



## VOXCO MIGRATES TO THE CLOUD WITH TELCOBRIDGES PROSBC

### Summary

- Earlier this year, Voxco, a Montreal- based survey software solution provider, initiated an effort to migrate their telephony survey engine to the cloud with SIP trunking
- In moving to their private cloud, Voxco needed to consolidate the call traffic from their many dialers into a single high-volume SIP Trunk, requiring an SBC
- To solve their architectural needs, they chose ProSBC, a subscription-based virtual SBC
- Voxco was able to quickly implement ProSBC and complete their cloud migration to meet customer commitments
- “ProSBC has been completely flawless, I have had no issues – It just works” noted Charles-Philippe Cossette



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**Charles-Philippe Cossette**  
IT Director, Voxco

### Background

Voxco, a Montreal based company, provides market research organizations and government agencies, universities and global corporations with a cloud-based SaaS platform to collect data via online and mobile surveys, over-the-phone interviews or face-to-face offline surveys. Founded more than 45 years ago, Voxco serves over 450 clients in over 40 countries.

### Challenges

The leadership at Voxco made a strategic decision to move their telephone-based survey services from on-premises to a private cloud architecture, and with that, transitioning from TDM trunking to SIP trunking. As part of this new architecture, Voxco customers would be allocated one of many virtual dialers, used to initiate calls to prospective survey respondents. As Charles-Philippe Cossette, IT Director notes: “In moving to the cloud, an architectural challenge arose, requiring a solution to merge the outbound calling traffic from our many high-speed dialers to our new SIP trunking service provider”. Solving this architectural challenge required a session border controller (SBC) that could consolidate large volumes of traffic during major campaigns and could scale as Voxco’s subscriber base grew.

Beyond the technical issues, the cost of the session border controller was also important to the success of the project. “As a Software as a Service (SaaS) offering, an SBC with a subscription-based business model would be preferred, avoiding large capital expenditures”.

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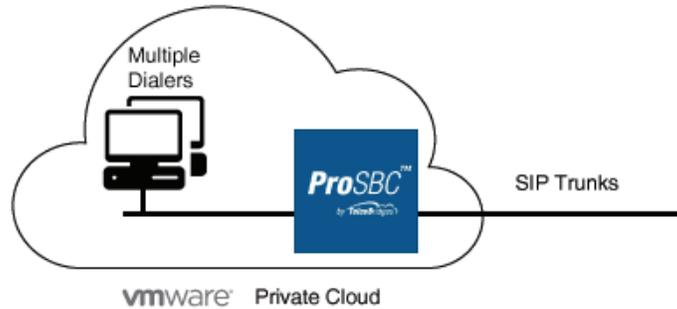
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## VOXCO Cloud Architecture



### Solution

Based on a referral from a telecom consultant, Voxco turned to TelcoBridges’ ProSBC to solve their architectural and cost challenge. Hosted in Voxco’s VM-ware-based private cloud, ProSBC interfaces between the high-speed dialers and SIP trunks. In this new architecture, outbound traffic from multiple dialers is merged into a single SIP trunk, optimizing the usage of one high-capacity SIP trunk, reducing costs. Thanks to robust security features available in ProSBC, the SIP trunk could be directly interfaced to the SBC via an Ethernet hand-off.

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### Results

When asked about the results of Voxco’s use of ProSBC and migration to the cloud, Charles-Philippe commented:

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For more information on Voxco Research Cloud, please visit: <https://voxco.com/>

For more information on ProSBC, visit: <https://freesbc.telcobridges.com/>



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