



## Fusion 500 Helps Omnia Technologies Deliver Remote ACD Services

### Case Study



**O**mnia Technologies has been providing expertise in enterprise communications systems since 1994 and has become synonymous with IP voice technology. For several years now, Omnia has been designing, installing, and maintaining VoIP communications systems for a wide range of satisfied clients.

### The Challenge to Deliver Remote ACD Services

Omnia Technologies is introducing a new remote ACD (Automatic Call Distribution) service. This remote ACD service is designed to handle the inbound and outbound calls made by remote agents utilizing IP telephony to access remote ACD applications. The remote ACD service will provide seamless VoIP support to multiple businesses, each with multiple locations or that have a large ratio of teleworkers.

One of the key requirements in meeting the challenge of this remote ACD application is to simultaneously enable the registration of SIP Trunks and the registration of remote softphones or IP phones. SIP Trunking is utilized to provide network backup and cost savings, while the ability to register remote phones gives multiple agents from multiple remote locations and multiple companies the flexibility to work with softphones or IP phones.

### U4EA's Fusion 500 Resolves Key Issues

In the remote ACD center, Omnia Technologies uses an IP-PBX to handle all calls, call routing, customer accounts, and other call center functions. Omnia required the following additional functions for the remote ACD center:

- Advanced firewall functionality to allow and control the traffic into and out of the call center
- Support for registration of the IP-PBX with external SIP trunks
- Support for registration of external/remote softphones/IP phones with the internal IP-PBX
- Effective QoS and bandwidth management to protect all VoIP calls

U4EA's Fusion 500 Business Gateway proved to be the only product that could meet all of these needs simultaneously.

*"U4EA's Fusion 500 is great. We have tried dozens of products, and this is the only one that simultaneously allows an internal (LAN-side) IP-PBX to register with external SIP trunks and external SIP phones to register with the internal IP-PBX. The Fusion 500 is really (among other things) a Session Border Controller (typically very expensive) with a built-in Firewall - very cool and very effective. The VoIP call records and monitoring utilities are also top-shelf."*

- Bob Marsh, Omnia Technologies, Inc.

The Fusion 500 combines the functions of a router, switch, firewall/NAT, IPSec/VPN, IDS, session controller, bandwidth

### Solution Overview

Omnia connects with organizations to help them make the move to VoIP telecommunications painless and highly cost-effective.

#### Challenges

Not all customers have or want to install and maintain their own PBX. Omnia needs to:

