

# SONUS PRODUCT AND SERVICES BULLETIN

## External Announcement



ISSUED: 26 September 2013

### Introduction of the Sonus SBC SWe A Software-Based Session Border Controller

**Relevant to:** Sonus Partner Assure Select Distributors and Select Direct Partners Sales, Finance, Order Admin, Global Services and Marketing



Sonus Networks is expanding its Session Border Controller (SBC) portfolio with the introduction of the Sonus SBC SWe, the industry's only software SBC that delivers the same advanced features, functionality and performance of Sonus' hardware SBCs on a virtualized platform. **This material is being provided under NDA until October 9, 2013; the confidentiality of this material remains in place beyond the NDA lift date.**

The SBC SWe features the same hardened code base, media transcoding and security technology found in Sonus' award-winning hardware-based Sonus SBC 5000 Series, and it can scale from as few as 25 to an unlimited number of sessions, at the customer's pace. The only difference is how customers choose to deploy it: on industry-standard servers, virtualized environments or as a hosted service. The SBC SWe operates seamlessly with the existing Sonus SBC product portfolio. Sonus is the only vendor on the market with a common code base across its hardware and software SBC portfolio, giving customers investment protection and peace of mind about the security of their network.

#### Key Dates:

Date	Event	Description
<b>September 26, 2013</b>	Briefing packets available for Select Distributors and Select Direct Partners under NDA	SBC SWe overview, SKUs, pricing, how to order, etc.
	Sonus SMEs available for one-on-one NDA discussions	Informational session to address questions from Distributors and Partners
<b>October 9, 2013</b>	External partner and customer facing launch	Webinar for customers and partners
	Sonus SBC SWe SKUs available in the Partner Portal Configurator	Channel partners can use the systems to pre-order the SBC SWe ahead of general availability
<b>November 15, 2013</b>	General availability of the SBC SWe	Shipment of orders begins

#### Benefits to Channel Partners

With the introduction of the SBC SWe, Sonus broadens its portfolio with more SBC options for partners and customers, to address the smallest to the largest session requirements.

- **The SBC SWe dramatically expands the total addressable market (TAM) partners can reach**
  - Majority of enterprise customer deployments are low density. Nearly 60% of the enterprise SBC market today is at the 800 session count and below, with most of them below 100 sessions.
  - The SBC SWe is deployed via software download to meet the initial requirements of the enterprise customer
- **The SBC SWe removes friction from customer deployments**

- Faster time-to-deployment
- The flexibility to expand from a low density deployment to one with unlimited scale with just license keys allows Sonus' partners to immediately meet customers' needs

**Product Overview**

Scalable from 25 to limitless sessions, the unique architecture of the SBC SWe allows customers to define how and when their network needs to scale. The SBC SWe utilizes the same code base, the same features and experience in a software-based solution that can be simply deployed on any COTS server.

Designed to be simple but robust, and agile but predictable, the SBC SWe makes it easy for customers to reach new markets and new revenues with secure SIP and Unified Communications (UC) services:

- Rapidly extend interworking capabilities with just a license
- Deliver the same advanced SBC functionality and features to small, medium and large businesses anywhere in the world
- Deliver hosted SBC services from a virtual environment for scalable performance at a flexible price
- Deploy SBC services into new regions without a truck roll

Key Feature	Why it Matters
<ul style="list-style-type: none"> <li>• Same proven code base as the award-winning SBC 5x00 Series</li> </ul>	Sonus is the only vendor utilizing the same code base for both hardware and software, which preserves product hardening and feature parity and ensures investment protection for customers
<ul style="list-style-type: none"> <li>• User-defined scale</li> </ul>	Scale from as few as 25 to an unlimited number of sessions, at the customer's pace
<ul style="list-style-type: none"> <li>• Industry-leading, field proven interworking and security</li> </ul>	15 years of security and interworking (both Sonus-owned) ported to a "bring your own" platform
<ul style="list-style-type: none"> <li>• Flexibility</li> </ul>	Deployed on your own host platform; not "boxed in" to hardware

**Target Customer**

Enterprises who want to deploy secure SIP and Unified Communications services without the investment in new hardware.

- Want the ability to scale session counts quickly as business demands change
- Technology-forward with use of virtualized applications
- Need offsite disaster recovery
- Have no or limited space for new hardware

**Pricing and Licensing Overview**

New SKU and pricing information is available in the Sonus Partner Assure Class C price list which may be obtained from your Sonus Channel Account Manager. Discounts are available for all Partner Assure Select and Authorized partners whether buying direct from Sonus or through Select Distributors.

**SBC SWe Software Installation and Configuration Services**

Sonus offers Software Installations and Configuration (SWIC) services for deployment of the Sonus SBC SWe. This service includes 1 day of remote installation, SBC platform connectivity to the SIP trunking environment and a nominal number of simple call routing configurations.

SBC SWe maintenance will align to recently introduced SonusCare Software Only Maintenance offering. Please refer to the Sonus Partner Portal for more information regarding SonusCare Software Only Maintenance.

© 2013 Sonus Networks, Inc. All rights reserved. Sonus, the Sonus logo, and SBC are trademarks of Sonus Networks, Inc. in the United States and other countries. Other brands and product names are trademarks of their respective owners.

## Training Services

Sonus Education Services will be offering SBC SWe on-line training for the following courses. These courses are available on-demand and free of charge through the Sonus Partner Portal after October 9, 2013.

- **SBC SWe Licensing Structure:** This course will explain the licensing structure for the SBC SWe.
- **SBC 5000 Series Deployment Course:** This course, which examines deployment scenarios for the Sonus SBC 5000 product portfolio, has been expanded to include the SBC SWe.
- **SBC 5000 Series Product Architecture Course:** This course will provide a technical overview of the Sonus SBC portfolio, inclusive of the SBC SWe.

### For More Information Contact:

Walter Kenrich, [wkenrich@sonusnet.com](mailto:wkenrich@sonusnet.com)

### Sonus Confidential & Proprietary

This report is for the use of Sonus and Partners only.

© 2013 Sonus Networks, Inc. All Rights Reserved. Confidential and Proprietary. Do not distribute without permission.