

GENBAND to unveil Mobile Office, Mobile Voice VPN solutions at Mobile World Congress 2011

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Unleashes all-mobile corporate voice possibilities for mobile operators, enables direct enterprise IP connectivity to mobile core



Mehmet Balos, Chief Marketing Officer, Genband Inc., at NetEvents EMEA Press Summit, Barcelona

GENBAND, a leading developer of IP infrastructure and application solutions, today announced it will unveil GENBAND Mobile Office, an all-mobile corporate phone system designed for the small business market, at Mobile World Congress in Barcelona. Additionally, the Company introduced GENBAND Mobile Voice VPN, a SIP business trunking solution that connects enterprise customers directly into the mobile service provider's network core. By empowering mobile service providers to more directly and seamlessly service the enterprise market, GENBAND Mobile Voice VPN eliminates the need for mobile operators to rely on expensive leased PRI trunks from fixed line operators.

“Enterprise voice functionality and connectivity have largely been the domain of the fixed-line operators,” said Micaela Giuhart, Vice President of Product Marketing at GENBAND. “With GENBAND Mobile Office and Mobile Voice VPN, GENBAND is uniquely positioned in the marketplace

with a complete solution that includes both access connectivity and enterprise-grade office telephony applications. Our solution opens new revenue generating opportunities for mobile operators as they more comprehensively serve business customers.”

By customizing and combining its rich portfolio of Applications, Call Control, Session Border Controllers and Traffic and Policy Management solutions on the GENBAND GENiUS™ ATCA Platform, GENBAND provides mobile operators with complete and hybrid solutions that can replace expensive PRIs and provide increased fixed-mobile integration. Delivering an all-IP connection to the mobile core provides operators optimal voice quality for fixed-mobile calls by avoiding multiple transcoding stages. Additionally, end-to-end HD voice between mobile users and enterprise desk phones becomes feasible.

“Over the past year, GENBAND has significantly broadened its mobile portfolio and invested in new solutions,” said Joe McGarvey, Principal Analyst, IP Services Infrastructure at Current Analysis. “GENBAND’s Mobile Office and Mobile Voice VPN solutions offer a unique combination of functionality encompassing both access infrastructure and applications for the end user that few companies are capable of or presently focused on offering. Today’s announcement creates a range of interesting possibilities for mobile service providers to better serve business customers, improve broadband offerings, reduce cost and increase revenue.”

At Mobile World Congress (booth 2B90), GENBAND will showcase Mobile Office applications powered by the GENBAND A2™ Converged Application Server operating at the mobile core to provide small businesses with all features available on a regular PBX, such as auto attendant console and presence based routing functionality.

Additionally, GENBAND will demonstrate pathways for a more cost-effective business trunk solution to the mobile core through GENBAND Mobile Voice VPN, which allows mobile service providers to address new opportunities with IP Voice and provide IP-based services such as hosted PBX and unified communications. GENBAND’s flexible platform delivers the interconnectivity standards a mobile operator requires, from IP, to TDM to hybrid infrastructure.

Both the GENBAND Mobile Office and Mobile Voice VPN are integrated and offered through the GENBAND GENiUS platform, enabling GENBAND to provide an end-to-end solution with media gateway capabilities, BICC call control, SIP applications and border/policy control. The platform further leverages GENBAND’s extensive experience connecting to a wide variety of enterprise applications and IP PBXs from the major vendors.

Through GENBAND’s G9™ Converged Gateway, the end-to-end solution offers cost-effective mobile media gateway functions and simultaneously provides IP-IP transcoding features. To support service providers in managing Enterprise SIP trunks, GENBAND’s S3™ Session Border

Controller provides SLA management features. The end-to-end GENBAND GENiUS platform also supports service providers' evolution to IMS.