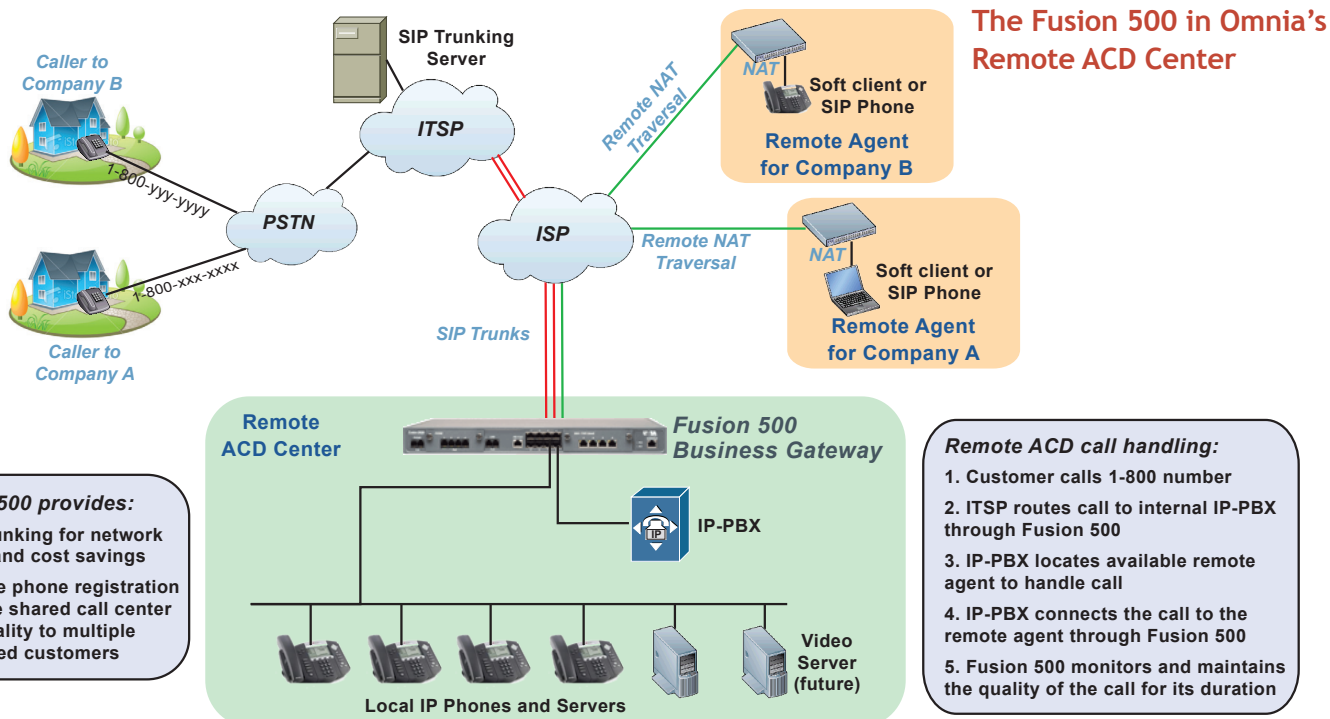
- Provide a remote ACD service where customers can share Omnia resources for business communications
- Allow remote phone registration for customers with multiple sites or that have a large ratio of teleworkers
- Provide SIP trunking to ensure cost-effective solutions

#### Solution

Fusion 500 Business Gateways combine the functions of a router, switch, firewall/NAT, IPSec/VPN, IDS, session controller, bandwidth manager, VoIP Gateway, patented QoS (GoS™) and OA&M into one device for the secure, reliable delivery of unified voice, data and video communications. The Fusion 500 also provides SIP Trunking and Remote NAT Traversal for registering remote IP phones.

#### Results

By combining U4EA's Fusion 500 with an internal IP-PBX, Omnia is able to offer a comprehensive, tested solution for remote ACD functions, VoIP connectivity, remote agent support, SIP trunking, disaster recovery, and future application support.



manager, VoIP gateway, and QoS into a single device for the secure delivery of unified voice, video, and data communications.

The Fusion 500 makes it possible to use SIP trunks over the public Internet to an ITSP or SIP trunk provider. Also, through the Fusion 500's Remote NAT Traversal feature, customers can register remote softphones or IP phones with an internal PBX, whether IP, digital, or analog.

Unified communications solutions are not possible without an effective QoS mechanism. The Fusion 500 is powered by U4EA's unique, patented QoS, called GoS™ (Guarantee of Service). GoS is the only QoS mechanism that provides an industry-leading 9 classes of QoS to guarantee

bandwidth and control packet loss and delay for VoIP and other real-time or near real-time UC applications.

### Fusion 500 Selection Makes Remote ACD Service Possible

Omnia Technologies designed its remote ACD center by placing the Fusion 500 at the WAN/LAN edge to provide advanced firewall functionality, enable registration to external SIP trunks, and simultaneously allow the registration of remote IP phones. Behind the Fusion 500, Omnia has placed an IP-PBX to handle all calls, call routing, customer accounts, and other call center functions.

This combination enables Omnia's customers to share Omnia resources for

their business communications in a way that is portable, easy to manage, easily customized, and very cost effective.

By creating the remote ACD service, Omnia is able to save its customers capital and operational costs by eliminating the need for them to buy, host, and maintain their own PBX. Additional cost savings are realized through the use of VoIP technology and SIP trunking.

### Looking to the Future

With U4EA's patented QoS, which is designed specifically to support Unified Communications, Omnia Technologies will be able to deliver new services, such as video conferencing, to its customers.



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