

Applying a specific set of rules to IP-based communications such as VoIP calls, video conferences, Unified Communications (UC) sessions, and third-party applications and messaging systems, enterprises can control multimedia communications to customers and employees with unprecedented flexibility and ease. For example, enterprises can centrally manage communications coming into contact centers based on specific business rules in the form of policies, such as routing the top-priority calls to a particular center of expertise. Or enterprises could prioritize the delivery of bandwidth-intensive video applications based on different business rules. Intelligent session control solutions can also help enterprises to significantly lower their long-distance fees, use fewer mobile minutes, simplify network administration, optimize bandwidth utilization and reduce network downtime—saving as much as 55-75% in recurring communications costs. Centralizing session and routing control provides a view of policies that can be applied across your network. Enterprises will have the ability to use a centralized routing database to do things such as consolidate and centralize dial plans and integrate multiple vendors to look like a single communications system.

Enterprises should look for solutions that:

- Intelligently manage communications sessions—routing paths, priority, admission control, etc.—based on a variety of policies including media type, source/destination and time of day/week;
- Bring together multivendor environments to create centralized dial plans, centralized call routing and more;
- Reduce costs through operational efficiencies, simplified network management and fewer provisioning errors, while improving network response and utilization; and
- Avoid and reduce international and long-distance toll fees.

Sonus solutions enable enterprises to exercise end-to-end network control on each IP flow, allowing enterprises to focus on delighting the customer rather making sure communications are handled efficiently.