

## Will This Vendor Alliance Fire Up Commercial SIP-Based VoIP?

There's been extensive speculation that commercial services could very well be the next mega money-maker for cable ops. Take for example the recent word from Kagan Research, which projects that MSOs' commercial services revenue could reach up to \$10.7 billion annually by 2009.

Anyone reading these words most likely doesn't need convincing that SIP is a major key to the future of advancing commercial voice deployments over HFC networks. However, SIP-based VoIP does have a lot of technical issues surrounding it – most notably integration, quality of service (QoS) and reliability. Add to that the fact that commercial voice requires that cable ops offer features above and beyond what they're used to with residential subs (such as call parking, waiting, etc.)

### The Importance of Being Pre-Integrated

Enter a joint solution from a varied group of vendors that could mark a fundamental crossroads, especially when it comes to taking on sticky integration issues. **Camiant**, **Acme Packet**, **ARRIS**, **BroadSoft**, **pureIntegration** and **Sigma Systems** recently announced a joint solution for the delivery of commercial SIP-based VoIP services. Their idea of "pre-integrating" their technologies could prove a crucial turning point in how cable ops approach deployments of SIP-based VoIP services to businesses.

Randy Fuller, senior director of alliances and solutions at Camiant tells Broadband Gear Report that this vendor alliance happened in a very organic way. All of the aforementioned were working separately with early-adopter MSO customers about a year

ago, and naturally, integrating their technologies was part of the process. As they developed techniques to ensure that their solutions would work together effectively in real-world systems, they came to realize that they could take time off a cable operator's deployment by pre-integrating their technologies.

"We think we can cut three to six months off deployments," Fuller reports. "One of the challenges that cable operators have had in developing the commercial voice market is selecting and implementing network components that work effectively together within the unique requirements of cable MSOs' networks," Fuller explains. "This group of vendors, each a well-established market leader in their own right, have come together to solve that problem."

### Under the Hood

So, which products and solutions are involved, and what kind of commercial-grade features and functions does it offer? Taking on the latter point first, the solution promises advanced calling features, security, network address translation (NAT) and firewall traversal. It also promises dynamic QoS, broad client choice and automated order management, provisioning and administrative/user self-care.

As for the actual gear and software, the components of the cable MSO commercial VoIP solution include:

- **Camiant's** Multimedia Policy Engine, enabling real-time QoS control for VoIP calls and other services over cable's DOCSIS high-speed data network

- **Acme Packet's** Net-Net session border controllers, acting as the edge SIP element and P-CSCF supporting key security, service assurance and regulatory compliance requirements

- **ARRIS's** C4 CMTS delivering service availability, wirespeed performance and Touchstone multiline EMTAs that support both SIP and NCS protocols delivering from two to 12 lines of voice and a broad range of business features

- **BroadSoft's** BroadWorks, an IMS-compliant application server, providing a comprehensive range of VoIP applications, including hosted PBX, IP Centrex, mobile PBX and business trunking

- **Sigma Systems's** Service Management Platform, Commercial SMB Voice Service Package and Service Management Applications, delivering automated order management, network/device/service provisioning, BSS integration and administrator/user self-care for commercial VoIP services

- **pureIntegration** specialized systems integration, with particular experience with deploying commercial VoIP solutions with these system components

Looking to see the whole integration in action? The vendors will be jointly demonstrating it at the **CableLabs Summer Conference**, August 5-8 in Keystone, CO.