ProSBC™ by TelcoBridges

Case Study

Aircall Connects with TelcoBridges ProSBC to Grow the "Phone System for Modern Business"

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Challenges

- "standardizing" new international provider traffic
- a cloud based SBC with Media Bypass for lower latency
- a RESTful management API for automated provisioning
- real-time voice quality monitoring

Solution

- ProSBC normalizes inbound and outbound traffic
- ProSBC provisioned and managed via RESTful API
- ProSBC Media Bypass directs pay-load media traffic directly
- ProSBC scales easily alongside growing user-base

Benefits

- multiple carriers for both inbound and outbound traffic
- flexibility and ease of traffic handling enables new regional service providers
- more resilience and best call quality for customers
- scalability allows for expanding global business

Background

Headquartered in Paris and New York City, Aircall is a cloud-based phone system offering an innovative contact-center-as-a-service (CCaaS) solution. They proudly call it, "The Phone System for Modern Business."

Based on cloud infrastructure and offering a WebRTC client interface, Aircall keeps conversations well-informed by integrating their voice services with popular CRM tools such as Salesforce, HubSpot, Zendesk, and others. Aircall's solution is currently deployed by more than 50,000 users around the globe.

Aircall offers all of the sought-after call-center features, including parallel calls, unlimited concurrent calls, call recording, time-based routing, call queuing, callback requests, and many others. It provides rich analytics, plus monitoring & whispering capabilities - which aid employee training by facilitating the ability to listen-in and coach teammates during live calls.

Aircall also offers a number of Computer Telephony Integration (CTI) features that offer the ability to customize workflows and improve team productivity, especially for Sales and Support teams.

Challenges

To supply international customers with local numbers, Aircall works with a growing number of providers. To date, Aircall has entered 40+ markets, and they expect to add several more in the year ahead as their business continues to expand around the globe. Each time they add a new provider through SIP, they must "standardize" traffic so that it can be properly delivered to their application.

To accomplish this, Aircall required a session border controller that could be hosted on Amazon Web Services (AWS), and they preferred an SBC with media bypass features to reduce latency on calls.

To facilitate automated provisioning and management of their network, Aircall sought an SBC with a RESTful management API.

To deliver a high-quality experience for their customers, Aircall must have the means to actively monitor voice quality of services from various providers. The Phone System for Modern Business needs to sound crystal clear, as voice quality plays a key role in delivering a positive customer experience.



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>
> The subscription and scalable nature of ProSBC fits our business model perfectly, and we think it's just what we need in order to continue expanding our business around the globe and satisfying our customers

—Pierre-Baptiste Bechu
Engineer and co-Founder

Solution

After evaluating multiple SBC solutions, Aircall selected TelcoBridges' ProSBC on AWS for worldwide deployment. ProSBC normalizes Aircall's inbound and outbound traffic, passing the traffic on to multiple data centers around the globe.

ProSBC is provisioned and managed by Aircall engineers via the RESTful API, providing needed access and voice quality performance metrics.

To help reduce latency on calls, Aircall utilizes ProSBC's Media Bypass features whenever possible, directing payload media traffic directly from the provider to their application.

As a subscription-based virtualized software product, ProSBC scales easily alongside Aircall's growing international user-base.

Results

Now in full production, ProSBC gives Aircall the option of using multiple carriers for both inbound and outbound traffic. The flexibility and the ease with which ProSBC handles traffic enables Aircall to partner with new regional service providers. This allows their products to be more resilient and to provide best call quality for their customers.

"ProSBC provides the functionality we need, and it's been very reliable," says Aircall engineer and co-founder Pierre-Baptiste Béchu. "The subscription and scalable nature of ProSBC fits our business model perfectly, and we think it's just what we need in order to continue expanding our business around the globe and satisfying our customers."

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For more information or to demo Aircall, please visit: https://aircall.io

For more information on Aircall's network, please visit https://aircall.io/quality-and-reliability

ProSBC™ by TelcoBridges

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

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