

SONUS PRODUCT AND SERVICES BULLETIN

External Announcement



ISSUED: 26 September 2013

Announcement of Availability of Sonus Embedded Policy Server Switch (ePSX) & PSX Policy Solutions

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

Sonus is pleased to introduce the Sonus embedded PSX (ePSX) and updated PSX Policy solutions. The extension of policy features and functionality significantly expands market opportunities for Sonus partners, enabling you to strongly compete and win in areas not previously addressable. Sonus Policy solutions are available to be sold by SBC 5000 series authorized Select Distributors and Select Partners. **This material is being provided under NDA until November 6, 2013; the confidentiality of this material remains in place beyond the NDA lift date.**

Introduction

Within the networking and unified communications realm, policy is defined as a set of rules that determine how and under what conditions users, applications and devices are able to utilize network resources. For example, customer support calls may be routed to different help desks based on the time of day (TOD) or video sessions may be given higher priority over other types of media.

A policy server manages policies or rules between applications and policy enforcement points like SBCs. With the right tools, network administrators can easily add and re-configure policies to address business needs, such as quality of service (QoS) and call admission control (CAC) of particular categories of sessions or users.

Key elements of this announcement:

- Introduction of Sonus Policy Products to the Sonus Channel partners
- Launch of the new ePSX product for use with Release 4.0 of the Sonus SBC 5000 Series
Update release of the previously available PSX policy server

Key Dates

Date	Event	Description
26 September 2013	Briefing packets available for Distributors and Select Partners Direct under NDA	ePSX and PSX overview, SKUs, pricing, how to order, etc.
	Sonus SMEs available for one-on-one NDA discussions with Partner Assure Select Distributors and Select Partners	Informational session to address questions from Distributors and Partners
30 October 2013	NDA webinar for Partner Assure Select Distributors and Select Partners	Informational webinar for Partner Select Partners to learn more about ePSX
	Partner bulletins distributed	Bulletins are distributed to Select Partners

6 November 2013	External partner and customer facing launch	Webinar for customers and partners
	ePSX and PSX SKUs available in the Partner Portal Configurator	Channel partners can use the systems to pre-order ePSX ahead of general availability
25 November 2013	General availability of the ePSX	Shipment of orders begins; software downloadable

Policy Value Proposition for Customers

Sonus Policy provides important value in the following areas:

Value to the Enterprise	Use Case
Intelligent session management	Manage routing paths, call routing, session priority and admission control based on policies such as media type, source & destination, TOD, specified routing path
Bringing together multi-vendor environments	Centralize and integrate dial plan
Savings	Operational efficiencies through centralized policy definition and management, ability to avoid international tolls & more efficient use of bandwidth
Business continuity	Unique PSX and ePSX architecture allows a distributed routing database with the PSX operating as a master, that can recover easily and provides improved network reliability

Key Capabilities

Robust Centralized Call Routing - The Sonus ePSX provides enterprises with a robust centralized call routing solution (SIP proxy) that supports least cost and time-of-day routing for more savings and improved call quality as well as international toll avoidance.

Multi-PBX Dial Plan Interworking - Our solution offers centralized policy and routing management for simplified dial plans, centralized billing and streamlined subscriber provisioning.

Network Failure Avoidance - The Sonus policy management solution protects the enterprise against carrier and switch failures by intelligently routing traffic around network failures and can be easily deployed for geographical redundancy. This helps keep your business up and running, thereby increasing customer satisfaction.

Product Overview

Sonus PSX™ Centralized Policy and Routing Server Switch

The PSX is the centralized SIP policy and routing engine for Sonus' industry-leading session border control solutions. This application has been in the market for quite some time assisting service providers and large enterprises to more efficiently and cost effectively operate their networks and communication sessions. The PSX is significant for new and existing customers with large, distributed networks, for example who plan to deploy multiple SBC 5000 series HA pairs. Partners are encouraged to engage with their Sonus CAM during the sales process for assistance with these policy solution options.

New! Sonus Embedded PSX (ePSX)

The ePSX is the Sonus PSX software deployed within the Sonus SBC 5000 series hardware platform. The ePSX is an ideal solution for Sonus channel partners to offer to customers who have or are purchasing an SBC 5000 series product. The pairing of ePSX within Sonus' industry leading SBC 5000 series platform further differentiates the SBC in the market by providing significantly advanced policy functionality which is deployed in the same platform as the SBC 5000 – lowering operational costs dramatically versus other SBC solutions. Sonus believes that the ePSX is the policy solution most relevant to Select Partners as it addresses the vast majority of enterprise opportunities.

Pricing

New SKU and pricing information is available in the September update to the Sonus Partner Assure Channel price list which may be obtained from your Sonus Channel Account Manager. Standard discount levels will be applied per partner agreements.

Quoting - The ePSX and PSX solution configurations will be available for quoting on the Sonus Partner Portal beginning November 6th, 2013.

Professional Services

To ensure the success of the policy solution deployment, Sonus Professional Services must be purchased when selling an ePSX based solution. Sonus delivered Policy services are expected to be purchased primarily during initial deployments when our Select Partners are still building technical capabilities Policy deployment services and accreditation training are listed below.

ePSX Implementation- In conjunction with SBC release 4.0, Sonus will introduce SBC ePSX Implementation Services Packages for Enterprise (HA Standalone, HA Replica, Standalone and Replica). For Service Description documentation, please refer to the SBC 5000 Series area of the Sonus Partner Portal.

PSX Implementation- SX server deployments can be classified in two areas:

- Enterprise SBC-PSX Implementation Service Package - for deployments of Sonus SBC 5000 series platforms and the Sonus PSX centralized SIP policy and routing server. This service delivers Enterprises the foundation to migrate to a SIP Trunking architecture leveraging Sonus' industry-leading session border control solution. For Service Description documentation, please refer to the SBC 5000 area of the Sonus Partner Portal.
- Custom - Working with you Sonus CAM, customer requirements are gathered and a custom PSX implementation is quoted which typically consists of the following offerings:
 - PSX Software Installation and Configuration (SWic)
 - PSX Routing Design Consulting

Training Services

Sonus Education Services is designing online product focused content on the ePSX. Availability will be communicated prior to product GA. The following course also provides background on customer identification and qualification.

- **L100 PSX Product Training update**
- **L200 Where to Sell Policy - Enterprise**

Additionally, Sonus offers Select Partner Accreditations for technical support professionals who will be performing Level 2 support on Sonus products. For Policy solutions, Sonus will be offering an implementation training track to accelerate the partner enablement. Availability is planned for the end of Nov of the following:

- **SBC 5000 Series** –a 5-day hands-on workshop that contains an introduction to ePSX
- **Policy (ePSX/PSX)** - a multi-day hands-on workshop that addresses level 2 support for ePSX/PSX including how to install the software, make changes to an existing configuration, and troubleshooting

Maintenance Services

Maintenance pricing will align to available SonusCare Maintenance programs. Please refer to the Services area of the Sonus Partner Portal for information on SonusCare.

ePSX	PSX
Maintenance is priced in-line with the Sonus SBC 5000 series hardware platform configuration	Classified as Software Product Only maintenance
Refer to SonusCare maintenance program offers and pricing details located on the Partner Portal	

For More Information Contact:

Greg Krikorian, gkrikorian@sonusnet.com

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