony infrastructure, Patton was able to use utilize their SmartNode VoIP gateways to capitalize on existing telephony equipment while slowly making the transition to a pure IP telephony system. The SmartNode allows conversion between the TDM circuit-switched and IP packet-based communication worlds. This means Patton could transition to VoIP while still using their existing equipment by placing a SmartNode between their PBX and the Internet to perform TDM to IP conversion. With this setup, Patton could benefit from the cost savings of SIP Trunking while gradually replacing their existing telephony infrastructure with IP telephony at their own pace.

Utilization of the SmartNode offered Patton several other benefits. Deploying SmartNode gateways in each of their 8 global offices inter-connected all Patton offices for toll-free inter-office calling through VoIP. Additionally, using the least cost router within the SmartNode, they could optimize calling rates by automatically selecting the least expensive route for each called number. This also included the ability to make local calls to anywhere in the world that they were connected with a SmartNode for local PSTN break-out.

This hybrid approach allowed Patton to gradually replace the existing traditional telephony infrastructure over time with minimal impact on CAPEX. Patton was able to tie in their traditional PBX with their new IP PBX while also slowly migrating their existing analog phones to all-IP end points. SmartNode further enabled this gradual transition with its SN4900 IP Channel Bank to inter-connect the remaining analog phones and fax machines to the new IP PBX. Furthermore, Patton placed a SmartNode 4960 enterprise session border router at the edge, between their IP PBX and the VoIP network, to provide transcoding, QoS, and secondary registrar for local SIP devices.

(See a simplified version of Patton's current telephony infrastructure on the next page).

Patton immediately realized savings and increased the stability of its telephony network by deploying Broadvox SIP trunks with the Patton SmartNode VoIP Gateways, Gateway-Routers, and Enterprise Session Border Routers:

	Before	broadvox»	Net Savings with Broadvox
Monthly Phone Bill	$2,544.26	$1,905.50	$638.76
Yearly Phone Bill	$30,531.12	$22,866.00	$7,665.12
For the 3-year contract, Broadvox will save Patton Electronics $22,988.36!			

Implementation results in Patton/Broadvox/ABP Tech partnership

As the SmartNode and Broadvox solution proved to be a great solution for Patton, both companies decided to partner in packaging the solution for the marketplace. Partnering also with ABP Technology, a value-added distributor for both Patton and Broadvox, the three companies have worked together to offer a plug-and-play package where companies with legacy phone equipment can transition to VoIP now with minimal investmen and effort. By deploying best-of-breed technologies ABP Technology now has a pre-configured, tested, and supported turn-key solution for the reseller community transitioning from the legacy key-systems of the past to the SIP trunks of the future… Simply put, the package is VoIPReady™.

What is VoIPReady™?

VoIPReady™ is the new delivery mechanism designed by ABP technology to save resellers time and provide plug-n-play equipment with working pre-configured SIP Trunks. The VoIPReady™ offering is based on ABP's experience in configuring, testing and fulfilling end points for carriers, and combining with a preconfigured Broadvox SIP account. When you get your VoIPReady™ equipment from ABP Technology you will:

- Receive a device pre-configured with the Broadvox accounts your customer wants

- Receive a device pre-configured with free demo accounts on Broadvox for customers who aren't sure of what they want yet

- Become automatically enrolled to receive residual income from all lines sold on equipment

When your customers receive a device that they can instantly make calls on, this dramatically decreases the amount of effort you need to make configuring their accounts. It can cut out up to several days from the normal way of doing things and speed up your installation process.

The quicker your customer has dial tone, the quicker you're on to the next prospect!

For more information on VoIPReady or placing an order, please visit: http://abptech.com/voipready.php

About Patton Electronics

Patton is a multinational organization that designs, develops, and manufactures electronic communications equipment for network access, connectivity, voice-over-IP, triple play and video surveillance. Deployed throughout the world in carrier, enterprise, and industrial networks, most Patton products are manufactured in the USA. Patton is ISO 9001:2008 certified and markets a catalog of over 1000 products including SmartNode™ VoIP solutions (SIP and H.323) for analog and ISDN telephony; Visuality™ mobile-video surveillance, collection, and intelligence distribution solution, ForeFront™ multi-service access infrastructure solutions for TDM and IP service delivery (T1/E1, G.SHDSL, xDSL, dial-up); OnSite™ CPE solutions for last-mile/local-loop access (WAN routers, modems, remote access servers, NTUs, CSU/DSUs); CopperLink™ Ethernet Extenders; EtherBITS device servers; EnviroNET™ NEMA4-compliant hardened networking equipment, and a full range of network-connectivity SerialComm (interface converters, short-range modems, multiplexers, surge protectors). Patton Electronics has been doing business since 1984. For more information, please visit www.patton.com.

About SmartNode VoIP Solutions

Patton's award-winning SmartNode™ equipment delivers state-of-the art VoIP technology that integrates seamlessly with existing analog POTS and digital ISDN infrastructures. Proven interoperability with all major brands of softswitches and IP-PBXs makes it easy for carriers and enterprises to deploy future-proof VoIP systems quickly and profitably today. Tens of thousands of SmartNode™ products are up and running in enterprise networks and carrier deployments worldwide.

The SmartNode™ Unified Communication Agent™ (UCA) provides any-to-any multi-path switching (simultaneous SIP, H.323, ISDN, and POTS calls with routing and conversion between TDM/PSTN and IP/Ethernet networks—plus T.38 and SuperG3 FAX) combined with dial-backup and IP-link redundancy for VoIP and data survivability.

The UCA also provides VoIP-over-VPN security with encrypted voice via IPsec with AES/DES strong encryption and automated keying via Internet Key Exchange (IKE), plus SIP Registrar for presence/reachability.

Scaling from 2 to 120 voice calls, SmartNode™ VoIP gateways, routers, IADs and Session Border Controllers (SBCs) offer every industry-standard interface, including T1/E1, PRI/BRI, FXS/FXO, V.35/X.21, Ethernet, G.SHDSL, ADSL2+, and more, while Patton's advanced DownStreamQoS™technology delivers clear, toll-quality voice on every call. For more information, please visit **www.patton.com/smartnode**.

About ABP Technology

ABP Technology is a Dallas, TX based, value-added distributor of IP Telephony and IP Video solutions and services marketed throughout North America, Latin America and the Caribbean. The ABP portfolio includes VoIP phones and IP-PBXs, IP peripherals, gateways, Mobility solutions with WiFi, DECT and Dual mode technology, IP Surveillance Cameras, video analytics, engineering consultation services, technical support, IP training, provisioning and configuration and fulfill-ment services. ABP's clients include channel partners, specialized VARs, Service Providers, government entities and educational institutions. For more information, please visit **abptech.com**.

About Broadvox

Broadvox launched in 2001, providing wholesale carrier services over a domestic VoIP network. The company has continued to expand and grow, always on the leading edge of the business VoIP services revolution. In 2007, Broadvox added commercial SIP Trunking, Go!SIP Trunking, to its product offering and in 2008, began selling broadband in order to deliver the highest levels of connectivity, voice quality and security.

Broadvox merged with Cypress Communications on January 14, 2011, adding award winning Hosted Unified Communications as a Service (UCaaS) for SMBs and enterprises to the Broadvox portfolio.

As a Top Ten Hosted VoIP and Unified Communications provider – (ranked #4 in ABI Research's Top Ten Matrix Ranking) Broadvox delivers the expertise of highly skilled customer service, technical support and local on site technicians 24x7x365 from our Network Operations Center (NOC). Three office locations serve Broadvox's growing Unified Communications (UC) services needs and care for its expanding customer base.

The Broadvox Corporate Headquarters is located in Dallas, Texas, with operations centers in Atlanta, Georgia and Cleveland, Ohio.

For more information, please visit **broadvox.com**.

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